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AMERICAN RADIO

SUMMER 1989 SUPPLEMENT

(Arbitron Rating Period: 22 June - 13 September)

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INTRODUCTION

I am pleased to present the fourth edition of American Radio - Summer 1989 Supplement. This book is designed to supplement the primary editions of American Radio by providing updated summaries of the 78 markets which Arbitron surveys on a quarterly basis.

The "Summer Supplement" is issued every November.

Your support of my work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at this address:

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Every effort has been made to make this book as accurate as humanly possible. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

TABLE OF CONTENTS

INDIVIDUAL MARKET REPORTS

(in alphabetical order)

Albany-Schenectady
Allentown-Bethlehem
Atlanta
Austin
Baltimore
Baton Rouge
Birmingham
Boston
Buffalo
Charlotte
Chattanooga
Chicago
Cincinnati
Cleveland
Columbus, OH
Dallas-Fort Worth
Dayton
Denver
Detroit
El Paso
Fresno
Grand Rapids
Greensboro
Greenville
Harrisburg
Hartford
Honolulu
Houston
Indianapolis
Jacksonville
Kansas City
Knoxville
Lansing
Las Vegas
Los Angeles
Louisville
McAllen-Brownsville
Memphis
Miami-Ft. Lauderdale
Milwaukee
Minneapolis
Nashville
Nassau-Suffolk
New Orleans
New York
Norfolk
Oklahoma City
Omaha
Orlando
Philadelphia
Phoenix
Pittsburgh
Portland, OR
Providence
Raleigh
Richmond
Riverside-SB
Rochester
Sacramento
St. Louis
Salinas-Seaside
Salt Lake City
San Antonio
San Diego
San Francisco
San Jose
Seattle-Tacoma
Springfield, MA
Syracuse
Tampa-St. Pete
Toledo
Tucson
Tulsa
Washington
West Palm Beach
Wilkes Barre-Scrn
York
Youngstown

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/721,000

MSA Rank/Pop: 60/848,100
ADI # 50
Average Person Ratings: 17.8
Market TSL: 23.25 hours

Stations: 25/25
Diaries: 1062/679:1/51.9%
Sample Target: 1060
% Below Line: 0.0
% Not Listed: 15.1

1988 Revenue: $20,000,000
HH Inc.: $35,494
Retail $: 6.0 Bil
Pop per Station: 28,840
#1 Biller: WGY $3,800,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGY	(MOR)	125/ 9.8	9.7	9.3	8.9	10.6	9.4	178/2566	1713/23.8	23.8	24.2	83				WGY
2. WROW-F	(EZ)	123/ 9.6	9.4	9.9	10.7	8.5	9.9	148/1640	1222/16.9	16.3	15.4	74				WROW-F
3. WFLY-F	(CHR)	120/ 9.4	7.1	8.6	7.6	7.4	8.2	145/2202	1787/24.8	21.0	19.9	78				WFLY-F
4. WPYX-F	(AOR)	106/ 8.3	10.2	8.9	10.6	11.7	9.5	167/2492	1598/22.2	23.6	24.8	120				WPYX-F
5. WGNA-AF	(C)	105/ 8.2	10.1	10.8	8.4	5.8	9.4	174/1913	1024/14.2	18.3	11.9	120				WGNA-AF
6. WKLI-F	(AC)	85/ 6.6	6.0	6.1	6.6	5.9	6.3	106/1251	1060/14.7	15.7	13.0	155				WKLI-F
7. WGY -F	(CHR)	57/ 4.5	4.8	4.0	5.0	4.9	4.6	92/2085	1379/19.1	19.0	17.3	84				WGY -F
8. WQBK	(N/T)	55/ 4.3	4.0	4.8	4.6	5.3	4.4	56/704	656/ 9.1	8.1	9.3	44				WQBK
9. WQBK-F	(AOR)	53/ 4.1	4.3	5.3	4.8	4.2	4.6	69/1057	878/12.2	12.9	10.4	117				WQBK-F
10. WTRY	(AC)	43/ 3.4	3.5	3.6	3.7	5.5	3.5	43/834	784/10.9	10.2	13.0	144				WTRY
11. WABY	(BB)	33/ 2.6	3.1	2.4	2.5	4.0	2.7	33/432	418/ 5.8	5.9	6.3	31				WABY
12. WVKZ-F	(AOR)	29/ 2.3	2.1	1.4	2.7	1.6	2.1	32/654	555/ 7.7	6.7	4.1	83				WVKZ-F
13. WROW	(EZ)	27/ 2.1	2.7	2.1	2.2	1.9	2.3	32/527	452/ 6.3	7.9	8.3	81				WROW
14.																
15.																

12+ FM SHARE (METRO): 70.56% (767 of 1087) (SUM 88: 64.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLY-F>>	1 WPYX-F>	1 WPYX-F	1 WPYX-F	1 WKLI-F<	1 WROW-F	1 WGY >	1 WROW-F	1 WFLY-F	1 WFLY-F	1 WGY >>
2 WGY -F>>	2 WFLY-F	2 WKLI-F	WKLI-F	2 WPYX-F<	2 WGY >	2 WROW-F	2 WPYX-F	2 WROW-F	2 WGY >	2 WROW-F<
3 WPYX-F	3 WKLI-F	3 WFLY-F	3 WGNA-AF	3 WGNA-AF	3 WGNA-AF>	3 WPYX-F	3 WFLY-F	3 WGNA-AF	3 WPYX-F<	3 WGNA-F
4	4 WQBK-F>	4 WGNA-AF	4 WFLY-F	4 WGY	4 WQBK >	4 WGNA-AF<	4 WGNA-AF<	4 WPYX-F	4 WGNA-AF	4 WQBK >
5	5 WVKZ-F	5 WGY <	5 WGY	5 WFLY-F<	5 WKLI-F	5 WFLY-F	5 WKLI-F<	5 WGY <	WQBK	5
6	6	6 WQBK-F	6	6 WROW-F	6	6 WKLI-F	6 WGY	6 WKLI-F	6 WROW-F	
7	7	7	7	7	7	7	7	7	7 WKLI-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLY-F	1 WKLI-F	1 WKLI-F	1 WKLI-F	1 WKLI-F>	1 WPYX-F>	1 WPYX-F>>	1 WPYX-F>>	1 WPYX-F>	1 WPYX-F>
2 WKLI-F	WFLY-F>	2 WFLY-F>	2 WFLY-F>	2 WROW-F	2 WFLY-F>	2 WFLY-F<	2 WQBK-F	2 WGNA-AF	2 WGNA-AF>
3 WVKZ-F	3 WPYX-F	3 WGY -F	3 WGY <	WGY	3 WQBK-F>	3 WQBK-F>	3 WEQX-F	3 WFLY-F	3 WQBK-F
4 WPYX-F	4 WGY -F	4 WPYX-F	4 WGNA-AF	WFLY-F	4 WVKZ-F	4 WVKZ-F	4 WVKZ-F	4 WQBK-F	WGY
5 WQBK-F	5 WQBK-F	5 WGY	WGY -F	5 WGNA-AF	5 WKLI-F	5 WKLI-F	WFLY-F	5 WKLI-F	5 WKLI-F
6 WGNA-AF	6	6	6 WPYX-F	6	6	6	6 WGNA-AF	6	6
7 WGY -F	7	7	7 WROW-F	7	7	7	WKLI-F	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCKL	560	Catskill	0.5/1.6
WCSS	1490	Amsterdam	0.4/0.7
WEQX-F	102.7	Manchester	1.6/4.3
WHAZ	1330	Troy	0.5/1.7
WHRL-F	103.1	Albany	1.6/4.7
WKOL-F	97.7	Amsterdam	1.3/2.8
WPTR	1540	Albany	1.4/7.1
WSHQ-F	103.5	Coblskl/Schnctd	0.6/2.2
WSHZ-F	98.3	Rotterdam/Albny	1.3/4.8
WSSV-F	101.3	Stillwater	0.7/1.9
WVKZ	1240	Schenectady	0.0/1.1

RADIO STATIONS

WABY,	1400,	1 KW	, NOSTALGIA	SMN,	$ 17.00 (Durpetti)	Premiere
WGY ,	810,	50 KW	, MOR	NBC,	$ 85.00 (Eastman)	Empire
WPTR,	1540,	50 KW (DA-1)	, NEWS/TALK	US 2, ABC C,	$ 26.00 (Torbet)	
WQBK,	1300,	5 KW (DA-2)	, TALK	CBS, ABC T,	$ 30.00 (HNWH)	
WROW,	590,	5 KW/1 KW (DA-2)	, COMBINATION WITH WROW-F			
WTRY,	980,	5 KW (DA-N)	, OLDIES	MBS, ABC D,	$ 37.00 (Mc-Guild)	Merv Griffin
WFLY-F,	92.3,	17 KW @ 890,	CHR	ABC C,	$ 55.00 (Torbet)	
WGNA-F,	107.7,	13 KW @ 980,	COUNTRY	ABC E,	$ 51.00 (Republic)	Barnstable- Empire
WGY-F ,	99.5,	15 KW @ 930,	CHR	SOURCE,	$ 47.00 (Eastman)	
WHRL-F,	103.1,	1 KW @ 400,		MBS,	$ 18.00 (---)	
WKLI-F,	100.9,	3 KW @ 300,	AC	US 1,	$ 60.00 (Durpetti)	Premiere
WNYJ-F,	98.3,	3 KW @ 328,	AC	TRNSTR,	$ 23.00 (HNWH)	
WPYX-F,	106.5,	15 KW @ 902,	AOR	ABC R,	$ 85.00 (Mc-Guild)	Merv Griffin
WQBK-F,	103.9,	3 KW @ 300,	CLASSIC AOR	RADRAD,-	$ 33.00 (HNWH)	
WROW-F,	95.5,	13 KW @ 1020,	BTFL/EZ	,	$ 46.00 (Christal)	Radio Terrace
WVKZ-F,	96.7,	3 KW @ 328,	CHR/AOR	SMN, SOURCE,	$ 24.00 (Banner)	

MISCELLANEOUS COMMENTS: WNJY-F (Rotterdam) sold for $2,900,000 (Kozacko-Horton)... WROW-AM now classified as BTFL/EZ

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 61/567,100

MSA Rank/Pop: 73/665,100
Philadelphia ADI
Average Person Ratings: 18.3
Market TSL: 24.50 hours

Stations: 34/14
Diaries: 974/582:1/52.8%
Sample Target: 930
% Below Line: 19.1
% Not Listed: 9.3

1988 Revenue: $15,000,000
HH Inc.: $32,916
Retail $: 4.6 Bil
Pop per Station: 40,507
#1 Biller: WLEV-F $3,500,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFMZ-F	(EZ)	148/14.2	12.8	14.6	16.0	13.4	14.4	167/1568	1319/23.3	20.3	19.4	58	9.5	96	936	WFMZ-F
2. WZZO-F	(AOR)	120/11.5	11.1	12.2	11.1	10.7	11.5	131/1538	1318/23.2	22.9	23.5	117	16.1	162	1660	WZZO-F
3. WAEB-F	(CHR)	112/10.8	10.9	10.8	9.8	14.0	10.6	116/1743	1553/27.4	26.7	28.3	73	13.4	135	1551	WAEB-F
4. WLEV-F	(AC)	111/10.7	13.5	11.0	10.9	7.9	11.5	119/1588	1379/24.3	29.6	20.2	155	10.7	108	1166	WLEV-F
5. WQQQ-F	(CHR)	59/ 5.7	6.7	5.9	5.2	7.2	5.9	80/1410	991/17.5	24.2	24.8	102	6.8	68	1161	WQQQ-F
WAEB	(AC)	59/ 5.7	5.5	4.6	6.3	5.6	5.5	59/773	761/13.4	14.1	11.3	105	4.1	41	506	WAEB
7. WXKW	(C)	42/ 4.0	3.0	3.4	3.4	3.1	3.5	46/542	485/ 8.6	7.4	6.3	117	4.1	41	405	WXKW
8. WXTU-F	(C)	41/ 3.9	2.8	1.4	1.1	1.0	2.3	60/622	337/ 5.9	6.9	3.7	103	1.5	15	355	WXTU-F
9. WKAP	(BB)	30/ 2.9	2.0	4.5	3.2	5.1	3.2	34/418	368/ 6.5	7.0	8.2	28	2.6	26	385	WKAP
10. WYSP-F	(AOR)	26/ 2.5	2.0	2.9	2.6	2.4	2.5	48/714	477/ 8.4	7.6	8.0	136	3.6	36	549	WYSP-F

12+ FM SHARE (METRO): 74.87% (706 of 943) (SUM 88: 74.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAEB-F>>	1 WZZO-F>>	1 WZZO-F	1 WLEV-F	1 WLEV-F	1 WFMZ-F>>	1 WFMZ-F	1 WFMZ-F	1 WFMZ-F	1 WAEB-F	1 WFMZ-F>
2 WZZO-F	2 WLEV-F<	2 WLEV-F	2 WZZO-F>	2 WZZO-F>	2 WLEV-F	2 WZZO-F<	2 WLEV-F	2 WZZO-F<	2 WZZO-F	2 WZZO-F
WQQQ-F	3 WAEB-F>	3 WAEB-F>	3 WAEB-F>	3 WFMZ-F	3 WAEB >	3 WLEV-F>	3 WZZO-F	3 WAEB-F	3 WFMZ-F>	3 WAEB
4	4 WQQQ-F	4 WQQQ-F>	4 WQQQ-F	4 WAEB-F	4 WXKW	4 WAEB <	4 WAEB-F>>	4 WLEV-F>	4 WLEV-F>	4 WLEV-F
5	5	5	WAEB	5 WAEB <	5	5 WAEB-F	5 WQQQ-F	5 WQQQ-F	5 WQQQ-F	5
6	6	6	6	6 WQQQ-F	6	6	6 WAEB	6	6 WAEB	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZZO-F	1 WLEV-F	1 WLEV-F>>	1 WLEV-F>	1 WLEV-F>	1 WZZO-F	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F
WAEB-F	2 WZZO-F<	2 WZZO-F	2 WQQQ-F	2 WFMZ-F	2 WAEB-F>>	2 WAEB-F	2 WLEV-F>>	2 WLEV-F	2 WLEV-F>>
3 WQQQ-F>	3 WAEB-F	3 WAEB-F	WAEB-F	3 WQQQ-F	3 WQQQ-F	3 WLEV-F>	3	3 WAEB-F	3 WAEB-F
4 WLEV-F>>	4 WQQQ-F	4 WQQQ-F	4 WZZO-F	4 WAEB-F	4	4 WYSP-F	4	4	4 WXKW
5	5	5	5	5 WZZO-F	5	5 WQQQ-F	5	5	WAEB

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEEX	1230	Easton	1.4/3.2
WEST	1400	Easton	1.8/4.9
WGPA	1100	Bethlehem	0.4/1.5
WLSH	1410	Lansford	0.9/1.5
WRNJ	1000	Hackettstown	0.6/1.6
WYNS	1160	Lehighton	1.0/2.8
KYW	1060	Philadelphia	1.1/5.9
WABC	770	New York	1.2/3.1
WBYO-F	107.5	Boyertown	0.4/2.2
WCAU	1210	Philadelphia	0.3/1.1
WEAZ	560	Philadelphia	
WEAZ-F	101.1	Philadelphia	1.1/2.9
WFLN-F	95.7	Philadelphia	0.5/2.2
WIOQ-F	102.1	Philadelphia	0.6/2.8
WIOV-F	105.1	Ephrata/Lncster	0.8/1.6
WKRZ-F	98.5	Wilkes-Barre/Sc	0.3/1.3
WMGK-F	102.9	Philadelphia	0.3/1.6
WMMR-F	93.3	Philadelphia	1.2/6.2
WNNJ-F	103.7	Newton	0.6/1.3
WOGL-F	98.1	Philadelphia	0.6/3.1
WOR	710	New York	1.6/2.8
WPLJ-F	95.5	New York	0.8/1.5
WSBG-F	93.5	Stroudsburg	0.3/0.9
WUSL-F	98.9	Philadelphia	0.5/1.3
WXRK-F	92.3	New York	0.9/1.2

RADIO STATIONS

WAEB,	790,	1 KW (DA-2)	, AC	ABC I, CBS,	$ 30.00	(Katz)	CRB
WEEX,	1230,	1 KW (DA-2)	, OLDIES	MBS, SMN,	$ 14.00	(Eastman)	Roth
WEST,	1400,	1 KW	, NOSTALGIA	CBS,	$ 20.00	(Mc-Guild)	Zimmerman
WKAP,	1320,	5 KW/1 KW (DA-2)	, NOSTALGIA	SMN, APR,	$ 18.00	(Banner)	Holt
WXKW,	1470,	5 KW (DA-N)	, COUNTRY	NBC, ABC I,	$ 16.00	(Republic)	
WAEB-F,	104.1,	50 KW @ 500	, CHR	,	$ 49.00	(Katz)	CRB
WFMZ-F,	100.7,	13 KW @ 870	, BTFL/EZ	,	$ 46.00	(Christal)	
WLEV-F,	96.1,	50 KW @ 500	, AC	,	$ 70.00	(Mc-Guild)	Zimmerman
WQQQ-F,	99.9,	50 KW @ 450	, CHR	,	$ 54.00	(Eastman)	Roth
WZZO-F,	95.1,	30 KW @ 600	, AOR	,	$ 58.00	(Banner)	Holt

OTHER RANKED STATIONS -- See Philadelphia

MISCELLANEOUS COMMENTS: WEEX changes from TALK to OLDIES...

ATLANTA

Arbitron Rank/Pop (12+): 13/2,117,200

MSA Rank/Pop: 11/2,611,500
ADI # 12
Average Person Ratings: 17.8
Market TSL: 23.25 hours

Stations: 23/21
Diaries: 1689/1254:1/48.5%
Sample Target: 1690
% Below Line: 0.7
% Not Listed: 9.9

1988 Revenue: $107,000,000
HH Inc.: $36,517
Retail $: 23.0 Bil
Pop per Station: 100,819
#1 Biller: WAOK/WVEE-F: $12,600,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WVEE-F (B)	571/14.4	9.9	8.8	7.8	9.7	10.2	613/4925	4409/19.9	17.1	17.0	87	15.7	657	5313	WVEE-F
2. WSB -F (AC)	377/ 9.5	9.6	9.2	10.4	9.9	9.7	429/5914	5071/22.9	22.5	20.4	124	7.7	324	4486	WSB -F
3. WAPW-F (CHR)	375/ 9.5	9.4	8.9	7.8	5.5	8.9	468/6034	4848/21.8	21.2	15.1	49	12.8	534	5602	WAPW-F
4. WKHX-F (C)	283/ 7.1	7.7	7.7	6.4	5.8	7.2	383/4327	3156/14.2	15.0	12.9	111	4.7	195	2287	WKHX-F
5. WKLS-F (AOR)	270/ 6.8	5.8	6.4	8.3	10.1	6.8	343/4690	3762/17.0	16.5	19.4	106	8.4	352	5056	WKLS-F
6. WPCH-F (EZ)	263/ 6.6	8.1	9.9	7.6	8.0	8.1	306/4466	3790/17.1	16.9	16.9	79	5.5	230	3320	WPCH-F
7. WZGC-F (AOR)	241/ 6.1	5.7	4.9	5.5	5.9	5.6	260/3962	3359/15.1	14.9	17.0	138	5.6	235	3449	WZGC-F
8. WSB (MOR)	229/ 5.8	7.3	6.4	7.4	7.3	6.7	254/3914	3475/15.7	19.2	17.8	59	4.9	205	3238	WSB
9. WFOX-F (AC)	210/ 5.3	5.2	5.3	4.2	4.1	5.0	317/4792	3391/15.3	15.6	13.1	151	6.7	279	4528	WFOX-F
10. WQXI-AF (AC)	178/ 4.5	3.3	5.2	4.3	4.9	4.3	193/3829	3577/16.1	15.5	13.7	129	4.2	171	3055	WQXI-AF
11. WYAY-F (C)	142/ 3.6	5.0	4.4	5.8	5.7	4.7	280/3884	2478/11.2	11.3	12.6	108	3.9	165	2465	WYAY-F
12. WAOK (B)	134/ 3.4	2.8	3.1	2.9	2.9	3.0	134/1613	1566/ 7.1	6.8	5.8	103	2.3	97	1347	WAOK
13. WGST (N/T)	101/ 2.6	3.4	2.5	2.5	3.5	2.8	103/1845	1754/ 7.9	10.2	8.7	88	2.3	98	2045	WGST
14. WYAI-F (C)	41/ 1.0	3.2	2.8	2.4	2.9	2.3	62/1305	881/ 4.0	9.1	8.8	90	1.4	58	1554	WYAI-F
15.															

12+ FM SHARE (METRO): 83.94% (2994 of 3567) (SUM 88: 81.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPW-F>>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F	1 WVEE-F	1 WPCH-F	1 WVEE-F>	1 WVEE-F	1 WVEE-F>	1 WVEE-F>	1 WVEE-F>>
2 WVEE-F>>	2 WKLS-F	2 WSB -F	2 WSB -F>	2 WSB -F>	2 WSB <	2 WSB -F	2 WSB -F>	2 WSB -F<	2 WAPW-F>	2 WSB >>
3	3 WAPW-F	3 WKLS-F	3 WZGC-F	3 WZGC-F	3 WKHX-F	3 WSB	3 WAPW-F	3 WAPW-F	3 WSB -F	3 WAPW-F<
4	4 WSB -F	4 WAPW-F<	4 WFOX-F	4 WFOX-F<	4 WSB -F	4 WAPW-F	4 WPCH-F<	4 WKLS-F	4 WSB	4 WPCH-F
5	5 WZGC-F>	5 WZGC-F	5 WKLS-F	5 WKHX-F	5 WFOX-F	5 WKHX-F	5 WKLS-F<	5 WZGC-F<	5 WKLS-F	5 WKHX-F WAOK
6	6 WQXI-AF	6 WFOX-F	6 WKHX-F	6 WKLS-F	6 WVEE-F	6 WKLS-F	6 WKHX-F	6 WKHX-F<	6 WPCH-F	
7	7 WKHX-F	7 WKHX-F	7 WQXI-AF	7 WQXI-AF	7 WYAY-F	7 WZGC-F<	7 WZGC-F	7 WPCH-F	7 WZGC-F<	7 WSB -F>>
						8 WQXI-AF			8 WKHX-F WFOX-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WVEE-F>	1 WVEE-F>>	1 WVEE-F	1 WVEE-F	1 WSB -F
2 WAPW-F>>	2 WSB -F	2 WSB -F>	2 WSB -F>	2 WVEE-F>
3 WSB -F	3 WAPW-F	3 WZGC-F>	3 WAPW-F	3 WFOX-F
4 WKLS-F>	4 WZGC-F	4 WKLS-F	4 WFOX-F<	4 WPCH-F
5 WZGC-F	5 WKLS-F	5 WQXI-AF	5 WZGC-F	5 WKHX-F<
6	6 WQXI-AF	6 WFOX-F	6 WPCH-F	6 WZGC-F
7	7 WFOX-F	7 WAPW-F	7 WKLS-F WKHX-F	7 WQXI-AF

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVEE-F	1 WVEE-F<	1 WKLS-F	1 WVEE-F	1 WVEE-F<
2 WAPW-F	2 WKLS-F>	2 WVEE-F	2 WKLS-F	2 WKLS-F<
3 WKLS-F>>	3 WAPW-F	3 WZGC-F>	3 WZGC-F	3 WZGC-F
4	4 WZGC-F>	4 WAPW-F	4 WAPW-F<	4 WKHX-F
5	5 WSB -F	5 WSB -F	5 WKHX-F	5 WFOX-F
6	6 WQXI-AF	6 WQXI-AF	6 WSB -F	6 WSB -F
7	7 WKHX-F>>	7 WKHX-F	7 WFOX-F<	7 WQXI-AF
			8 WQXI-AF	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCHK-F	105.7	Canton	0.6/1.4
WCNN	680	No. Atlanta	0.5/3.2
WGKA	1190	Atlanta	0.7/0.8
WIGO	1340	Atlanta	0.7/2.3
WNIV	970	Atlanta	0.3/1.1
WYZE	1480	Atlanta	0.4/1.0
WNGC-F	95.5	Athens	0.3/1.0
WVFJ-F	93.3	Manchester	0.4/1.8

AM STATIONS

WAOK	1380	5 KW	BLACK	NBN, NBC	$ 60.00	(Mc-Guild)	Summit
WCNN	680	50 KW/10 KW (DA-N)	NEWS/TALK	CNN, NBC	$ 42.00	(HNWH)	
WGST	640	50 KW/1 KW (DA-2)	NEWS/TALK	ABC I, NBS	$ 80.00	(Eastman)	Jacor
WGUN	1010	50 KW (DAYS)	GOSPEL		$ 21.00	(---)	Rivers
WGKA	1190	10 KW (DAYS)	CLASSICAL		$ 36.00	(CMBS)	
WIGO	1340	1 KW (DA-1)	BLACK	SBN	$ 40.00	(---)	
WKHX	590	5 KW (DA-N)	BASIC SIMULCAST WITH WKHX-F				
WNIV	970	5 KW (DAYS, DA)	RELIGION		$ 20.00	(---)	
WQXI	790	5 KW/1 KW (DA-N)	SIMULCAST WITH WQXI-F				
WSB	750	50 KW	MOR/TALK	ABC T, APR	$ 190.00	(Christal)	Cox
WYZE	1480	5 KW (DAYS)	GOSPEL		$ 18.00	(---)	GHB

FM STATIONS

WAPW	99.7	100 KW @ 1000	CHR		$ 154.00	(Durpetti)	Susquehanna
WFOX	97.1	97 KW @ 1566	OLDIES		$ 145.00	(MMR)	Shamrock
WKHX	101.5	99 KW @ 950	COUNTRY		$ 175.00	(Republic)	Cap Cities/ABC
WKLS	96.1	99 KW @ 950	AOR		$ 170.00	(Katz)	Great American
WPCH	94.9	99 KW @ 986	BTFL/EZ		$ 165.00	(Eastman)	Jacor
WQXI	94.1	100 KW @ 914	AC		$ 170.00	(Banner)	Jeff-Pilot
WSB	98.5	100 KW @ 920	AC		$ 213.00	(Christal)	Cox
WVEE	103.3	100 KW @ 1022	BLACK	SOURCE	$ 200.00	(Mc-Guild)	Summit
WYAY	106.7	99 KW @ 1400	COUNTRY		$ 195.00	(MMR)	NewCity (GAINESVILLE)
WYAI	104.1	60 KW @ 1200	COUNTRY (BASIC SIMULCAST WITH WYAY-F)				
WZGC	92.9	99 KW @ 910	CLASSIC AOR		$ 147.00	(HNWH)	Cook Inlet

CALL LETTER CHANGES

WEKS-F changes to WYAI-F (July)

FORMAT CHANGES

WYAI-F: From BLACK to COUNTRY (July)

STATION SALES

WEKS (LaGrange) sold by Zapis to NewCity for $ 15,000,000 (Americom; MVP)

MISCELLANEOUS COMMENTS: Barrow County added to metro and Bartow County was deleted... WGST moved to 640 in June...WYAI-F is now silumcasting with WYAY-F.

AUSTIN

Arbitron Rank/Pop (12+): 58/630,500

MSA Rank/Pop: 66/764,500
ADI # 70
Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 23/17
Diaries: 990/637:1/51.0%
Sample Target: 880
% Below Line: 4.2
% Not Listed: 20.1

1988 Revenue: $22,100,000
HH Inc.: $34,055
Retail $: 5.3 Bil
Pop per Station: 37,088
#1 Biller: KASE-F $4,400,000

12+ METRO			1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	KASE-F	(C)	134/12.7	13.4	13.4	14.9	12.6	13.6	214/2220	1545/24.5	23.6	22.7	108	17.5	193	1703	KASE-F
2.	KBTS-F	(CHR)	107/10.2	11.0	9.4	9.1	8.0	9.9	145/2192	1696/26.9	26.4	23.3	71	13.0	143	2247	KBTS-F
3.	KLBJ-F	(AOR)	97/ 9.2	8.7	9.6	9.9	10.1	9.4	119/1635	1384/22.0	22.7	21.5	114	11.7	129	1588	KLBJ-F
4.	KKMJ-F	(AC)	74/ 7.0	7.2	9.4	8.9	9.5	8.1	82/1187	1094/17.4	17.1	21.4	117	5.4	60	818	KKMJ-F
5.	KHFI-F	(CHR)	63/ 6.0	7.0	6.3	5.4	9.5	6.2	64/1349	1328/21.1	20.8	22.8	55	8.3	91	1443	KHFI-F
6.	KEYI-F	(AC)	48/ 4.6	5.5	6.4	6.8	4.2	5.8	54/896	809/12.8	13.5	14.1	146	4.8	53	558	KEYI-F
7.	KPEZ-F	(AOR)	45/ 4.3	4.5	2.4	3.5	4.1	3.7	46/867	839/13.3	13.4	11.0	109	3.3	36	914	KPEZ-F
	KLBJ	(N/T)	45/ 4.3	4.3	4.5	5.3	5.3	4.6	62/1080	843/13.4	13.4	14.4	86	3.8	42	529	KLBJ
9.	KLTD-F	(O)	34/ 3.2	2.3	3.0	----	----	2.1	48/859	626/ 9.9	7.9	0.0	156	1.5	17	479	KLTD-F
10.	KQFX-F	(O)	33/ 3.1	4.4	3.2	4.5	4.3	3.8	38/773	641/10.2	11.3	12.8	135	2.0	22	477	KQFX-F
11.	KGSR-F	(J/NA)	30/ 2.9	2.4	----	----	----	1.3	30/400	394/ 6.2	6.9	0.0	162	4.2	46	532	KGSR-F
12.	KAPT-F	(EZ)	25/ 2.4	1.3	4.1	2.9	2.7	2.7	31/534	462/ 7.3	6.9	7.8	83	1.6	18	227	KAPT-F
13.	KVET	(C)	23/ 2.2	2.3	2.7	2.4	2.8	2.4	23/439	422/ 6.7	7.7	8.8	100	1.7	19	327	KVET
14.	KTXZ	(SP)	17/ 1.6	1.3	1.4	0.7	0.5	1.3	17/163	163/ 2.6	1.8	2.2	156	1.0	11	135	KTXZ
15.																	

12+ FM SHARE (METRO): 84.40% (709 of 840) (SUM 88: 78.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBTS-F>>	1 KLBJ-F<	1 KASE-F	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F	1 KBTS-F>	1 KASE-F>
2 KHFI-F>>	2 KBTS-F<	2 KLBJ-F	2 KLBJ-F>	2 KLBJ-F	2 KLBJ	2 KBTS-F<	2 KLBJ-F	2 KLBJ-F<	2 KHFI-F	2 KBTS-F
3	3 KASE-F>	3 KBTS-F	3 KKMJ-F	3 KKMJ-F	KKMJ-F>	3 KLBJ-F	3 KBTS-F	3 KBTS-F>	KASE-F	3 KLBJ
4	4 KHFI-F<	4 KKMJ-F>	KBTS-F	4 KBTS-F	4 KLBJ-F<	4 KKMJ-F<	4 KKMJ-F>	4 KKMJ-F	4 KLBJ-F	KHFI-F
5	5 KPEZ-F	5 KPEZ-F	5 KEYI-F	5 KEYI-F>	5 KEYI-F	5 KHFI-F	5 KEYI-F<	5 KPEZ-F	5 KKMJ-F	5 KLBJ-F
6	6 KKMJ-F	KHFI-F	6	6	6	6	6 KHFI-F	KHFI-F	6	6
7	7	KEYI-F	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBTS-F>	1 KBTS-F	1 KASE-F	1 KASE-F	1 KASE-F>	1 KLBJ-F>>	1 KLBJ-F>	1 KLBJ-F>	1 KLBJ-F>	1 KLBJ-F
2 KHFI-F	2 KASE-F	2 KBTS-F	2 KBTS-F	2 KKMJ-F	2 KPEZ-F	2 KASE-F	2 KASE-F	2 KASE-F>	2 KASE-F>
3 KKMJ-F	3 KHFI-F<	3 KLBJ-F	3 KKMJ-F	3 KEYI-F	KASE-F	3 KBTS-F<	3 KBTS-F	3 KBTS-F	3 KBTS-F
KASE-F>>	4 KKMJ-F	KEYI-F	4 KEYI-F<	4 KBTS-F	4 KBTS-F	4 KPEZ-F	4 KPEZ-F	4 KPEZ-F>	4 KKMJ-F
5	5 KLBJ-F	5 KKMJ-F	5 KHFI-F	5 KLTD-F<	5 KHFI-F>>	5	5 KGSR-F>	5	5 KPEZ-F
6	6 KEYI-F	6	6	6 KQFX-F	6	6	6	6	KGSR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMOW	1490	Austin	0.4/1.4
KOKE	1370	Rollingwood/Aus	1.1/3.4
KTAE	1260	Taylor	0.5/1.6
KISS-F	99.5	San Antonio	0.6/2.6
KSAH	720	Universal City	1.0/1.7
KSMG-F	105.3	Seguin/SanAnton	0.6/1.9
KTSA	550	San Antonio	0.6/1.3
KZVE-F	107.5	San Antonio	0.7/1.5
WOAI	1200	San Antonio	0.9/3.4

RADIO STATIONS

KIXL,	970,	1 KW	, GOSPEL/BLACK	,	$ 10.00 (Republic)		
KLBJ,	590,	5 KW/1 KW (DA-N)	, NEWS/TALK	CBS, MBS,	$ 40.00 (Eastman)		
KOKE,	1370,	5 KW/500 W (DA-2)	, BTFL/EZ	,	$ 18.00 (K & P)		
KTXZ,	1560,	2.5 KW (DA-2)	, HISPANIC	US 2,	$ 12.00 (Katz Hisp.)		
KVET,	1300,	5 KW/1 KW (DA-2)	, COUNTRY	ABC I,	$ 31.00 (Katz)		
KAPT-F,	94.7,	97 KW @ 1154,	BTFL/EZ	,	$ 23.00 (Durpetti)		(LULING)
KASE-F,	100.7,	100 KW @ 1190,	COUNTRY	,	$ 100.00 (Katz)		
KBTS-F,	93.3,	93 KW @ 1983,	CHR	,	$ 60.00 (Christal)	Genesis/Booth	
KEYI-F,	103.5,	90 KW @ 1260,	AC	,	$ 50.00 (Republic)	Degree	
KGSR-F,	107.1,	3 KW @ 300,	JAZZ/NAC	,	$ 25.00 (Mc-Guild)	Beta	(BASTROP)
KHFI-F,	98.3,	1 KW @ 420,	CHR	,	$ 48.00 (Republic)	Encore	
KKMJ-F,	95.5,	100 KW @ 1000,	AC	,	$ 83.00 (CBS)	Keymarket	
KLBJ-F,	93.7,	97 KW @ 1057,	AOR	,	$ 75.00 (Eastman)		
KLTD-F,	99.1,	19 KW @ 300,	OLDIES	TRNSTR,	$ 25.00 (Torbet)	Shamrock-Lynett	(LAMPASAS) ---
KPEZ-F,	102.3,	3 KW @ 300,	CLASSIC AOR	,	$ 39.00 (Christal)	Clear Channel	
KQFX-F,	96.7,	28 KW @ 300,	OLDIES	SOURCE,	$ 32.00 (Banner)	Capitol-Johnson	(GEORGETOWN)

MISCELLANEOUS COMMENTS: KSSR-F changes calls to KGSR-F (Apr.)

BALTIMORE

Arbitron Rank/Pop (12+): 17/1,975,900

MSA Rank/Pop: 15/2,323,900
ADI # 22
Average Person Ratings: 18.6
Market TSL: 24.5 hours

Stations: 33/21
Diaries: 1664/1187:1/47.7%
Sample Target: 1700
% Below Line: 13.2
% Not Listed: 10.9

1988 Revenue: $60,200,000
HH Inc.: $34,570
Retail $: 16.5 Bil
Pop per Station: 94,090
#1 Biller: WBAL $9,600,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WBAL	(N/T)	356/ 9.7	9.6	7.0	5.9	8.3	8.1	374/4664	4364/22.1	23.7	19.4	71	9.1	353	4622	WBAL
2. WLIF-F	(EZ)	334/ 9.1	8.6	9.9	8.7	7.4	9.1	347/3554	3356/17.0	16.7	15.3	65	5.3	205	2591	WLIF-F
3. WXYV-F	(B)	267/ 7.3	7.6	6.6	8.7	8.0	7.6	270/2957	2841/14.4	14.8	14.3	101	9.1	350	4576	WXYV-F
4. WPOC-F	(C)	235/ 6.4	6.5	7.4	5.8	6.4	6.5	271/2888	2400/12.1	12.3	13.6	117	6.7	259	2411	WPOC-F
5. WIYY-F	(AOR)	229/ 6.2	6.7	6.3	4.7	4.4	6.0	261/3613	3264/16.5	15.2	14.5	98	7.5	289	3375	WIYY-F
6. WWMX-F	(AC)	224/ 6.1	7.3	7.1	7.0	4.9	6.9	232/3711	3483/17.6	17.4	14.5	139	4.6	179	2760	WWMX-F
7. WBSB-F	(CHR)	190/ 5.2	6.0	5.7	6.0	8.6	5.7	232/3753	3188/16.1	18.1	20.9	77	7.5	289	4331	WBSB-F
8. WQSR-F	(AC)	150/ 4.1	2.8	3.4	3.7	4.0	3.5	159/2355	2186/11.1	10.1	10.8	154	4.9	189	1943	WQSR-F
9. WGRX-F	(AOR)	116/ 3.2	2.0	2.5	2.7	2.8	2.6	141/2279	1814/ 9.2	7.8	8.3	94	3.6	140	1549	WGRX-F
10. WBGR	(REL)	110/ 3.0	2.1	2.4	2.4	3.3	2.5	110/932	932/ 4.7	4.9	5.3	127	2.2	86	787	WBGR
11. WCBM	(N/T)	107/ 2.9	2.6	4.3	2.3	----	3.0	109/1315	1293/ 6.5	5.5	0.0	45				WCBM
12. WHFS-F	(AOR)	99/ 2.7	2.3	2.2	2.3	1.8	2.4	101/1428	1412/ 7.1	6.5	4.1	119	2.9	111	1346	WHFS-F
13. WPGC-F	(CHR)	98/ 2.7	2.0	1.6	1.4	1.0	1.9	114/1759	1582/ 8.0	7.3	5.3	74	4.2	161	1835	WPGC-F
14. WYST-F	(AC)	84/ 2.3	2.3	2.8	2.8	2.8	2.5	84/1693	1678/ 8.5	8.5	8.4	130	3.0	114	1164	WYST-F
15. WWIN-F	(CHR)	72/ 2.0	2.0	1.8	2.7	3.1	2.1	72/1245	1245/ 6.3	7.8	10.5	145	2.8	109	1505	WWIN-F
16. WWIN	(B)	63/ 1.7	1.7	1.8	2.1	2.0	1.8	63/835	835/ 4.2	5.3	6.2	147	1.5	57	911	WWIN
17. WCAO	(C)	61/ 1.7	1.5	2.6	3.0	2.5	2.2	68/976	861/ 4.4	4.4	5.9	53	0.9	35	682	WCAO
18. WITH	(BB)	57/ 1.5	1.5	1.4	2.1	1.9	1.6	57/747	741/ 3.8	4.0	4.6	27	0.9	33	570	WITH
19.																
20.																

12+ FM SHARE (METRO): 72.47% (2374 of 3276) (SUM 88: 72.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBSB-F	1 WIYY-F	1 WXYV-F<	1 WWMX-F	1 WWMX-F	1 WLIF-F<	1 WLIF-F	1 WLIF-F>	1 WLIF-F	1 WBAL >>	1 WBAL >>
2 WXYV-F>	2 WXYV-F>	2 WIYY-F	2 WXYV-F	2 WPOC-F<	2 WBAL >	2 WBAL	2 WWMX-F<	2 WIYY-F<	2 WXYV-F>	2 WXYV-F
3 WPGC-F	3 WWMX-F	3 WWMX-F>	3 WIYY-F<	3 WXYV-F	3 WPOC-F>	3 WXYV-F	3 WIYY-F	3 WXYV-F<	3 WBSB-F	3 WPOC-F
4 WRQX-F	4 WBSB-F	4 WBSB-F	4 WBAL	4 WBAL	4 WWMX-F<	4 WWMX-F	4 WBAL <	4 WWMX-F	4 WIYY-F<	4 WWMX-F
WIYY-F	5 WGRX-F<	WBAL	5 WQSR-F<	5 WQSR-F<	5 WCBM	WPOC-F	5 WXYV-F<	5 WPOC-F	5 WPOC-F	5 WBSB-F
6	6 WHFS-F>	6 WQSR-F<	6 WPOC-F>	6 WIYY-F<	6 WQSR-F	6 WIYY-F	6 WPOC-F	6 WBSB-F	6 WWMX-F	6 WLIF-F
7	7 WQSR-F	7 WPOC-F	7 WLIF-F	7 WLIF-F>	7 WXYV-F	7 WBGR	7 WBSB-F	7 WBAL	7 WLIF-F	7 WCBM
			WBSB-F						WCBM	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WXYV-F	1 WXYV-F	1 WWMX-F	1 WXYV-F<	1 WWMX-F
WIYY-F	2 WWMX-F	2 WXYV-F>	2 WWMX-F>	2 WXYV-F
3 WBSB-F	3 WIYY-F	3 WIYY-F	3 WBSB-F	3 WLIF-F
4 WPGC-F	4 WBSB-F>	4 WPOC-F<	4 WIYY-F	4 WPOC-F
5 WWMX-F	5 WPGC-F	5 WQSR-F	5 WPOC-F	5 WBSB-F<
6 WGRX-F	6 WGRX-F	6 WBSB-F	6 WLIF-F	6 WBGR
7	7 WQSR-F	7	7 WBGR	WBAL
	WPOC-F	8	8 WYST-F<	8 WQSR-F
			9 WBAL	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIYY-F>	1 WIYY-F>	1 WIYY-F>	1 WIYY-F>	1 WIYY-F<
2 WGRX-F	2 WHFS-F	2 WHFS-F	2 WBAL	2 WBAL <
3 WBSB-F	3 WXYV-F	3 WXYV-F>	3 WQSR-F<	3 WPOC-F<
4 WXYV-F	4 WGRX-F	4 WBAL	4 WXYV-F<	4 WQSR-F
5 WHFS-F>	5 WBSB-F	5 WQSR-F	5 WHFS-F	5 WWMX-F
6	6 WBAL	6 WWMX-F	6 WWMX-F	6 WXYV-F<
7	7 WWMX-F	WGRX-F	7 WPOC-F<	7 WHFS-F
			8 WGRX-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WANN	1190	Annapolis	0.3/0.6
WEBB	1360	Baltimore	0.8/3.4
WFBR	1300	Baltimore	0.8/3.5
WRBS-F	95.1	Baltimore	1.2/3.6
WYST	1010	Baltimore	0.5/1.6
WASH-F	97.1	Washington	0.7/1.8
WAVA-F	105.1	Arlington/Wash	0.9/3.9
WGAY-F	99.5	Washington	0.6/2.0
WHUR-F	96.3	Washington	1.2/4.5
WMAL	630	Washington	0.5/1.4
WMZQ	1390	Arlington	
WMZQ-F	98.7	Washington	0.5/1.6
WRQX-F	107.3	Washington	1.2/6.1
WTOP	1500	Washington	0.8/4.3
WWDC-F	101.1	Washington	1.3/6.8
~~WWRC~~	980	Washington	0.3/0.7

AM STATIONS

WBAL,	1090,	50 KW (DA-N)	, NEWS/TALK	ABC E,	$ 130.00 (HNWH)	Hearst
WBGR,	860,	2.5 KW/100 W(DA-1)	, RELIG/GOSPEL	NBN,	$ 45.00 (Roslin)	Mortenson
WCAO,	600,	5 KW (DA-1)	, COUNTRY	NBC,	$ 60.00 (Mc-Guild)	Summit
WCBM,	680,	10 KW/5 KW (DA-2)	, TALK	ACB I, ABC T,	$ 45.00 (Katz)	
WEBB,	1360,	5 KW/1.7 KW(DA-1)	,BLACK	SBN,	$ 35.00 (Roslin)	
WFBR,	1300,	5 KW (DA-1)	, OLDIES	CBS,	$ 47.00 (Christal)	Infinity
WITH,	1230,	1 KW	, NOSTALGIA	MBS,	$ 40.00 (---)	
WWIN,	1400,	1 KW	, BLACK	,	$ 34.00 (Durpetti)	Ragan Henry
WYST,	1010,	1 KW (DAYS)	, OLDIES	APR,	$ 30.00 (MMR)	United

FM STATIONS

WBSB,	104.3,	50 KW @ 420	, CHR	ABC C,	$ 160.00 (Banner)	Scripps-Howard
WGRX,	100.7,	16 KW @ 858	, CLASSIC AOR	ABC F,	$ 54.00 (Durpetti)	Shamrock-Lynett (WESTINSTER)
WIYY,	97.9,	13 KW @ 946	, AOR	ABC R,	$ 100.00 (HNWH)	Hearst
WLIF,	101.9,	13 KW @ 961	, BTFL/EZ	,	$ 144.00 (Christal)	Infinity
WPOC,	93.1,	16 KW @ 870	, COUNTRY	ABC D,	$ 136.00 (Banner)	Nationwide
WQSR,	105.7,	50 KW @ 500	, OLDIES	CBS US 1,	$ 80.00 (MMR)	Sconnix
WRBS,	95.1,	50 KW @ 500	, RELIGION	,	$ 20.00 (---)	
WWIN,	95.9,	3 KW @ 300	, CHR/URBAN	,	$ 130.00 (Durpetti)	Ragan Henry
WWIN,	106.5,	7 KW @ 1182	, AC	,	$ 130.00 (Katz)	Capitol-Goodmon
WXYV,	102.7,	50 KW @ 400	, BLACK	,	$ 127.00 (Mc-Guild)	Summit
WYST,	92.3,	10 KW @ 550	, AC	APR,	$ 70.00 (MMR)	United

CALL LETTER CHANGES

WGHT-F changes to WWIN-F (May)
WITH sold for $1,740,000

FORMAT CHANGES

WWIN A/F to BLACK AC

STATION SALES

WFBR, WLIF-F sold by JAG to Infinity for $22,000,000...WYST AF sol by United to TA/Shaw for $________ (Americom).

BATON ROUGE

Arbitron Rank/Pop (12+): 78/445,500

MSA Rank/Pop: 92/545,200
ADI # 93
Average Person Ratings: 16.1
Market TSL: 21.25 hours

Stations: 20/14
Diaries: 841/530:1/52.9%
Sample Target: 820
% Below Line: 12.4
% Not Listed: 11.1

1988 Revenue: $11,800,000
HH Inc.: $31,027
Retail $: 3.7 Bil
Pop per Station: 31,821
#1 Biller: WYNK-AF $2,600,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYNK-AF (C)	106/14.7	14.8	12.7	13.8	14.6	14.0	252/2611	1140/25.6	25.1	25.5	95	12.1	87	1124	WYNK-AF
2. KQXL-F (B)	81/11.3	13.5	11.3	13.1	14.0	12.3	133/1332	897/20.1	21.9	20.0	83	14.1	107	1162	KQXL-F
3. WFMF-F (CHR)	78/10.8	12.3	10.5	11.2	9.4	11.2	133/2177	1264/28.4	24.8	25.9	78	15.0	114	1532	WFMF-F
4. WGGZ-F (CHR)	57/ 7.9	6.9	7.4	8.9	9.1	7.8	104/2236	1038/23.3	21.2	23.7	84	8.9	68	1091	WGGZ-F
5. WXOK (B)	53/ 7.4	8.2	7.8	10.1	12.8	8.4	64/990	797/17.9	17.3	19.4	72	6.3	48	647	WXOK
6. WKJN-F (C)	47/ 6.5	6.7	7.0	6.7	7.4	6.7	72/1282	724/16.3	15.0	15.6	125	4.5	34	690	WKJN-F
7. KHOM-F (AC)	41/ 5.7	4.2	4.3	1.8	----	4.0	109/1384	587/13.2	9.9	0.0	165				KHOM-F
8. WTGE-F (AC)	37/ 5.1	4.4	7.3	2.7	6.2	4.9	45/876	621/13.9	12.5	14.0	149	6.0	46	688	WTGE-F
9. WNDC (REL)	30/ 4.2	4.2	2.1	----	0.2	2.6	30/270	270/ 6.1	6.6	1.1	102	4.6	35	319	WNDC
10. WCKW-F (AOR)	29/ 4.0	2.9	2.8	4.3	4.1	3.5	57/906	477/10.7	6.6	7.7	158	3.9	30	513	WCKW-F
11. WJBO (N/T)	23/ 3.2	4.7	4.8	3.8	3.0	4.1	24/434	406/ 9.1	11.7	8.7	94	3.8	29	527	WJBO
12. WXLT-F (AOR)	18/ 2.5	3.2	2.2	2.0	2.3	2.5	21/380	339/ 7.6	8.2	5.9	132	0.8	6	198	WXLT-F
13. WTKL (EZ)	13/ 1.8	1.1	1.0	0.4	1.5	1.1	13/215	215/ 4.8	2.9	3.7	56	1.2	9	216	WTKL
14. KDEA-F (EZ)	12/ 1.7	1.8	3.4	3.9	2.3	2.7	64/742	236/ 5.3	5.2	4.8	47	1.3	10	163	KDEA-F
15.															

12+ FM SHARE (METRO): 79.34% (507 of 639) (SUM 88: 77.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFMF-F	1 KQXL-F>	1 KQXL-F<	1 WYNK-AF	1 WYNK-AF>	1 WYNK-AF>>	1 WYNK-AF>	1 WYNK-AF>	1 WYNK-AF	1 KQXL-F>>	1 KQXL-F>
2 KQXL-F	2 WFMF-F	2 WYNK-AF<	2 KHOM-F	2 KHOM-F	2 WKJN-F>	2 WFMF-F	2 WFMF-F>	2 WFMF-F<	2 WGGZ-F<	2 WYNK-F
3 WGGZ-F>>	3 WGGZ-F	3 WFMF-F>	KQXL-F	KQXL-F	3 KHOM-F	3 WKJN-F	3 KQXL-F<	3 KQXL-F>	3 WXOK	3 WGGZ-F>
4 WXOK	4 WYNK-AF	4 WGGZ-F<	4 WFMF-F	4 WFMF-F<	4 WXOK	4 KQXL-F	4 WGGZ-F	4 WGGZ-F	4 WFMF-F>	4 KHOM-F
5	WTGE-F	5 KHOM-F	5 WTGE-F	5 WKJN-F	WFMF-F	5 WGGZ-F	5 WXOK	5 WTGE-F	5 WYNK-AF	WXOK
6	6 WXOK	6 WTGE-F<	6 WKJN-F	6 WTGE-F	6 WJBO	6	6 WTGE-F<	6 WKJN-F	6	6
		7 WXOK <		7 WGGZ-F			7 KHOM-F			
		8 WKJN-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFMF-F	1 WFMF-F	1 KQXL-F>	1 WFMF-F	1 WYNK-AF>	1 KQXL-F>	1 KQXL-F	1 WTGE-F	1 KQXL-F	1 WYNK-AF
2 WGGZ-F	KQXL-F	2 WGGZ-F	2 WYNK-AF	2 WFMF-F	2 WXOK	2 WTGE-F	2 WCKW-F	2 WYNK-AF	2 WTGE-F
3 KQXL-F	3 WGGZ-F	WFMF-F	3 KQXL-F	3 KHOM-F	3 WYNK-AF	3 WCKW-F	3 KQXL-F	WTGE-F	KQXL-F<
4 WYNK-AF	4 WYNK-AF>	4 WTGE-F	4 WGGZ-F	4 WKJN-F	4 WFMF-F	4 WYNK-AF	4 KHOM-F	4 WCKW-F	4 WCKW-F
5	5 WXOK	5 WYNK-AF	5 KHOM-F	KQXL-F	5	5 WXOK	WGGZ-F	5 KHOM-F	KHOM-F
6	6	WNDC	WKJN-F	6 WGGZ-F	6	6 WGGZ-F	6	6 WXOK	6 WKJN-F
						WFMF-F		WFMF-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKJN	1300	Baton Rouge	0.6/2.7
WSLG	1090	Gonzales/BtnRge	0.4/1.5
WQUE	1280	New Orleans	0.0/0.1
WQUE-F	93.3	New Orleans	0.6/2.3
WQXY-F	95.7	New Orleans	0.4/2.4

RADIO STATIONS

WJBO,	1150,	5 KW (DA-1)	, TALK	CBS, TALKNT,	$ 24.00	(HNWH)	
WNDC,	910,	1 KW (DA-1)	, GOSPEL	,	$ 10.00	(Republic)	
WTKL,	1260,	1 KW (DAYS)	, BTFL/EZ	,	$ 13.00	(---)	
WXOK,	1460,	5 KW/1 KW (DA-3)	, BLACK	NBC,	$ 26.00	(Torbet)	
KQXL-F,	106.5,	50 KW @ 300,	BLACK	SBN, ABC F,	$ 35.00	(Banner)	(NEW ROADS)
WFMF-F,	102.5,	85 KW @ 1200,	CHR	,	$ 56.00	(HNWH)	
WGGZ-F,	98.1,	95 KW @ 1550,	CHR	RADRAD, ABC C,	$ 50.00	(Katz)	
WKJN-F,	103.3,	100 KW @ 1045,	COUNTRY	MBS,	$ 44.00	(Christal)	(HAMMOND)
WQCK-F,	92.7,	3 KW @ 300,	RELIGION	,	$ 9.00	(---)	(CLINTON)
WTGE-F,	100.7,	95 KW @ 690,	AC	,	$ 37.00	(Republic)	
WXLT-F,	94.1,	100 KW @ 980,	AOR	,	$ 10.00	(Southern)	(MACOMB, MS)
WYNK-F,	101.5,	100 KW @ 1550,	COUNTRY	ABC E,	$ 63.00	(Katz)	Narragansett

WJBO, WFMF-F sold to George Junne for $9,100,000 (Comm. Equity).

BIRMINGHAM

Arbitron Rank/Pop (12+): 51/767,600
MSA Rank/Pop: 56/921,000
ADI # 48
Average Person Ratings: 16.6
Market TSL: 22.75 hours

Stations: 23/19
Diaries: 1091/704:1/51.7%
Sample Target: 1080
% Below Line: 3.6
% Not Listed: 8.6

1988 Revenue: $24,800,000
HH Inc.: $27,914
Retail $: 5.3 Bil
Pop per Station: 40,400
#1 Biller: WZZK-AF $6,000,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WZZK-AF (C)	184/14.4	18.7	17.5	14.7	14.5	16.3	324/3853	2107/27.4	30.7	27.9	117	16.3	212	2156	WZZK-AF
2. WMJJ-F (AC)	152/11.9	10.4	8.3	12.5	11.2	10.8	197/2380	1733/22.6	19.4	20.6	146	7.8	106	1247	WMJJ-F
3. WENN-F (B)	135/10.6	11.0	10.5	9.4	10.0	10.4	177/2063	1439/18.7	21.0	17.0	105	11.6	159	2098	WENN-F
4. WZRR-F (AOR)	110/ 8.6	8.2	10.4	4.2	4.2	7.8	155/1903	1243/16.2	14.1	11.2	126	11.9	162	1359	WZRR-F
5. WAPI-F (CHR)	102/ 8.0	7.3	8.4	9.0	11.7	8.2	158/2418	1498/19.5	18.8	27.0	68	13.2	180	2053	WAPI-F
6. WERC (N/T)	80/ 6.3	5.6	3.6	4.9	5.5	5.1	80/875	867/11.3	11.1	11.5	49	3.0	41	607	WERC
7. WKXX-F (B)	74/ 5.8	7.1	7.3	8.0	9.9	7.1	91/1845	1307/17.0	21.2	20.9	78	9.1	124	1822	WKXX-F
8. WAPI (BB)	53/ 4.2	3.7	4.5	5.3	3.6	4.4	56/762	725/ 9.4	8.5	7.7	38	1.9	26	405	WAPI
9. WATV (B)	51/ 4.0	4.0	3.7	4.8	5.0	4.1	51/722	722/ 9.4	9.4	9.4	77	2.1	28	478	WATV
10. WAGG (REL)	46/ 3.6	2.9	2.7	5.0	2.4	3.5	46/427	427/ 5.6	5.8	4.7	72	2.1	29	476	WAGG
11. WDJC-F (REL)	39/ 3.1	2.8	2.9	3.5	2.4	3.1	69/1057	634/ 8.3	8.3	8.0	123	4.4	60	671	WDJC-F
12. WJLD (B)	25/ 2.0	1.7	2.8	1.8	2.9	2.1	27/533	521/ 6.8	7.3	6.3	115	1.8	25	436	WJLD
13. WAYE (REL)	23/ 1.8	0.8	2.8	1.5	1.9	1.7	27/285	269/ 3.5	3.1	2.9	72	1.3	18	252	WAYE
14.															
15.															

12+ FM SHARE (METRO): 72.59% (845 of 1164) (SUM 88: 71.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPI-2	1 WMJJ-F<	1 WMJJ-F	1 WMJJ-F	1 WMJJ-F<	1 WZZK-AF>>	1 WZZK-AF>	1 WZZK-AF	1 WZZK-AF	1 WENN-F>	1 WERC >>
2 WENN-F>>	2 WZRR-F	2 WZZK-AF	2 WZZK-AF>	2 WZZK-AF>	2 WERC	2 WMJJ-F>	2 WMJJ-F>	2 WMJJ-F	2 WAPI-F<	2 WZZK-F>>
3 WKXX-F>>	3 WENN-F	3 WZRR-F	3 WZRR-F<	3 WENN-F<	3 WMJJ-F	3 WZRR-F<	3 WZRR-F	3 WENN-F<	3 WZZK-AF	3 WATV
4	4 WAPI-F	4 WENN-F>	4 WENN-F>	4 WZRR-F>>	4 WAPI	4 WENN-F<	4 WENN-F	4 WZRR-F>	4 WERC <	4 WDJC-F<
5	5 WKXX-F	5 WAPI-F	5	5	5 WENN-F	5 WERC	5 WAPI-F	5 WAPI-F	5 WMJJ-F	5 WENN-F
6	6 WZZK-AF	6 WKXX-F	6	6	6 WAGG	WATV <	6	6 WKXX-F	6	6 WAPI-F
						7 WAPI-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKXX-F	1 WMJJ-F>	1 WMJJ-F>>	1 WMJJ-F>	1 WMJJ-F
2 WAPI-F	2 WENN-F	2 WENN-F	2 WZZK-AF	2 WZZK-AF>
3 WMJJ-F	3 WKXX-F	3 WZZK-AF>	3 WENN-F>	3 WENN-F>
4 WENN-F>>	4 WAPI-F	4 WZRR-F	4 WZRR-F	4 WZRR-F
5	5 WZZK-AF	5 WAPI-F	WKXX-F	5
6	6	6	WAPI-F	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZRR-F>>	1 WZRR-F>>	1 WZRR-F>	1 WZRR-F	1 WZZK-AF
2 WAPI-F	2 WMJJ-F	2 WMJJ-F	2 WMJJ-F<	2 WMJJ-F<
3 WKXX-F	3 WENN-F	3 WENN-F	3 WZZK-AF>	3 WZRR-F>
4 WENN-F	WAPI-F	4 WAPI-F	4 WENN-F	4 WENN-F>
5 WZZK-AF	5 WKXX-F	5 WKXX-F	5 WAPI-F	5 WAPI-F
WMJJ-F>>	6 WZZK-AF	6 WZZK~~-AF>>~~	~~6 WKXX-F~~	6 WKXX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCRT	1260	Birmingham	1.0/3.2
WFFN-F	92.9	Cordova	0.5/0.9
WKLD-F	97.7	Oneonta	0.3/1.4
WVOK	690	Birmingham	0.7/4.3
WYDE	850	Birmingham	0.9/2.7
WQEN-F	103.7	Gadsden/Anstn	0.9/2.9
WQSB-F	105.1	Albertville	0.8/1.6
WRSA-F	96.9	Decatur/Hntsvle	0.5/1.7
WZBQ-F	102.5	Jasper	1.4/5.6

RADIO STATIONS

WAGG, 1320, 5 KW , GOSPEL NBN, $ 30.00 (HNWH)
WAPI, 1070, 50 KW/5 KW (DA-N) , NOSTALGIA NBC, $ 29.00 (Christal) Dittman
WATV, 900, 1 KW , BLACK ABC E, $ 30.00 (Roslin)
WAYE, 1220, 1 KW (DAYS) , RELIGION , $ 15.00 (---) Willis

WCRT, 1260, 5 KW/41 W , OLDIES CNN, TRNSTR, $ 16.00 (Banner)
WERC, 960, 5 KW (DA-N) , NEWS/TALK , $ 40.00 (Mc-Guild) Sungroup
WJLD, 1400, 1 KW , BLACK MBC, SBN, $ 21.00 (---)
WVOK, 690, 50 KW/30 W , COUNTRY CBS, $ 17.00 (Republic) Dick
WZZK, 610, 5 KW/1 KW (DA-N) , SIMULCAST WITH WZZK-F

WAPI-F, 94.5, 98 KW @ 1214, CHR ABC C, $ 80.00 (Christal) Dittman
WDJC-F, 93.7, 99 KW @ 984, RELIGION , $ 22.00 (---) Crawford
WENN-F, 107.7, 100 KW @ 640, BLACK NBN, $ 57.00 (HNWH)
WKXX-F, 106.9, 99 KW @ 1114, URBAN/CHR ABC D, $ 59.00 (Mc-Guild) Sungroup
WMJJ-F, 96.5, 100 KW @ 1026, AC , $ 107.00 (Banner) Capitol-Johnson
WZRR-F, 99.5, 100 KW @ 869, CLASSIC AOR , $ 50.00 (Republic) Dick
WZZK-F, 104.7, 100 KW @ 1300, COUNTRY , $ 130.00 (Katz) NewCity

BOSTON

Arbitron Rank/Pop (12+): 7/3,176,000
MSA Rank/Pop: 6/3,719,500
ADI # 6
Average Person Ratings: 18.8
Market TSL: 24.50 hours

Stations: 36/31
Diaries: 2194/1448:1/38.5%
Sample Target: 2170
% Below Line: 3.1
% Not Listed: 13.0

1988 Revenue: $114,000,000
HH Inc.: $41,506
Retail $: 33.2 Bil
Pop per Station: 102,451
#1 Biller: WBCN-F $16,700,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WXKS-F	(CHR)	481/ 8.0	7.7	7.1	5.9	7.1	7.2	551/8350	7022/22.1	20.3	18.5	90	9.1	524	7125	WXKS-F
2. WRKO	(N/T)	393/ 6.6	6.5	7.7	7.2	7.1	7.0	473/6656	5286/16.6	14.8	16.2	71	5.8	336	4011	WRKO
3. WZOU-F	(CHR)	338/ 5.6	6.6	5.7	5.0	6.1	5.7	426/7760	5806/18.3	18.8	16.3	48	6.7	385	6511	WZOU-F
4. WBCN-F	(AOR)**	327/ 5.5	5.8	5.1	4.8	6.0	5.3	405/6955	5181/16.3	15.4	15.7	127	6.4	370	6265	WBCN-F
5. WBZ	(MOR)	321/ 5.4	5.9	6.6	7.4	6.4	6.3	453/7038	4976/15.7	16.0	14.7	72	6.4	373	4613	WBZ
6. WJIB-F	(EZ)	309/ 5.2	6.3	5.4	5.4	6.0	5.6	363/5045	4011/12.6	13.3	11.7	62	3.4	195	2263	WJIB-F
7. WODS-F	(O)	287/ 4.8	3.7	4.7	5.2	4.0	4.6	436/7055	4721/14.9	13.1	12.4	156	5.0	290	4248	WODS-F
8. WSSH-F	(AC)	276/ 4.6	3.9	4.3	3.6	4.0	4.1	363/5165	3373/10.6	10.8	10.3	124	3.6	207	3150	WSSH-F
9. WMJX-F	(AC)	267/ 4.5	4.7	3.7	3.6	3.8	4.1	284/5043	4468/14.1	14.0	11.3	122	3.3	188	2690	WMJX-F
10. WHDH	(T)	265/ 4.4	4.6	4.4	5.2	3.9	4.7	309/5011	4370/13.8	11.6	11.9	68	4.7	270	3197	WHDH
11. WEEI	(N)	228/ 3.8	3.6	4.0	4.2	4.3	3.9	256/5151	4464/14.1	13.0	13.5	68	2.6	150	3024	WEEI
12. WZLX-F	(AOR)	212/ 3.5	3.6	4.2	4.8	3.9	4.0	292/4873	3612/11.4	11.5	10.5	140	5.4	311	3958	WZLX-F
13. WROR-F	(AC)	167/ 2.8	3.0	3.1	3.2	3.0	3.0	222/4666	3661/11.5	11.8	10.1	143	2.9	170	3268	WROR-F
14. WVBF-F	(AC)	141/ 2.4	2.4	2.4	2.5	2.7	2.4	169/2983	2369/ 7.5	7.2	7.3	150	2.3	132	2214	WVBF-F
15. WBOS-F	(AOR)	129/ 2.2	1.3	2.4	2.4	2.1	2.1	154/2323	1721/ 5.4	5.3	5.3	164	1.2	69	1300	WBOS-F
16. WXKS	(BB)	124/ 2.1	2.1	1.0	1.3	1.0	1.6	124/1171	1145/ 3.6	4.1	2.6	48	0.7	41	432	WXKS
17. WILD	(B)	123/ 2.1	2.1	2.4	2.6	2.3	2.3	123/1230	1230/ 3.9	3.3	3.2	138	3.1	177	1064	WILD
18. WFNX-F	(AOR)	112/ 1.9	2.2	1.8	1.4	1.2	1.8	117/1998	1899/ 6.0	6.4	4.1	142	1.5	88	1521	WFNX-F
19. WCGY-F	(AOR)	111/ 1.9	1.4	1.9	1.5	2.0	1.7	144/2855	2041/ 6.4	5.6	5.3	89	2.7	159	2211	WCGY-F
20. WCRB-F	(CL)	100/ 1.7	1.9	2.5	1.8	1.3	2.0	123/2112	1624/ 5.1	5.9	4.9	82	1.4	80	1477	WCRB-F
21. WAAF-F	(AOR)	74/ 1.2	0.9	1.5	2.1	2.2	1.4	276/4961	2184/ 6.9	5.4	7.5	0	2.8	164	3378	WAAF-F
22. WPLM-F	(BB)	71/ 1.2	1.9	0.8	1.1	1.3	1.3	149/2559	1163/ 3.7	6.2	3.7	33	1.3	74	1070	WPLM-F
23.																
24.																
25.																

** STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY

12+ FM SHARE (METRO): 68.27% (3553 of 5204) (SUM 88: 67.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F>>	1 WXKS-F>	1 WXKS-F>	1 WXKS-F<	1 WODS-F	1 WRKO	1 WBZ	1 WXKS-F>	1 WXKS-F	1 WRKO	1 WBZ >>
2 WXKS-F>>	2 WBCN-F>	2 WBCN-F	2 WODS-F	2 WXKS-F<	2 WBZ	2 WXKS-F	2 WRKO	2 WRKO	2 WZOU-F	2 WHDH >>
3	3 WZLX-F<	3 WODS-F<	WBCN-F>	3 WBCN-F	3 WJIB-F	3 WEEI	WBCN-F<	3 WZOU-F<	3 WBZ <	3 WMJX-F>>
4	4 WZOU-F	4 WZLX-F<	4 WZLX-F<	4 WSSH-F<	4 WHDH	4 WRKO	4 WJIB-F<	4 WBCN-F	4 WXKS-F	4 WEEI
5	5 WMJX-F>	5 WMJX-F<	5 WMJX-F	5 WMJX-F	5 WEEI <	5 WBCN-F	5 WSSH-F	5 WJIB-F	5 WHDH >	5 WJIB-F<
6	6 WCGY-F<	6 WZOU-F	6 WSSH-F	6 WZLX-F	6 WSSH-F	6 WHDH	6 WMJX-F	6 WODS-F	6 WMJX-F	6 WRKO >>
7	7 WFNX-F	7 WSSH-F	7 WROR-F<	7 WRKO	7 WODS-F>	7 WZOU-F	7 WODS-F<	7 WSSH-F	7 WJIB-F	7
8	8 WVBF-F	8 WROR-F	8 WRKO	8 WROR-F	8 WMJX-F	WSSH-F	8 WZOU-F<	8 WHDH <	8 WODS-F	8
							9 WZLX-F	9 WMJX-F	WBCN-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WXKS-F>	1 WXKS-F>>	1 WXKS-F>	1 WXKS-F>	1 WXKS-F
2 WZOU-F>	2 WZOU-F	2 WVBF-F	2 WMJX-F	2 WSSH-F<
3 WMJX-F	3 WMJX-F	3 WMJX-F	3 WSSH-F<	3 WMJX-F<
4 WBCN-F	4 WBCN-F	4 WBCN-F<	4 WZOU-F<	4 WODS-F>
5 WSSH-F	5 WZLX-F<	5 WZLX-F	5 WODS-F	5 WVBF-F<
6 WZLX-F	6 WVBF-F	WBOS-F	6 WBCN-F	6 WBZ
7 WAAF-F	7 WSSH-F	7	7 WZLX-F	WBCN-F
8	8 WBOS-F	8	WVBF-F	8 WJIB-F<
				9 WZLX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXKS-F	1 WBCN-F	1 WBCN-F>	1 WBCN-F	1 WBCN-F
2 WBCN-F	2 WXKS-F>	2 WXKS-F	2 WXKS-F	2 WODS-F
3 WZOU-F	3 WZLX-F	3 WZLX-F>	3 WZLX-F	3 WRKO
4 WCGY-F	4 WCGY-F	4 WCGY-F	4 WODS-F	4 WXKS-F<
5 WZLX-F>	5 WZOU-F	5 WFNX-F<	5 WRKO <	5 WZLX-F>
6 WAAF-F	6 WFNX-F	6 WRKO	6 WCGY-F	6 WROR-F<
7	7 WMJX-F	7	7 WZOU-F	7 WSSH-F
8	8	8	8 WROR-F	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WATD-F	95.9	Marshfield	0.4/0.9
WBOQ-F	104.9	Gloucester	0.3/1.1
WCAP	980	Lowell	0.4/1.2
WCCM	800	Lawrence	0.4/0.7
WEZE	1260	Boston	0.4/1.5
WJDA	1300	Quincy	0.3/0.9
WKKU	1510	Boston	0.7/1.5
WMEX	1150	Boston	0.3/1.6
WROL	950	Boston	0.6/2.1
WSRO	1470	Marlboro	0.3/0.7
WHJY-F	94.1	Providence	0.6/2.5
WHOB-F	106.3	Nashua	0.3/1.2
WLKW-F	101.5	Providence	0.4/0.8
WOKQ-F	97.5	Dover/Portsmth	0.6/1.7

AM STATIONS

WBZ	1030	50 KW (DA-1)	MOR	NBC	$ 230.00	(Group W)	Westinghouse
WEEI	590	5 KW (DA-1)	NEWS	CBS	$ 135.00	(CBS)	
WHDH	850	50 KW (DA-2)	TALK	NBC,TLKNT	$ 173.00	(Durpetti)	
WILD	1090	5 KW (DAYS)	BLACK	SBN	$ 42.00	(Roslin)	
WMEX	1150	5 KW (DA-2)	OLDIES	ABC E	$ 35.00	(Mc-Guild)	Greater Media
WRKO	680	50 KW (DA-2)	TALK	MBS	$ 180.00	(Republic)	Atlantic Ventures
WROL	950	5 KW (DAYS)	RELIGION		$ 21.00	(---)	
WXKS	1430	5 KW/1 KW(DA-N)	NOSTALGIA		$ N/A	(MMR)	Pyramid
WUNR	1600	5 KW (DA-1)	HISPANIC/ETHNIC		$ 32.00	(Caballero)	

FM STATIONS

WBCN	104.1	19 KW @ 742	AOR		$ 345.00	(Torbet)	Infinity
WBOS	92.9	17 KW @ 860	CL.AOR/VARIOUS	NBC	$ 90.00	(Katz)	Ackerly
WCGY	93.7	50 KW @ 430	CLASSIC AOR		$ 65.00	(K & P)	Curt Gowdy
WCRB	102.5	15 KW @ 920	CLASSICAL		$ 95.00	(CMBS)	
WFNX	101.7	1.6 KW @ 465	AOR		$ 69.00	(---)	
WJIB	96.9	12 KW @ 1010	BTFL/EZ		$ 110.00	(Mc-Guild)	Emmis
WMJX	106.7	12 KW @ 720	AC		$ 142.00	(Mc-Guild)	Greater Media
WODS	103.3	16 KW @ 890	OLDIES	RADRAD	$ 140.00	(CBS)	CBS
WPLM	99.1	50 KW @ 430	NOSTALGIA		$ 42.00	(---)	(PLYMOUTH)
WROR	98.5	8 KW @ 1191	AC	US 1	$ 165.00	(Republic)	Atlantic Ventures
WSSH	99.5	32 KW @ 600	SOFT AC		$ 190.00	(HNWH)	Noble
WVBF	105.7	14 KW @ 954	AC		$ 130.00	(Banner)	Fairbanks
WXKS	107.9	24 KW @ 719	CHR		$ 300.00	(MMR)	Pyramid
WZLX	100.7	50 KW @ 500	CLASSIC AOR		$ 150.00	(Christal)	Cook Inlet
WZOU	94.5	8 KW @ 1050	CHR		$ 165.00	(Eastman)	Ardman

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 39/995,600

MSA Rank/Pop: Buffalo: 54/951,900
ADI # 38 Niagara Falls: 197/214,900
Average Person Ratings: 18.7
Market TSL: 24.25 hours

Stations: 24/20
Diaries: 1410/706:1/54.7%
Sample Target: 1290
% Below Line: 2.8
% Not Listed: 9.8

1988 Revenue: $57,800,000
HH Inc.: $29,007
Retail $: 14.6 Bil
Pop per Station: 49,780
#1 Biller: WBEN $18,500,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKSE-F	(CHR)	210/11.3	9.5	11.0	9.2	11.3	10.3	226/2982	2696/27.1	25.9	25.3	89	13.6	261	2931	WKSE-F
2. WJYE-F	(EZ)	169/ 9.1	11.2	9.3	9.7	6.7	9.8	173/2272	2085/20.9	23.5	15.2	114	7.8	151	1850	WJYE-F
3. WYRK-F	(C)	164/ 8.8	8.5	10.0	10.7	8.8	9.5	182/1844	1546/15.5	17.3	15.0	101	7.0	134	1499	WYRK-F
4. WGR -F	(AOR)	142/ 7.6	9.4	7.4	6.0	2.2	7.6	190/2261	1810/18.2	17.6	7.6	103	13.9	268	2348	WGR -F
5. WBEN	(MOR)	126/ 6.8	7.9	9.1	10.8	9.6	8.7	130/2316	2104/21.1	20.4	21.5	57	6.0	116	1489	WBEN
6. WBLK-F	(B)	123/ 6.6	5.7	4.8	6.6	6.0	5.9	123/1074	1064/10.7	10.1	9.5	94	7.3	140	1149	WBLK-F
7. WBUF-F	(AC)	117/ 6.3	8.6	6.8	8.9	6.6	7.7	140/1781	1501/15.1	17.2	15.7	151	4.9	94	1254	WBUF-F
8. WHTT-F	(AC)	111/ 6.0	5.2	5.2	4.4	5.5	5.2	139/1848	1652/16.6	14.3	20.1	168	6.0	115	1373	WHTT-F
9. WMJQ-F	(CHR)	109/ 5.9	4.2	4.5	5.1	5.7	4.9	210/3457	2109/21.2	18.2	19.9	88	6.3	122	1764	WMJQ-F
10. WPHD-F	(AOR)	81/ 4.4	2.9	3.7	3.4	7.6	3.6	84/1460	1394/14.0	12.9	19.6	136	3.9	75	1005	WPHD-F
11. WGR	(MOR)	74/ 4.0	1.6	4.2	3.0	4.2	3.2	82/1461	1238/12.4	9.4	12.6	110	2.2	42	636	WGR
12. WECK	(BB)	70/ 3.8	5.8	5.7	5.7	6.0	5.3	70/961	961/ 9.7	9.7	10.6	26	4.1	79	670	WECK
13. WBMW-F	(J/NA)	26/ 1.4	0.6	1.1	0.3	1.9	0.9	28/591	529/ 5.3	2.7	6.4	157	1.7	33	432	WBMW-F
14. CJFT	(?)	23/ 1.2	1.1	0.4	----	----	0.7	23/338	338/ 3.4	3.0	0.0	0	0.5	9	147	CJFT
15. WWKB	(N/T)	19/ 1.0	1.7	1.2	1.6	1.1	1.4	23/622	511/ 5.1	5.3	6.2	70	1.2	23	609	WWKB
WDCX-F	(REL)	19/ 1.0	1.5	1.0	1.0	0.7	1.1	27/476	320/ 3.2	4.0	2.5	20	0.9	17	265	WDCX-F
17. CFNY-F	(AOR)	18/ 1.0	0.7	0.7	0.6	1.0	0.8	18/360	360/ 3.6	2.7	2.7	50	1.0	19	315	CFNY-F
18.																
19.																
20.																

12+ FM SHARE (METRO): 77.19% (1296 of 1679) (SUM 88: 71.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSE-F>>	1 WGR -F<	1 WKSE-F	1 WKSE-F<	1 WJYE-F<	1 WYRK-F	1 WBEN >	1 WJYE-F	1 WKSE-F	1 WKSE-F>	1 WBEN >>
2 W[illegible]	2 WKSE-F>	2 WGR -F	2 WHTT-F<	2 WKSE-F	2 WJYE-F	2 WYRK-F<	2 WKSE-F	2 WJYE-F	2 WBLK-F	2 WWKB <
3 WB[illegible]-F	3 WBLK-F	3 WBUF-F<	3 WBUF-F	WHTT-F	3 WBEN >	3 WKSE-F	3 WYRK-F	3 WYRK-F	3 WGR -F	3 WBLK-F>>
4 WGR -F>>	4 WMJQ-F	4 WHTT-F	4 WJYE-F	4 WBUF-F	4 WBUF-F	WJYE-F	4 WBUF-F	4 WGR -F	4 WYRK-F	4
5	5 WPHD-F	5 WBLK-F	5 WGR -F	5 WYRK-F	5 WECK <	5 WBUF-F	5 WGR -F	5 WBUF-F<	5 WHTT-F	5
6	6	6 WJYE-F	6 WYRK-F	6 WGR -F	6 WHTT-F	6 WGR -F	6 WHTT-F	6 WBLK-F	6	6
						7 WMJQ-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKSE-F>>	1 WKSE-F>	1 WKSE-F>	1 WKSE-F>	1 WKSE-F
2 WMJQ-F	2 WGR -F	2 WGR -F	2 WBUF-F	2 WBUF-F<
WBLK-F	3 WBLK-F	3 WBUF-F	3 WBLK-F	3 WJYE-F
4 WGR -F	4 WMJQ-F	4 WBLK-F	4 WJYE-F	4 WYRK-F
5	5 WBUF-F	5 WYRK-F	5 WMJQ-F	5 WBLK-F
6	6	6	WGR -F	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGR -F>>	1 WGR -F>>	1 WGR -F>	1 WGR -F	1 WHTT-F>
2 WKSE-F	2 WKSE-F	2 WPHD-F	2 WHTT-F	2 WJYE-F<
3 WBLK-F>	3 WPHD-F	3 WHTT-F	3 WPHD-F	3 WGR -F
4 WMJQ-F	4 WBLK-F	4 WKSE-F	WKSE-F	4 WYRK-F
5 WPHD-F>>	5 WMJQ-F	5	5 WJYE-F	5 WPHD-F
6	6 WHTT-F	6	WBLK-F	6 WBUF-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGKT	1400	Buffalo	0.9/3.5
WHTT	1120	Buffalo	0.8/1.9
WLVL	1340	Lockport	0.5/1.6
WUFO	1080	Amherst	0.8/2.2
WXRL	1300—	Lancaster/Buffl	0.7/2.9

CILQ-F	107.1	Toronto	0.4/1.5
CJRN	710	Niagara Falls O	0.3/0.9

AM STATIONS

WBEN	930	5 KW (DA-N)	MOR	CBS	$ 80.00	(Eastman)	
WECK	1230	1 KW	NOSTALGIA	CBS	$ 31.00	(Roslin)	
WGKT	1400	1 KW	OLDIES		$ 20.00	(CBS)	Metroplex
WGR	550	5 KW (DA-N)	MOR	ABC E	$ 42.00	(Katz)	
WUFO	1080	1 KW (DAYS)	BLACK	SBN	$ 16.00	(---)	
WWKB	1520	50 KW (DA-1)	BUSINESS NEWS		$ 40.00	(HNWH)	Price

FM STATIONS

WBLK	93.7	50 KW @ 400	BLACK	RADRAD	$ 40.00	(Durpetti)	
WBMK	107.7	13 KW @ 650	JAZZ/NAC	SMN, US 1	$ 38.00	(Torbet)	(WETHERSFIELD)
WBUF	92.9	91 KW @ 580	AC		$ 90.00	(Mc-Guild)	Lincoln
WDCX	99.5	110 KW @ 640	RELIGION		$ 21.00	(---)	Crawford
WGR	96.9	13 KW @ 890	AOR		$ 66.00	(Katz)	
WHTT	104.1	50 KW @ 500	OLDIES		$ 62.00	(MMR)	Pyramid

WJYE	96.1	50 KW @ 480	EZ/SOFT AC		$ 64.00	(Christal)	
WKSE	98.5	45 KW @ 380	CHR	ABC R	$ 66.00	(HNWH)	Price
WMJQ	102.5	105 KW @ 1347	CHR	SOURCE	$ 50.00	(Eastman)	
WPHD	103.3	49 KW @ 340	CLASSIC AOR	RADRAD	$ 47.00	(CBS)	Metroplex
WYRK	106.5	50 KW @ 390	COUNTRY		$ 70.00	(Mc-Guild)	Stoner

CALL LETTER CHANGES

FORMAT CHANGES

WHTT changes from CLASSIC AOR to OLDIES (June)

STATION SALES

WJYE sold by Speed-O-Print to Williams for $6,000,000. (Schutz)..WECK sold for $600,000...WGKT, WPHD-F sold to Metroplex for $6,400,000 (Americom).

CHARLOTTE

Arbitron Rank/Pop (12+): 41/909,600

MSA Rank/Pop: 44/1,092,800
ADI # 31
Average Person Ratings: 16.0
Market TSL: 21.50 hours

Stations: 26/18
Diaries: 1225/743:1/54.3%
Sample Target: 1130
% Below Line: 4.5
% Not Listed: 15.2

1988 Revenue: $30,400,000
HH Inc.: $31,563
Retail $: 8.0 Bil
Pop per Station: 50,533
#1 Biller: WSOC-AF $5,200,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% – 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPEG-F (B)	167/11.4	10.6	10.7	9.9	9.4	10.6	199/2015	1514/16.6	17.4	16.0	86	11.8	195	1856	WPEG-F
2. WSOC-F (C)	133/ 9.1	14.4	12.7	15.6	14.7	12.9	300/3688	2111/23.2	22.4	25.2	89	9.8	162	2111	WSOC-F
3. WCKZ-AF (CHR)	127/ 8.7	8.5	8.3	8.5	9.4	8.5	236/2834	1711/18.7	19.6	18.6	72	16.0	262	2550	WCKZ-AF
4. WRFX-F (AOR)	109/ 7.5	7.2	7.3	6.9	7.6	7.2	161/2029	1405/15.4	15.0	16.9	125	7.2	119	1824	WRFX-F
5. WMXC-F (AC)	97/ 6.6	7.2	5.7	4.6	6.0	6.0	139/2348	1395/15.3	16.2	15.9	147	6.8	112	1588	WMXC-F
6. WLVK-F (C)	91/ 6.2	5.3	6.1	5.6	7.5	5.8	157/1982	1032/11.3	12.7	13.0	115	3.9	65	880	WLVK-F
7. WEZC-F (EZ)	88/ 6.0	5.3	5.8	5.7	4.4	5.7	131/1428	973/10.7	9.1	8.9	95	3.2	53	786	WEZC-F
8. WROQ-F (CHR)	82/ 5.6	4.9	5.3	4.7	6.0	5.1	156/2405	1231/13.5	13.1	16.7	79	6.5	107	1589	WROQ-F
WBT (MOR)	82/ 5.6	7.2	5.8	6.0	5.1	6.2	91/1370	1119/12.3	15.7	13.4	91	5.2	85	830	WBT
10. WWMG-F (AC)	65/ 4.5	3.6	3.9	4.8	4.7	4.2	130/1773	1022/11.2	11.0	11.7	140	4.2	69	1073	WWMG-F
11. WBCY-F (CHR)	56/ 3.8	3.8	5.0	4.7	4.8	4.3	146/2555	1202/13.2	14.1	16.2	95	5.1	84	1416	WBCY-F
12. WRDX-F (AC)	21/ 1.4	1.3	1.1	1.3	0.8	1.3	40/518	270/ 3.0	3.1	2.9	136	1.5	24	301	WRDX-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 88.84% (1099 of 1237) (SUM 88: 89.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCKZ-AF>>	1 WPEG-F	1 WPEG-F	1 WPEG-F	1 WPEG-F<	1 WSOC-F	1 WRFX-F	1 WCKZ-AF	1 WSOC-F<	1 WPEG-F>	1 WPEG-F>>
2 WPEG-F	2 WRFX-F	2 WRFX-F	2 WRFX-F<	2 WMXC-F	2 WEZC-F<	2 WSOC-F<	2 WMXC-F<	2 WPEG-F	2 WCKZ-AF>	2 WBT
3 WROQ-F	3 WCKZ-AF	3 WCKZ-AF	3 WMXC-F	3 WRFX-F	3 WBT	3 WPEG-F	3 WSOC-F	3 WCKZ-AF	3 WSOC-F	3 WCKZ-F<
4 WBCY-F	4 WROQ-F>	4 WMXC-F	4 WLVK-F<	4 WSOC-F	4 WLVK-F	4 WBT	4 WPEG-F	4 WEZC-F	4 WBT	4 WSOC-F
5	5 WMXC-F	5 WLVK-F<	5 WSOC-F	5 WLVK-F	5 WMXC-F	5 WMXC-F	WEZC-F	5 WMXC-F<	5 WROQ-F>	5 WLVK-F>
6	6 WSOC-F	6 WSOC-F<	6 WCKZ-AF	6 WCKZ-AF	6 WPEG-F>	6 WCKZ-AF<	6 WLVK-F	6 WRFX-F	6	6 WLON
7	WBCY-F	7 WROQ-F	7 WWMG-F	WWMG-F	7	7 WLVK-F	7 WRFX-F	7	7	7
8	8 WWMG-F>	8	8	8	8	8	8 WROQ-F	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPEG-F>>	1 WPEG-F>	1 WPEG-F	1 WPEG-F	1 WMXC-F	1 WCKZ-AF	1 WRFX-F	1 WRFX-F>	1 WRFX-F	1 WRFX-F>
2 WCKZ-AF>	2 WCKZ-AF	2 WCKZ-AF	2 WMXC-F	2 WPEG-F>	WROQ-F	2 WPEG-F	2 WPEG-F>	2 WPEG-F>	2 WSOC-F<
3 WSOC-F	3 WMXC-F<	3 WMXC-F	3 WCKZ-AF	3 WCKZ-AF	3 WPEG-F	3 WROQ-F	3 WROQ-F	3 WROQ-F<	3 WPEG-F
4 WRFX-F	4 WRFX-F	4 WRFX-F>	4 WLVK-F<	WLVK-F	4 WRFX-F>>	4 WCKZ-AF>>	4 WCKZ-AF	4 WCKZ-AF	4 WMXC-F
WMXC-F	5 WBCY-F	5 WBCY-F	5 WRFX-F	5 WSOC-F	5 WLVK-F	5	5 WSOC-F	5 WSOC-F<	5 WLVK-F<
WBCY-F	6 WROQ-F	6 WROQ-F>	6 WSOC-F	WEZC-F	6 WWMG-F>	6	6 WWMG-F>	6 WLVK-F<	6 WWMG-F
7 WLVK-F	7 WSOC-F	7	7	7 WBT <	7	7	7	7 WWMG-F	7
				8 WRFX-F					

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAES	610	Charlotte	0.3/1.7
WGIV	1600	Charlotte	1.0/3.8
WGSP	1310	Charlotte	1.0/1.2
WLON	1050	Lincolnton	0.6/1.3
WLTC	1370	Gastonia	0.3/1.0
WSOC	930	Charlotte	0.4/2.5
WBBO-F	93.3	Forest City	0.4/1.1
WFGW	1010	Black Mountain	0.1/0.0
WFMX-F	105.7	Statesville	0.5/2.2
WKSI-F	98.7	Greensboro/W-S	0.8/1.5
WMIT-F	106.9	Black Mountain	0.8/3.8
WSPA-F	98.9	Spartanburg	0.8/2.1
WTQR-F	104.1	Winstn-Slm/Grns	0.6/1.6
WXRC-F	95.7	Hickory	0.3/3.0

RADIO STATIONS

WBT , 1110, 50 KW (DA-N) , MOR	MBS, NBC, $	78.00 (Banner)	Jeff-Pilot	
WGIV, 1600, 1 KW (DA-2) , BLACK	NBN, $	25.00 (HNWH)	Broadcasting Partners	
WBCY-F, 107.9, 97 KW @ 1962, CHR	, $	55.00 (Banner)	Jeff-Pilot	
WCKZ-F, 101.9, 100 KW @ 1000, CHR/URBAN	US 2, $	45.00 (Durpetti)	Beasley	
WEZK-F, 102.9, 100 KW @ 1545, BTFL/EZ	, $	42.00 (CBS)	Keymarket	(HICKORY)
WLVK-F, 96.9 100 KW @ 1554, COUNTRY	ABC E, $	58.00 (Republic)	Capitol-Johnson	(STATESVILLE)
WMXV-F, 104.7, 100 KW @ 1230, AC	, $	95.00 (MMR)	EZ	
WPEG-F, 97.9, 50 KW @ 400, BLACK	RADRAD, $	64.00 (HNWH)	Broadcasting Part.	(CONCORD)
WRFX-F, 99.7, 100 KW @ 1044, AOR	, $	80.00 (Mc-Guild)	Pyramid	(KANNAPOLIS)
WROQ-F, 95.1, 100 KW @ 1000, CHR	US 1, $	50.00 (Republic)		
WSOC-F, 103.7, 100 KW @ 1003, AC	, $	106.00 (Christal)	Cox	
WWMG-F, 96.1, 100 KW @ 1738, AC/OLDIES	, $	51.00 (Eastman)	Voyager	(SHELBY)
WXRC-F, 95.7, 100 K2 @ 1276, AOR	ABC R, $	25.00 (---)		(HICKORY)

MISCELLANEOUS COMMENTS: WRKX changes calls to WEZC (March)...WEZC changes to WMXC (March)...
WLVK-F (Statesville) sold by Capitol (Johnson) to Trumper for $8,000,000 (Blackburn).

CHATTANOOGA

Arbitron Rank/Pop (12+): 96/357,300

MSA Rank/Pop: 110/427,200
ADI # 84
Average Person Ratings: 17.4
Market TSL: 23.25 hours

Stations: 17/17
Diaries: 708/505:1/45.7%
Sample Target: 760
% Below Line: 0.0
% Not Listed: 16.4

1988 Revenue: $11,900,000
HH Inc.: $27,241
Retail $: 3.2 Bil
Pop per Station: 21,017
#1 Biller: WSKZ-F $2,400,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSKZ-F	(CHR)	112/18.0	19.2	15.0	17.9	20.0	17.5	190/2086	1162/32.5	30.5	29.8	86	25.5	162	1275	WSKZ-F
2. WUSY-F	(C)	76/12.2	12.6	12.9	14.0	10.6	12.9	205/2008	833/23.3	24.6	19.4	116	10.2	65	834	WUSY-F
3. WLMX-F	(AC)	62/10.0	10.5	12.4	8.6	7.9	10.4	64/816	750/21.0	21.6	19.8	140	9.3	59	763	WLMX-F
4. WDEF-F	(EZ)	60/ 9.6	10.3	12.9	13.4	10.4	11.6	68/906	674/18.9	20.8	20.8	79	7.1	45	557	WDEF-F
5. WDOD-F	(C)	50/ 8.0	9.4	8.5	7.8	9.2	8.4	76/1048	732/20.5	18.9	16.1	124	8.5	54	653	WDOD-F
6. WJTT-F	(B)	43/ 6.9	7.9	8.2	8.8	9.4	7.9	43/428	415/11.6	10.8	13.4	88	10.5	67	580	WJTT-F
7. WNOO	(B)	28/ 4.5	3.4	3.1	3.9	4.7	3.7	30/290	254/ 7.1	6.9	7.7	104	3.1	20	256	WNOO
8. WSGC-F	(AC)	23/ 3.7	3.6	0.7	----	----	2.0	25/333	304/ 8.5	8.5	0.0	165	4.2	27	351	WSGC-F
9. WDEF	(MOR)	14/ 2.2	3.8	4.4	3.1	4.1	3.4	14/241	227/ 6.4	8.5	9.4	68	2.5	16	260	WDEF
10. WYVY-F	(B)	13/ 2.1	1.1	2.7	2.1	3.3	2.0	13/293	276/ 7.7	5.3	9.1	95	1.4	9	176	WYVY-F
11. WDOD	(C)	12/ 1.9	2.3	2.2	1.8	3.5	2.0	13/290	213/ 6.0	6.3	7.4	63	3.0	19	244	WDOD
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 84.26% (439 of 521) (SUM 88: 80.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSKZ-F>>	1 WSKZ-F>>	1 WSKZ-F>	1 WSKZ-F	1 WSKZ-F	1 WUSY-F	1 WSKZ-F<	1 WSKZ-F	1 WSKZ-F>	1 WSKZ-F>>	1 WJTT-F
2 WJTT-F	2 WLMX-F>	2 WLMX-F	2 WLMX-F	2 WUSY-F<	2 WDEF-F>	2 WUSY-F	2 WUSY-F	2 WUSY-F<	2 WJTT-F	2 WSKZ-F>
3	3 WJTT-F	3 WUSY-F>	3 WUSY-F>	3 WLMX-F>	3 WDOD-F>	3 WDEF-F>	3 WLMX-F	3 WLMX-F	3 WUSY-F	3 WMOC
4	4 WUSY-F>	4 WJTT-F	4 WDOD-F>	4 WDOD-F	4 WNOO	4 WLMX-F	4 WDEF-F	4 WDOD-F<	4 WNOO	4 WUSY-F
5	5 WDOD-F	WDOD-F	5 WJTT-F<	5 WDEF-F	WLMX-F<	WDOD-F	5 WDOD-F	5 WDEF-F	WLMX-F	WFLI
6	6	6	6 WSGC-F	6	6 WSKZ-F	6	6	6	6	6 WDEF-F>

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSKZ-F>	1 WSKZ-F>	1 WSKZ-F>	1 WSKZ-F	1 WSKZ-F	1 WSKZ-F>>	1 WSKZ-F>>	1 WSKZ-F	1 WSKZ-F>	1 WLMX-F<
2 WLMX-F	2 WLMX-F>	2 WLMX-F>	2 WLMX-F	2 WUSY-F	2 WLMX-F	2 WLMX-F>>	2 WLMX-F>	2 WLMX-F>	2 WSKZ-F<
3 WJTT-F>	3 WJTT-F>	3 WJTT-F	3 WUSY-F	3 WLMX-F	WJTT-F>	3 WUSY-F	3 WDOD-F	3 WUSY-F	3 WUSY-F
4 WYVY-F	4 WUSY-F>	4 WUSY-F>	4 WJTT-F>	4 WDEF-F	4	WDOD-F	4 WUSY-F	4 WDOD-F	4 WDOD-F>
WUSY-F>>	5 WYVY-F	5	5 WDEF-F	5 WJTT-F	5	5 WJTT-F	5 WSGC-F>>	5 WSGC-F	5 WSGC-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDXB	1490	Chattanooga	1.0/2.6
WFLI	1070	Lookout Mountn	0.6/3.7
WGOW	1150	Chattanooga	1.3/5.4
WLMX	980	Rossville/Chtng	
WMOC	1450	Chattanooga	0.3/2.8
WQCH	1590	Lafayette	1.3/1.3

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR	CBS, NBC, $	30.00 (Katz)	Park
WDOD, 1310, 5 KW (DA-N)	, COUNTRY	ABC E, $	20.00 (Banner)	Bahakel
WFLI, 1070, 50 KW/1 KW (DA-2)	, RELIGION	ABC I, $	12.00 (---)	
WGOW, 1150, 5 KW/1 KW (DA-N)	, TALK	SUN, $	20.00 (Christal)	Bloomington
WNOO, 1260, 5 KW (DAYS)	, BLACK	SBN, $	15.00 (Eastman)	
WDEF-F, 92.3, 97 KW @ 895,	BTFL/EZ	ABC D, $	35.00 (Katz)	Park
WDOD-F, 96.5, 100 KW @ 1080,	COUNTRY	ABC E, $	40.00 (Banner)	Bahakel
WJTT-F, 94.3, 3 KW @ 300,	BLACK	RADRAD, $	22.00 (HNWH)	
WLMX-F, 105.5, 3 KW @ 270,	AC	, $	44.00 (Republic)	(ROSSVILLE, GA)
WSGC-F, 101.9, 3 KW @ 650,	OLDIES	, $	N/A (---)	(RINGOLD, GA)
WSKZ-F, 106.5, 100 KW @ 1076,	CHR	, $	57.00 (Christal)	Bloomington
WUSY-F, 100.7, 100 KW @ 500,	COUNTRY	MBS, $	52.00 (Mc-Guild)	Colonial
WYVY-F, 102.3, 3 KW @ 287,	CLASSIC ROCK	NBC, $	16.00 (Eastman)	

CHICAGO

Arbitron Rank/Pop (12+): 3/6,704,600

MSA Rank/Pop: 3/8,150,000
ADI # 3
Average Person Ratings: 19.1
Market TSL: 25.00 hours

Stations: 42/42
Diaries: 3181/2108:1/50.5%
Sample Target: 3120
% Below Line: 0.0
% Not Listed: 9.7

1988 Revenue: $207,500,000
HH Inc.: $38,507
Retail $: 56.3 Bil
Pop per Station: 159,633
#1 Biller: WGN $33,300,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGN	(N/T)	1196/ 9.3	9.1	9.5	8.6	10.0	9.1	1424/18580	14988/22.4	19.9	20.5	65	8.6	1052	14079	WGN
2. WGCI-F	(B)	861/ 6.7	6.2	7.4	6.7	7.7	6.8	861/8989	8972/13.4	13.4	14.5	100	11.2	1380	11838	WGCI-F
3. WBBM	(N/T)	703/ 5.5	5.3	4.8	6.0	5.4	5.4	741/13541	12209/18.2	19.6	17.4	67	4.7	584	9462	WBBM
4. WVAZ-F	(B)	625/ 4.9	4.7	6.0	4.2	3.9	4.9	630/7064	7010/10.5	10.3	11.3	127	5.6	687	7410	WVAZ-F
5. WLUP-F	(AOR)	569/ 4.4	4.8	4.8	4.3	4.5	4.6	580/8368	8116/12.1	13.1	12.5	118	5.7	705	9412	WLUP-F
6. WKQX-F	(AC)	561/ 4.4	4.0	3.1	4.1	3.1	3.9	600/8799	8443/12.6	13.4	12.0	130	2.9	356	8301	WKQX-F
7. WXEZ-AF	(EZ)	527/ 4.1	4.5	5.2	6.1	5.3	5.0	530/6176	6037/ 7.9	9.3	9.8	76	2.1	242	3223	WXEZ-AF
8. WCKG-F	(AOR)	491/ 3.8	4.1	4.0	4.3	3.8	4.1	541/8784	8314/12.4	11.6	10.1	116	5.1	627	8345	WCKG-F
9. WYTZ-F	(CHR)	478/ 3.7	4.4	3.6	4.0	4.0	3.9	515/10065	9008/13.4	14.1	13.0	51	5.1	623	12026	WYTZ-F
10. WUSN-F	(C)	471/ 3.7	2.7	3.4	3.0	2.4	3.2	484/5576	5368/ 8.0	7.3	6.8	127	3.3	400	4407	WUSN-F
11. WBBM-F	(CHR)	459/ 3.6	4.1	3.8	3.2	3.2	3.7	469/10219	9794/14.6	15.1	14.2	64	5.3	654	11913	WBBM-F
12. WLUP	(N/T)	451/ 3.5	2.5	3.1	2.8	2.9	3.0	476/5218	4888/ 7.3	8.2	5.9	137	2.8	344	3882	WLUP
13. WJMK-F	(AC)	449/ 3.5	2.8	3.4	4.2	3.7	3.5	496/9074	8146/12.1	10.4	11.4	146	3.3	408	7074	WJMK-F
14. WJJD	(BB)	335/ 2.6	3.0	2.7	2.3	1.9	2.7	352/4406	3976/ 5.9	6.6	4.7	42	2.3	277	3765	WJJD
15. WTMX-F	(AC)	332/ 2.6	2.6	2.7	3.0	2.7	2.7	342/5694	5331/ 8.0	8.2	8.3	150	2.3	283	3979	WTMX-F
16. WXRT-F	(AOR)	295/ 2.3	2.7	2.7	2.4	2.3	2.5	295/4134	4111/ 6.1	6.5	5 6	135	2.9	361	5022	WXRT-F
17. WNUA-F	(J/NA)	270/ 2.1	2.3	1.3	2.5	2.1	2.0	272/4421	4312/ 6.4	7.1	5.8	152	2.2	269	5001	WNUA-F
18. WLIT-F	(AC)	254/ 2.0	3.0	3.6	3.2	3.1	3.0	258/4441	4222/ 6.3	7.4	8.8	145	2.0	243	3440	WLIT-F
19. WOJO-F	(SP)	241/ 1.9	1.7	1.6	1.2	1.3	1.6	241/2197	2197/ 3.3	3.3	2.9	105	1.1	137	1562	WOJO-F
20. WMAQ	(N/T)	228/ 1.8	1.8	1.6	1.4	1.7	1.6	256/7242	6085/ 9.1	8.4	7.6	67	1.5	179	4275	WMAQ
21. WFYR-F	(AC)	200/ 1.6	2.0	1.9	1.8	2.4	.8	204/5453	5160/ 7.7	8.5	8.2	144	2.8	342	5816	WFYR-F
22. WLS	(AC)	177/ 1.4	1.6	1.6	1.6	1.9	1.5	287/5403	3583/ 5.3	5.7	5.5	93	1.5	187	2822	WLS
23. WIND	(SP)	174/ 1.4	1.0	0.5	0.8	0.7	0.9	174/1653	1647/ 2.5	2.3	1.9	121	0.4	48	925	WIND
24. WFMT-F	(CL)	171/ 1.3	1.4	1.2	1.3	1.2	1.3	175/3079	2984/ 4.5	5.2	4.1	100	1.3	154	3034	WFMT-F
25. WNIB-F	(CL)	164/ 1.3	1.2	1.3	1.4	1.3	1.3	164/3080	3000/ 4.5	4.8	4.3	100	0.7	84	1871	WNIB-F

12+ FM SHARE (METRO): 67.78% (7844 of 11573) (SUM 88: 68.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYTZ-F	1 WLUP-F<	1 WGCI-F	1 WGCI-F	1 WGCI-F	1 WGN >	1 WGN >	1 WGN >	1 WGN	1 WGCI-F	1 WGN >>
2 WGCI-F	2 WGCI-F>	2 WVAZ-F	2 WVAZ-F	2 WVAZ-F<	2 WBBM >	2 WBBM	2 WXEZ-AF<	2 WLUP <	2 WGN	2 WBBM >>
3 WBBM-F	3 WVAZ-F<	WLUP-F	3 WKQX-F<	3 WGN	3 WXEZ-AF>	3 WLUP-F	3 WGCI-F<	3 WGCI-F>	3 WVAZ-F	3 WGCI-F>>
4	4 WCKG-E	4 WKQX-F	4 WLUP-F	4 WKQX-F	4 WUSN-F<	4 WGCI-F	4 WKQX-F	4 WVAZ-F<	4 WBBM	4 WVAZ-F
5	5 WKQX-F	5 WCKG-F<	5 WLUP	5 WLUP-F<	5 WJJD	5 WXEZ-AF	5 WVAZ-F<	5 WCKG-F	5 WYTZ-F	5
6	6 WLUP	6 WLUP	WJMK-F	6 WJMK-F<	6 WJMK-F	WKQX-F	6 WCKG-F<	6 WKQX-F	6 WBBM-F	6
7	7 WBBM-F<	7 WJMK-F	7 WGN	7 WLUP	7 WVAZ-F	7 WVAZ-F	7 WLUP <	7 WBBM	7 WCKG-F	7
8	8 WXRT-F	8 WGN	WCKG-F	8 WUSN-F	8 WGCI-F	8 WBBM-F	8 WLUP-F	8 WXEZ-AF	8 WKQX-F	8
9	9 WYTZ-F	9 WUSN-F	9 WUSN-F	9 WCKG-F	9 WKQX-F	9 WJMK-F	9 WJMK-F	WLUP-F	9 WUSN-F<	9
10	10 WTMX-F	10 WXRT-F	10 WTMX-F	10 WTMX-F	10 WMAQ	10 WUSN-F	10 WUSN-F	WJMK-F	10 WLUP-F	10
						WLUP				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WGCI-F	1 WGCI-F	1 WVAZ-F<	1 WGCI-F	1 WVAZ-F<
2 WBBM-F>	2 WKQX-F	2 WGCI-F<	2 WVAZ-F<	2 WKQX-F
3 WKQX-F	3 WVAZ-F	3 WKQX-F>	3 WKQX-F>	3 WGCI-F
4 WYTZ-F	4 WBBM-F	4 WLUP-F	4 WTMX-F<	4 WGN
5 WVAZ-F	5 WLUP-F	5 WTMX-F	5 WBBM-F	5 WTMX-F
6 WCKG-F	6 WTMX-F<	6 WBBM-F	6 WYTZ-F	6 WUSN-F<
7 WLUP-F>	7 WYTZ-F	7 WXRT-F	WUSN-F	7 WJMK-F
8 WTMX-F<	8 WCKG-F	8 WUSN-F<	WJMK-F	8 WXEZ-AF
9 WOJO-F	9 WXRT-F	9 WCKG-F	9 WLUP-F	9 WBBM
10 WXRT-F	10 WJMK-F	10 WLUP	10 WGN	10 WLUP-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLUP-F>	1 WLUP-F>	1 WLUP-F	1 WLUP-F	1 WLUP-F<
2 WCKG-F	2 WCKG-F	2 WCKG-F	2 WLUP <	2 WLUP
3 WLUP	3 WGCI-F	3 WGCI-F	3 WCKG-F	3 WCKG-F<
4 WVAZ-F	4 WLUP	4 WLUP	4 WGCI-F	4 WGN
WGCI-F	5 WVAZ-F	5 WXRT-F	5 WVAZ-F	WGCI-F
6 WYTZ-F	6 WXRT-F	6 WVAZ-F	6 WJMK-F	6 WJMK-F
7 WXRT-F	7 WKQX-F>	7 WKQX-F	7 WXRT-F<	7 WVAZ-F<
8 WKQX-F	8 WBBM-F<	8 WJMK-F	8 WKQX-F	8 WUSN-F
WBBM-F>	9 WYTZ-F	9 WUSN-F	WGN	9 WKQX-F
10	10 WUSN-F	WGN	10 WUSN-F	10 WXRT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABT-F	103.9	Dundee/Chicago	0.3/0.6
WBUS-F	99.9	KANKAKEE	0.3/1.7
WGCI	1390	CHICAGO	0.6/2.1
WJOB	1230	HAMMOND	0.4/1.2
WJOL	1340	JOLIET	0.4/0.8
WJPC	950	CHICAGO	0.2/1.1
WJZQ-F	95.1	Kenosha	0.3/1.3
WLLI-F	96.7	Joliet	0.3/0.8
WLNR-F	106.3	LANSING/CHICAGO	0.6/2.6
WTAQ	1300	LA GRANGE	0.4/0.9
WVON	1450	CHICAGO	1.0/1.7
WVVX-F	103.1	Highland Park	0.3/1.1
WXLC-F	102.3	Waukegan	0.3/1.1
WYCA-F	92.3	HAMMOND	0.5/1.6
WYLL-F	106.7	DES PLAINES/CHI	0.5/1.5
WYSY-F	107.9	AURORA	0.6/2.6

RADIO STATIONS

WBBM,	780,	50 KW	, NEWS	CBS,	$ 235.00	(CBS)	CBS
WGCI,	1390,	5 KW (DA-2)	, BLACK	,	$ N/A	(Mc-Guild)	Gannett
WGN ,	720,	50 KW	, TALK/VARIETY	ABC 1,	$ 300.00	(Christal)	Tribune Co.
WIND,	560,	5 KW (DA-2)	, HISPANIC	,	$ 75.00	(Katz Hisp)	Tichenor
WJJD,	1160,	50 KW/4 KW (DA-2),	NOSTALGIA	US 2,	$ 125.00	(Katz)	Infinity
WJPC,	950,	1 KW/5 KW (DA-N),	BLACK	NBN,-	$ 45.00	(---)	

WLS ,	890,	50 KW	, AC/TALK	ABC C,	$ 105.00	(Banner)	
WLUP,	1000,	50 KW (DA-2)	, TALK/AOR	,	$ 115.00	(MMR)	Evergreen
WMAQ,	670,	50 KW	, NEWS	NBC APR,	$ 125.00	(Group W)	Westinghouse
WSBC,	1240,	1 KW	, REL./ETHNIC		25.00	(---)	
WVON,	1450,	1 KW	, BLACK TALK	MBS,	$ 50.00	(Roslin)	
WXEZ,	820,	5 KW/1 KW (DA-N),	BTFL/EZ	MBS,	$ N/A	(Republic)	Century

FM STATIONS

WBBM,	96.3,	6.2 KW @ 1174,	CHR	RADRAD,	$ 140.00	(CBS)	CBS
WCKG,	105.9,	4.2 KW @ 1575,	CLASSIC AOR	,	$ 150.00	(Katz)	Cox
WFMT,	98.7,	16 KW @ 1167,	CLASSICAL	,	$ 120.00	(HNWH)	
WFYRM	103.5,	4 KW @ 1548,	OLDIES	,	$ 124.00	(Republic)	Summit
WGCI,	107.5,	33 KW @ 600,	BLACK	,	$ 200.00	(Mc-Guild)	Gannett
WJMK,	104.3,	4 KW @ 1575,	OLDIES	US 2,	$ 170.00	(Katz)	Infinity
WKQX,	101.1,	6 KW @ 1170,	AC/CONTEMPORARY	SOURCE,	$ 165.00	(HNWH)	Emmis
WLIT,	93.9,	5 KW @ 1581,	SOFT AC	,	$ 172.00	(Christal)	Viacom

WLUP,	97.9,	6 KW @ 1174,	CHR	RADRAD,	$ 200.00	(MMR)	Evergreen
WNIB,	97.1,	8 KW @ 1196,	CLASSICAL	,	$ 100.00	(CMBS)	
WNUA,	95.5,	8 KW @ 1170,	JAZZ/NAC		$ 125.00	(Durpetti)	Pyramid
WOJO,	105.1,	6 KW @ 1174,	HISPANIC		$ 98.00	(Katz Hisp.)	Tichenor
WTMX,	101.9,	4 KW @ 1560,	AC		$ 163.00	(Mc-Guild)	Bonneville
WUSN,	99.5,	6 KW @ 1170,	COUNTRY	[illegible],	$ 160.00	(MMR)	Cook Inlet
WVAZ,	102.7,	6 KW @ 1170,	BLACK AC	ABC F,	$ 140.00	(Durpetti)	Broadcasting Partners
WXEZ,	100.3,	6 KW @ 1167,	BTFL/EZ	MBS,	$ 175.00	(Republic)	Century
WXRT,	93.1,	7 KW @ 1310,	AOR	,	$ 153.00	(CBS)	
WYTZ,	94.7,	4 KW @ 1535,	CHR	ABC R,	$ 158.00	(Banner)	Cap Cities/ABC

CALL LETTER CHANGES

WLAK changes to WLIT (Jan)
WCLR changes to WTMX (Feb)

FORMAT CHANGES

STATION SALES

CINCINNATI

Arbitron Rank/Pop (12+): 30/1,165,500

MSA Rank/Pop: 31/1,427,200
ADI # 30
Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 27/22
Diaries: 1350/863:1/51.8%
Sample Target: 1340
% Below Line: 2.1
% Not Listed: 9.3

1988 Revenue: $49,200,000
HH Inc.: $33,116
Retail $: 12.0 Bil
Pop per Station: 52,977
#1 Biller: WLW $10,000,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WLW (MOR)	267/13.4	12.0	8.8	8.5	11.4	10.7	367/5464	3883/33.3	29.8	27.7	81	11.0	228	4019	WLW
2. WEBN-F (AOR)	238/11.9	10.2	11.9	10.7	11.6	11.2	278/3711	2960/25.4	23.6	26.0	101	15.2	314	3516	WEBN-F
3. WKRQ-F (CHR)	193/ 9.7	10.6	9.4	9.2	10.3	9.7	279/4135	3064/26.3	27.3	24.8	80	12.2	252	3349	WKRQ-F
4. WOFX-F (AC)	117/ 5.9	6.0	4.6	5.5	4.4	5.5	145/2106	1667/14.3	13.9	10.4	131	5.3	109	1869	WOFX-F
5. WWNK-F (AC)	112/ 5.6	6.2	6.6	5.6	3.9	6.0	134/2369	1912/16.4	16.7	12.3	136	5.8	119	1959	WWNK-F
WWEZ-F (EZ)	112/ 5.6	7.1	9.2	9.0	8.2	7.7	152/2170	1586/13.6	13.5	15.3	61	5.1	105	1250	WWEZ-F
7. WRRM-F (AC)	106/ 5.3	6.1	5.3	6.1	5.2	5.7	121/2068	1771/15.2	14.2	13.8	140	5.8	119	1405	WRRM-F
8. WUBE-F (C)	105/ 5.3	4.8	4.6	6.4	4.2	5.3	146/1854	1222/10.5	11.1	10.8	126	8.1	167	1760	WUBE-F
9. WBLZ-F (B)	90/ 4.5	4.3	3.9	3.7	4.8	4.1	115/1670	1359/11.7	12.6	8.8	69	4.4	91	1643	WBLZ-F
10. WIZF-F (B)	87/ 4.4	4.0	3.5	3.1	3.6	3.8	94/1101	1052/ 9.0	8.3	6.3	111	4.2	87	1041	WIZF-F
11. WKRC (MOR)	81/ 4.1	5.0	6.6	4.6	5.9	5.1	91/1954	1626/14.0	14.5	15.6	100	3.8	78	1509	WKRC
12. WCKY (N/T)	60/ 3.0	3.8	4.9	5.7	4.0	4.3	71/1143	975/ 8.4	9.2	8.5	57	3.2	67	845	WCKY
13. WBVE-F (C)	50/ 2.5	2.8	2.7	2.7	3.5	2.7	89/1518	847/ 7.3	7.3	7.7	128	2.5	52	795	WBVE-F
14. WMLX (BB)	35/ 1.8	1.9	0.9	1.2	1.6	1.5	41/455	368/ 3.2	2.5	1.7	17	0.9	19	248	WMLX
15. WSAI (AC)	28/ 1.4	1.2	1.6	1.7	0.8	1.5	34/619	540/ 4.6	4.3	3.5	121	0.4	8	419	WSAI

12+ FM SHARE (METRO): 71.63% (1295 of 1808) (SUM 88: 70.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRQ-F>>	1 WEBN-F>>	1 WEBN-F>	1 WEBN-F>	1 WEBN-F	1 WLW >>	1 WEBN-F<	1 WEBN-F>	1 WEBN-F>	1 WLW >>	1 WIZF-F
2 WEBN-F	2 WKRQ-F	2 WKRQ-F	2 WLW	2 WLW >	2 WWEZ-F	2 WLW >	2 WLW <	2 WLW <	2 WEBN-F<	2 WEBN-F<
3 WBLZ-F>>	3 WOFX-F>	3 WOFX-F	3 WKRQ-F	3 WKRQ-F<	3 WUBE-F	3 WKRQ-F	3 WKRQ-F	3 WKRQ-F>	3 WKRQ-F	3 WLW
4	4 WRRM-F	4 WLW	4 WOFX-F<	4 WOFX-F<	4 WKRC	4 WKRC	4 WWEZ-F	4 WOFX-F	4 WIZF-F	4 WUBE-F
5	5 WBLZ-F	5 WWNK-F	5 WWNK-F	5 WWNK-F<	5 WWNK-F	5 WUBE-F	5 WWNK-F	5 WWNK-F	WBLZ-F	5 WKRQ-F
6	6 WWNK-F<	6 WRRM-F	6 WRRM-F	6 WRRM-F	6	6 WWNK-F	6 WRRM-F	WRRM-F<	6 WOFX-F>	6 WOFX-F
7	7 WLW	7	7	7	7	WWEZ-F	7	7 WWEZ-F	7	WCKY >

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRQ-F	1 WEBN-F	1 WEBN-F	1 WKRQ-F	1 WWNK-F	1 WEBN-F>>	1 WEBN-F>>	1 WEBN-F>>	1 WEBN-F>>	1 WEBN-F
2 WEBN-F>	2 WKRQ-F>	2 WRRM-F<	2 WWNK-F	2 WRRM-F	2 WKRQ-F>	2 WOFX-F>	2 WOFX-F>	2 WOFX-F<	2 WLW >
3 WBLZ-F	3 WWNK-F<	3 WKRQ-F	WEBN-F	3 WKRQ-F	3 WIZF-F	3 WKRQ-F	3 WLW	3 WLW	3 WOFX-F>
4 WOFX-F>	4 WRRM-F	4 WWNK-F>	4 WRRM-F>	4 WEBN-F	4 WOFX-F	4 WLW >	4 WKRQ-F>	4 WKRQ-F>	4 WKRQ-F
5 WWNK-F>	5 WOFX-F	5 WOFX-F	5 WOFX-F	5 WUBE-F	5 WBLZ-F>	5 WIZF-F	5 WWNK-F	5 WIZF-F	5 WUBE-F
6	6 WBLZ-F>	6 WIZF-F	6	6 WLW	6	6	6 WNOP >	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAKW-F	93.3	Cincinnati	0.7/3.1
WCIN	1480	Cincinnati	0.4/1.9
WDJO	1230	Cincinnati	
WNOP	740	Newport	1.3/1.3
WRBZ-F	107.1	Milford	1.1/4.0
WSCH-F	99.3	Aurora	0.4/0.8
WTSJ	1050	Cincinnati	0.5/2.2
WGTZ-F	92.9	Eaton	0.4/1.6
WHKO-F	99.1	Dayton/Sprgfld	0.3/1.1
WPFB-F	105.9	Middletown	0.5/1.2
WTUE-F	104.7	Dayton	0.5/2.5
WVUD-F	99.9	Kettering	0.4/1.2

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	CLASSICAL	, $	25.00 (CMBS)	
WCKY,	1530,	50 KW (DA-N)	, NEWS/TALK	CBS, NBC, $	62.00 (CBS)	Federated
WDJO,	1230,	1 KW	, OLDIES	NBC, US 2, $	25.00 (Christal)	American
WKRC,	500,	5 KW/1 KW (DA-2)	, MOR/AC	ABC E, $	90.00 (Katz)	Great American
WLW ,	700,	50 KW	, MOR/TALK	ABC I, $	95.00 (Eastman)	Jacor
WMLX,	1180,	1 KW (DAYS, DA)	, NOSTALGIA	SMN, $	29.00 (---)	(FLORENCE, KY)
WNOP,	740,	1 KW (DAYS, DA)	, JAZZ/VARIETY	, $	20.00 (---)	(NEWPORT, KY)
WSAI,	1360,	5 KW (DA-N)	, OLDIES	, $	28.00 (MMR)	Booth

FM STATIONS

WBLZ,	103.5,	19 KW @ 790,	BLACK	, $	59.00 (Republic)	Dalton
WBVE,	96.5,	19 KW @ 810,	COUNTRY	ABC D, $	46.00 (Eastman)	Reams (HAMILTON)
WEBN,	102.7,	15 KW @ 810,	AOR	, $	115.00 (Eastman)	Jacor
WIZF,	100.9,	1 KW @ 466,	BLACK	ABC C, $	33.00 (HNWH)	Interurban (ERLANGER, KY)
WKRQ,	101.9,	23 KW @ 690,	CHR	ABC F, $	105.00 (Katz)	Great American
WOFX,	94.9,	27 KW @ 650,	OLDIES	MBS, $	66.00 (MMR)	Hoker (FAIRFIELD)
WRBZ,	107.1,	3 KW @ 300,	JAZZ/NAC	, $	33.00 (K & P)	(MILFORD)
WRRM,	98.5,	18 KW @ 810,	AC	, $	84.00 (Christal)	Susquehanna
WUBE,	105.1,	14 KW @ 920,	COUNTRY	, $	75.00 (Christal)	American
WWEZ,	92.5,	11 KW @ 905,	BTFL/EZ	, $	70.00 (CBS)	Federated
WWNK,	94.1,	32 KW @ 550,	AC	, $	65.00 (MMR)	Booth

CALL LETTER CHANGES

FORMAT CHANGES

WOFX changes from AC to OLDIES

STATION SALES

CLEVELAND

Arbitron Rank/Pop (12+): 22/1,754,500

MSA Rank/Pop: 24/1,843,700
ADI # 11
Average Person Ratings: 18.7
Market TSL: 24.50 hours

Stations: 26/21
Diaries: 1634/1074:1/49.7%
Sample Target: 1640
% Below Line: 3.0
% Not Listed: 9.6

1988 Revenue: $45,900,000
HH Inc.: $33,340
Retail $: 13.8 Bil
Pop per Station: 83,547
#1 Biller: WMMS-F $8,600,000

12+ METRO			1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WMJI-F	(AC)	297/ 9.0	6.9	6.3	6.1	7.0	7.1	349/4989	3829/21.8	19.1	19.2	158	6.8	203	3330	WMJI-F
2.	WLTF-F	(AC)	289/ 8.8	9.0	7.3	8.3	8.3	8.4	345/5162	4011/22.9	21.3	19.3	135	7.6	226	2721	WLTF-F
3.	WMMS-F	(AOR)	250/ 7.6	10.7	10.2	9.6	10.2	9.5	317/5184	3743/21.3	23.4	25.3	116	10.9	325	4556	WMMS-F
4.	WNCX-F	(AOR)	249/ 7.6	7.3	5.1	6.6	5.3	6.7	305/3608	2900/16.5	14.5	12.5	116	8.2	245	2625	WNCX-F
5.	WQAL-F	(EZ)	230/ 7.0	6.9	9.7	7.7	7.5	7.8	254/2949	2600/14.8	15.7	14.4	70	4.1	122	1507	WQAL-F
6.	WZAK-F	(B)	209/ 6.4	6.4	7.2	7.3	7.5	6.8	259/2875	2311/13.2	12.0	12.4	81	10.9	325	2569	WZAK-F
7.	WDOK-F	(AC)	184/ 5.6	6.6	6.2	6.6	6.3	6.3	248/3738	2726/15.5	16.5	15.6	109	4.8	144	2572	WDOK-F
8.	WPHR-F	(CHR)	183/ 5.6	3.4	3.8	3.1	2.8	4.0	254/4195	2874/16.4	12.9	9.2	63	5.8	173	3124	WPHR-F
9.	WWWE	(N/T)	180/ 5.5	4.6	4.6	4.9	7.0	4.9	237/4039	2942/16.8	15.2	18.7	93	5.1	152	2919	WWWE
10.	WRMR	(BB)	145/ 4.4	4.5	4.5	5.5	4.8	4.7	196/1889	1471/ 8.4	10.8	7.6	20	3.0	89	1181	WRMR
11.	WGAR-F	(C)	144/ 4.4	5.5	5.1	4.3	4.9	4.8	192/2754	2121/12.1	11.6	11.3	114	5.1	153	2104	WGAR-F
12.	WNWV-F	(J/NA)	96/ 2.9	2.4	2.7	3.1	2.6	2.8	130/1859	1433/ 8.2	8.4	6.2	131	3.2	95	1965	WNWV-F
13.	WERE	(T)	83/ 2.5	2.6	3.4	3.2	3.3	2.9	86/1688	1517/ 8.6	9.6	9.0	56	1.9	56	973	WERE
14.	WRQC-F	(CHR)	82/ 2.5	3.1	2.9	2.9	3.4	2.8	86/1915	1836/10.5	10.1	11.4	60	3.5	105	2435	WRQC-F
15.	WJMO	(B)	75/ 2.3	1.9	1.4	1.3	1.4	1.7	76/1073	1050/ 6.0	5.9	5.1	117	2.7	81	1219	WJMO
16.	WABQ	(REL)	58/ 1.8	0.9	0.4	1.1	1.4	1.0	58/483	483/ 2.8	2.4	2.7	106	0.2	6	228	WABQ
17.	WCLV-F	(CL)	51/ 1.6	2.1	3.0	2.7	1.6	2.3	65/1224	1026/ 5.8	5.9	4.5	100	2.9	87	1308	WCLV-F
18.																	
19.																	
20.																	

12+ FM SHARE (METRO): 79.14% (2352 of 2972) (SUM 88: 75.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F	1 WNCX-F	1 WMJI-F	1 WMJI-F	1 WMJI-F	1 WQAL-F	1 WMJI-F	1 WMJI-F	1 WLTF-F	1 WWWE	1 WZAK-F>>
2 WZAK-F	2 WMMS-F	2 WLTF-F	2 WLTF-F	2 WLTF-F>	2 WMJI-F	2 WMMS-F>	2 WLTF-F	2 WNCX-F	2 WZAK-F	2 WQAL-F
3 WRQC-F	3 WLTF-F	3 WNCX-F	3 WNCX-F	3 WNCX-F	3 WDOK-F	3 WLTF-F	3 WNCX-F	3 WMJI-F	3 WNCX-F	3 WLTF-F
4 WMMS-F>	4 WMJI-F	4 WMMS-F>	WMMS-F>	WMMS-F>	4 WWWE <	4 WQAL-F	4 WQAL-F	4 WMMS-F<	WLTF-F>	4 WMJI-F<
5	5 WZAK-F>	5 WZAK-F>	5 WZAK-F<	5 WDOK-F	5 WRMR <	5 WWWE	5 WMMS-F	5 WQAL-F	5 WMJI-F<	5 WNCX-F<
6	6 WPHR-F>	6 WPHR-F	6 WDOK-F	6 WZAK-F<	6 WLTF-F	6 WZAK-F	6 WDOK-F	6 WPHR-F<	6 WPHR-F	6 WWWE
7	7	7 WDOK-F	7 WGAR-F<	7 WWWE <	7 WGAR-F>	7 WDOK-F	7 WPHR-F	7 WZAK-F	7	WNWV-F
			8 WWWE	8 WGAR-F<						
				9 WQAL-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLTF-F	1 WLTF-F	1 WLTF-F<	1 WLTF-F>	1 WLTF-F	1 WNCX-F	1 WNCX-F	1 WNCX-F	1 WNCX-F	1 WMJI-F>
2 WZAK-F	2 WMMS-F<	2 WMMS-F	2 WMJI-F	2 WMJI-F>	2 WMMS-F>	2 WMMS-F>	2 WMMS-F	2 WMJI-F	2 WNCX-F
3 WPHR-F	3 WZAK-F	3 WMJI-F	3 WMMS-F<	3 WMMS-F	3 WZAK-F>	3 WMJI-F>	3 WMJI-F>	3 WMMS-F>	3 WMMS-F
4 WMMS-F	4 WNCX-F<	4 WNCX-F	4 WZAK-F	4 WDOK-F	4 WMJI-F	4 WLTF-F	4 WLTF-F>>	4 WLTF-F	4 WLTF-F
5 WNCX-F	5 WMJI-F	5 WZAK-F>	5 WPHR-F<	5 WZAK-F<	5 WPHR-F>	5 WZAK-F>	5	5 WZAK-F	5 WWWE
6 WMJI-F	6 WPHR-F>>	6 WPHR-F>	6 WNCX-F	6 WQAL-F	6	6	6	6 WWWE	6 WDOK-F
				WNCX-F					
				WGAR-F					

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WELW	1330	Willoughby	0.5/1.2
WEOL	930	Elyria	0.3/1.3
WGAR	1220	Cleveland	0.4/3.2
WHK	1420	Cleveland	0.9/4.0
CKLW	800	Windsor	0.3/1.6
WKDD-F	96.5	Akron/Canton	1.0/6.8
WONE-F	97.5	Akron/Cleveland	1.0/4.2
WQMX-F	94.9	Medina/Akron	0.4/1.2
WREO-F	97.1	Ashtabula	0.3/1.6

AM STATIONS

WABQ,	1540,	1 KW (DAYS)	, RELIGION	NBN,	$ 20.00	(---)	
WERE,	1300,	5 KW (DA-1)	, TALK	CBS, MBS,	$ 52.00	(Banner)	Metroplex
WGAR,	1220,	50 KW (DA-N)	, COUNTRY	ABC E,	$ N/A	(HNWH)	Nationwide
WHK ,	1420,	5 KW (DA-N)	, BUSINESS NEWS	NBC, TALKNT,	$ 37.00	(Katz)	Malrite
WJMO,	1490,	1 KW	, BLACK	NBN, SBN,	$ 34.00	(MMR)	TA/Shaw
WRMR,	850,	10 KW/5 KW (DA-2)	, NOSTALGIA	APR,	$ 44.00	(Christal)	Booth
WWWE,	1100,	50 KW	, NEWS/TALK	ABC I, CNN,	$ 80.00	(Eastman)	

FM STATIONS

WCLV,	95.5,	31 KW @ 625,	CLASSICAL	,	$ 59.00	(HNWH)		
WDOK,	102.1,	12 KW @ 850,	SOFT AC	,	$ 78.00	(Republic)		
WGAR,	99.5,	50 KW @ 500,	COUNTRY	ABC E,	$ 84.00	(HNWH)	Nationwide	
WLTF,	106.5,	11 KW @ 1060,	AC	APR,	$ 117.00	(Christal)	Booth	
WMJI,	105.7,	27 KW @ 900,	AC	,	$ 105.00	(Eastman)	Jacor	
WMMS,	100.7,	34 KW @ 600,	AOR	SOURCE, NBC,	$ 165.00	(Katz)	Malrite	
WNCX,	98.5,	16 KW @ 960,	CLASSIC AOR	ABC F, RADRAD,	$ 75.00	(Banner)	Metroplex	
WNWV,	107.3,	50 KW @ 466,	JAZZ/NAC	SMN,	$ 58.00	(Torbet)		(ELYRIA)
WPHR,	107.9	70 KW @ 385,	CHR	SOURCE, US 1,	$ 57.00	(Republic)	Ardman	
WQAL,	104.1,	11 KW @ 1060,	BTFL/EZ	,	$ 102.00	(Christal)	ML/WIN	
WRQC,	92.3,	27 KW @ 234,	CHR	ABC R, ABC F,	$ 45.00	(MMR)	TA/Shaw	
WZAK,	93.1,	27 KW @ 620,	BLACK	RADRAD,	$ 81.00	(Durpetti)	Zapis	

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

American Radio Summer 1989 Supplement, Copyright 1989

COLUMBUS, OH

Arbitron Rank/Pop (12+): 33/1,088,000

MSA Rank/Pop: 35/1,320,300
ADI # 33
Average Person Ratings: 16.4
Market TSL: 21.50 hours

Stations: 22/19
Diaries: 1317/826:1/52.3%
Sample Target: 1280
% Below Line: 3.7
% Not Listed: 13.1

1988 Revenue: $38,500,000
HH Inc.: $32,109
Retail $: 9.8 Bil
Pop per Station: 57,263
#1 Biller: WLVQ-F $7,000,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WNCI-F (CHR)	243/13.7	16.0	13.6	12.4	12.0	13.9	307/4452	3242/29.8	30.8	27.6	90	18.6	369	3942	WNCI-F
2. WSNY-F (AC)	188/10.6	10.8	10.3	11.1	8.8	10.7	206/2842	2550/23.4	23.9	20.5	135	9.9	197	2396	WSNY-F
3. WXGT-F (CHR)	135/ 7.6	5.4	6.5	5.9	7.0	6.3	151/2767	2272/20.9	19.1	19.3	75	9.3	185	2507	WXGT-F
4. WLVQ-F (AOR)	130/ 7.3	9.6	9.1	9.8	9.2	9.0	162/2367	1896/17.4	19.4	19.6	126	9.9	196	2302	WLVQ-F
5. WBNS-F (EZ)	128/ 7.2	7.6	8.0	8.1	8.6	7.7	150/2133	1806/16.6	16.9	15.7	68	6.9	137	1580	WBNS-F
6. WTVN (MOR)	126/ 7.1	7.0	6.8	8.3	8.0	7.3	174/2607	1914/17.6	16.3	16.8	104	6.4	127	1538	WTVN
7. WHOK-F (C)	100/ 5.6	5.6	6.6	4.3	5.1	5.5	152/1759	1170/10.8	10.0	10.2	127	3.6	71	1282	WHOK-F
8. WMGG-F (AOR)	90/ 5.1	5.2	4.1	5.0	6.1	4.8	109/1861	1587/14.6	15.0	11.5	108	5.3	104	1321	WMGG-F
9. WVKO (B)	83/ 4.7	3.9	4.4	4.1	4.5	4.3	83/891	891/ 8.2	6.5	8.5	89	5.6	110	1313	WVKO
10. WCOL (BB)	50/ 2.8	1.9	3.5	3.3	2.6	2.9	50/721	717/ 6.6	5.9	6.2	39	1.4	28	310	WCOL
11. WLW (MOR)	46/ 2.6	2.0	1.3	1.8	1.7	1.9	84/1476	842/ 7.7	6.2	3.9	96	1.8	36	529	WLW
12. WMNI (C)	44/ 2.5	2.6	2.7	2.5	2.4	2.6	45/526	497/ 4.6	5.2	5.1	92	2.7	54	860	WMNI
13. WXMX-F (?)	32/ 1.8	----	----	----	----	0.4	32/464	445/ 4.1	0.0	0.0	150	1.1	21	310	WXMX-F
14. WCKX-F (B)	29/ 1.6	1.0	2.1	1.5	2.4	1.5	29/613	608/ 5.6	3.6	4.4	94	1.2	23	584	WCKX-F
WBBY-F (J/NA)	29/ 1.6	2.1	1.5	1.8	2.2	1.8	29/776	747/ 6.9	6.2	5.4	131	2.1	41	520	WBBY-F
16. WXLE-F (O)	27/ 1.5	2.0	2.6	2.1	2.0	2.0	33/827	678/ 6.2	6.4	5.6	160	1.9	37	831	WXLE-F
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 73.63% (1139 of 1547) (SUM 88: 73.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNCI-F	1 WNCI-F	1 WNCI-F<	1 WSNY-F	1 WSNY-F	1 WBNS-F	1 WNCI-F	1 WNCI-F	1 WNCI-F>	1 WNCI-F	1 WNCI-F>>
2 WXGT-F>>	2 WLVQ-F	2 WSNY-F>	2 WNCI-F	2 WNCI-F>	2 WTVN	2 WTVN	2 WSNY-F>	2 WSNY-F	2 WSNY-F	2 WXGT-F
3	3 WSNY-F	3 WLVQ-F>	3 WLVQ-F>	3 WLVQ-F	3 WSNY-F	3 WSNY-F>	3 WBNS-F	3 WXGT-F	3 WXGT-F	WSNY-F
4	4 WXGT-F	4 WXGT-F	4 WTVN <	4 WTVN	4 WNCI-F	4 WLVQ-F	4 WLVQ-F<	4 WBNS-F<	4 WLW	WMGG-F
5	WMGG-F>	5 WMGG-F	5 WHOK-F	5 WHOK-F	5 WHOK-F	5 WBNS-F	5 WXGT-F>	5 WLVQ-F	5 WLVQ-F<	WHOK-F
6	6	6 WTVN <	6 WXGT-F	6	6	6	6	6	6 WVKO	6
7	7	7 WHOK-F	WMGG-F>	7	7	7	7	7	7 WMGG-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WNCI-F>>	1 WNCI-F	1 WNCI-F	1 WNCI-F<	1 WSNY-F
2 WSNY-F	2 WSNY-F>	2 WSNY-F>	2 WSNY-F>>	2 WNCI-F>
3 WXGT-F>	3 WXGT-F	3 WVKO	3 WXGT-F>	3 WTVN
4 WLVQ-F	4 WVKO	4 WXGT-F	4 WVKO	4 WHOK-F
5 WVKO	5 WLVQ-F>	5 WLVQ-F	5 WTVN <	5 WXGT-F
6 WMGG-F>>	6	6 WXMX-F	6 WHOK-F	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNCI-F<	1 WLVQ-F>	1 WLVQ-F>>	1 WLVQ-F>	1 WLVQ-F>
2 WLVQ-F	2 WMGG-F	2 WMGG-F>	2 WNCI-F	2 WSNY-F
3 WMGG-F	3 WNCI-F	3 WNCI-F	3 WMGG-F	3 WNCI-F
4 WXGT-F>>	4 WXGT-F	4 WSNY-F	4 WSNY-F>	4 WMGG-F
5 WSNY-F	5 WSNY-F	5 WXGT-F	5 WXGT-F	5 WTVN <
6 WVKO	6	6 WHOK-F>	6 WTVN WHOK-F>	6 WHOK-F>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBNS	1460	Columbus	0.9/4.4
WCLT	1430	Newark	0.8/1.5
WHTH	790	Heath	0.5/0.8
WRFD	880	Columbus/Wrthgt	0.4/2.8
WJR	760	Detroit	0.6/1.0
WMRN-F	106.9	Marion	0.4/1.3

AM STATIONS

WBNS,	1460,	5 KW/1 KW (DA-N)	, MOR	ABC I, APR,	$ 35.00	(Banner)	Columbus Dispatch
WCOL,	1230,	1 KW	, NOSTALGIA	SMN, CBS,	$ 30.00	(Christal)	Great Trails
WNMI,	920,	1 KW/500 W (DA-2)	, COUNTRY	MBS. NBC,	$ 33.00	(Torbet)	
WRFD,	880,	9 KW (DAYS, DA)	, RELIGION	CNN,	$ 20.00	(---)	Salem
WTVN,	610,	5 KW (DA-N)	, MOR	ABC E,	$ 115.00	(Katz)	Great American
WVKO,	1580,	1 KW/250 W (DA-2)	, BLACK	SBN,	$ 34.00	(Mc-Guild)	Saga

FM STATIONS

WBBY,	103.9,	2.7 KW @	360,	JAZZ	US 2,	$ 32.00	(---)	
WBNS,	97.1,	36 KW @	660,	BTFL/EZ	,	$ 70.00	(Banner)	Columbus Dispatch (LONDON)
WCKX,	106.3,	3 KW @	328,	BLACK	NBN,	$ 30.00	(Roslin)	
WHOK,	95.5,	50 KW @	492,	COUNTRY	APR,	$ 46.00	(Christal)	
WLVQ,	96.3,	18 KW @	753,	AOR	,	$ 143.00	(Katz)	Great American
WMGG,	99.7,	50 KW @	500,	CLASSIC AOR	,	$ 62.00	(Torbet)	
WNCI,	97.9,	175 KW @	565,	CHR	APR,	$ 144.00	(MMR)	Nationwide
WSNY,	94.7,	22 KW @	753,	AC	,	$ 134.00	(Mc-Guild)	Saga
WXGT,	92.3,	22 KW @	753,	CHR	RADRAD,	$ 70.00	(Christal)	Great Trails
WXLE,	103.1,	1.5 KW @	455,	OLDIES	ABC F, MBS,	$ 31.00	(Durpetti)	Ragen Henry (LANCASTER)

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

American Radio Summer 1989 Supplement, Copyright 1989

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 8/3,111,900
ADI # 8
MSA Rank/Pop: Dallas - 12/2,477,400
Ft. Worth - 37/1,306,800
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 30/30
Diaries: 2316/1344:1/51.3%
Sample Target: 2200
% Below Line: 0.0
% Not Listed: 7.1

1988 Revenue: $121,200,000
HH Inc.: $36,977
Retail $: 28.2 Bil
Pop per Station: 103,730
#1 Biller: KVIL-AF $19,000,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KVIL-AF (AC)	435/ 8.0	8.6	9.3	8.3	6.9	8.6	445/5269	5030/16.2	15.9	14.7	131	8.5	490	4609	KVIL-AF
2. WBAP (C)	401/ 7.3	6.6	5.1	6.2	6.4	6.3	606/8197	5259/16.9	15.8	15.3	90	4.9	296	5023	WBAP
3. KSCS-F (C)	361/ 6.6	6.9	6.7	7.4	6.2	6.9	422/6298	5326/17.1	16.2	13.7	112	7.4	443	4712	KSCS-F
4. KKDA-F (B)	305/ 5.6	5.9	8.5	7.2	6.9	6.8	334/4275	3800/12.2	12.4	12.1	95	7.5	449	3956	KKDA-F
5. KPLX-F (C)	300/ 5.5	7.3	6.6	6.5	6.7	6.5	350/5318	4556/14.6	16.6	15.5	118	6.8	405	3842	KPLX-F
6. KJMZ-F (B)	297/ 5.4	4.3	3.4	4.7	5.6	4.4	314/4818	4568/14.7	12.0	10.7	48	7.6	457	4823	KJMZ-F
7. KRLD (N/T)	293/ 5.3	4.3	4.8	5.9	5.3	5.1	350/6294	5062/16.3	14.2	16.1	74	3.9	233	3826	KRLD
8. KMEZ-AF (EZ)	240/ 4.4	4.2	4.5	1.7	2.5	3.7	249/2852	2684/ 8.6	9.1	5.9	48	2.7	162	1785	KMEZ-AF
9. KHYI-F (CHR)	228/ 4.2	4.3	4.8	5.0	6.3	4.6	248/5063	4656/15.0	15.1	16.0	57	4.6	276	4878	KHYI-F
10. KEGL-F (CHR)	221/ 4.0	4.4	4.5	4.5	4.9	4.3	282/5991	5051/16.2	15.4	16.1	85	5.2	313	4872	KEGL-F
11. KTXQ-F (AOR)	211/ 3.8	3.6	3.6	3.4	4.3	3.6	239/4177	3633/11.7	11.4	12.1	100	4.4	263	3550	KTXQ-F
12. KLTY-F (REL)	193/ 3.5	2.8	2.4	2.7	1.8	2.8	222/2505	2150/ 6.9	7.1	5.1	123	2.9	172	1963	KLTY-F
13. KOAI-F (J/NA)	187/ 3.4	3.3	2.3	2.6	2.3	2.9	201/2884	2623/ 8.4	8.9	6.9	144	3.5	208	2401	KOAI-F
14. KLUV-F (AC)	184/ 3.4	3.1	3.8	3.4	4.8	3.4	208/3843	3357/10.8	9.9	10.6	138	3.0	178	2553	KLUV-F
15. KZPS-F (AC)	158/ 2.9	2.7	2.4	2.7	2.6	2.7	194/3216	2752/ 8.8	8.8	7.7	145	3.5	207	2740	KZPS-F
16. KMGC-F (AC)	152/ 2.8	2.3	2.3	2.5	2.6	2.5	157/2780	2609/ 8.4	7.8	8.2	129	2.6	157	1933	KMGC-F
17. KQZY-F (AC)	149/ 2.7	2.8	3.7	2.8	2.7	3.0	167/2977	2651/ 8.5	7.9	7.8	122	2.0	121	2290	KQZY-F
18. KLIF (N/T)	143/ 2.6	2.7	2.6	3.3	2.8	2.8	162/2326	2114/ 6.8	6.5	5.7	115	2.1	126	1723	KLIF
19. KHVN (REL)	110/ 2.0	1.8	2.5	1.9	1.7	2.0	111/1230	1194/ 3.8	3.4	2.4	85	0.8	46	689	KHVN
20. KKDA (B)	100/ 1.8	2.6	1.7	1.7	1.6	2.0	107/1183	1082/ 3.5	4.2	2.8	139	1.5	91	824	KKDA
21. WRR -F (CL)	94/ 1.7	1.4	1.7	1.4	1.3	1.5	99/1802	1697/ 5.5	4.6	4.0	59	1.1	66	1310	WRR -F
22. KZEW-F (AOR)	88/ 1.6	2.2	2.4	2.6	2.4	2.2	101/2676	2426/ 7.8	7.2	9.9	106	3.1	188	2494	KZEW-F
23. KAAM (BB)	74/ 1.3	1.6	0.9	1.3	0.9	1.3	75/980	962/ 3.1	3.2	2.4	23	1.0	61	749	KAAM
24. KDGE-F (AOR)	61/ 1.1	1.4	0.7	0.7	0.5	1.0	64/1343	1236/ 4.0	3.0	1.7	45	1.4	81	1185	KDGE-F
25. KESS (SP)	55/ 1.0	0.7	1.5	1.0	1.6	1.0	55/687	670/ 2.2	1.9	3.1	120	0.7	40	617	KESS

12+ FM SHARE (METRO): 75.20% (3838 of 5104) (SUM 88: 76.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJMZ-F	1 KTXQ-F	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 WBAP	1 KVIL-AF	1 KVIL-AF>	1 KVIL-AF	1 WBAP >	1 WBAP >>
2 KHYI-F>	KKDA-F<	2 KSCS-F	2 KSCS-F	2 KSCS-F	2 KVIL-AF	2 WBAP	2 KSCS-F	2 KSCS-F	2 KJMZ-F	2 KKDA-F>>
3 KKDA-F>	3 KJMZ-F	3 KPLX-F<	3 KPLX-F	3 WBAP <	3 KRLD	3 KRLD	3 KPLX-F<	3 KPLX-F	3 KKDA-F	3 KRLD
4 KEGL-F>	4 KVIL-AF	4 KKDA-F	4 WBAP <	4 KPLX-F	4 KMEZ-AF<	4 KSCS-F<	4 WBAP	4 WBAP	4 KHYI-F	4 KSCS-F
5	5 KEGL-F	5 KTXQ-F<	5 KKDA-F	5 KKDA-F	5 KSCS-F	5 KKDA-F	5 KMEZ-AF	KJMZ-F	5 KSCS-F	5 KMEZ-F
6	6 KSCS-F	6 KJMZ-F	6 KOAI-F	6 KOAI-F	6 KPLX-F>	6 KPLX-F	KRLD	6 KKDA-F	6 KEGL-F	KJMZ-F
7	KHYI-F<	7 WBAP	7 KLUV-F	7 KLUV-F	7 KLUV-F	7 KTXQ-F	7 KTXQ-F	7 KRLD	7 KMEZ-AF<	7 KLUV-F>>
8	8 KZPS-F	8 KOAI-F	8 KLTY-F<	8	KLIF	8	8	8	8 KPLX-F	8
		KEGL-F	9 KZPS-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KJMZ-F>	1 KVIL-AF	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>
2 KTXQ-F	2 KKDA-F	2 KKDA-F	2 KSCS-F<	2 KSCS-F
3 KKDA-F	3 KJMZ-F	3 KPLX-F	3 KPLX-F	3 KPLX-F>
KHYI-F	4 KEGL-F	KEGL-F	4 KKDA-F<	4 KLTY-F<
5 KEGL-F<	5 KPLX-F	5 KSCS-F	5 KLTY-F	5 KQZY-F
6 KSCS-F	6 KSCS-F<	6 KZPS-F	6 KJMZ-F<	KLUV-F<
7	7 KHYI-F<	7	7 KMGC-F<	7 KKDA-F
8	8 KTXQ-F		8 KEGL-F	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KJMZ-F>	1 KTXQ-F	1 KTXQ-F	1 WBAP	1 WBAP
2 KTXQ-F	2 KJMZ-F<	2 KKDA-F	KTXQ-F	2 KSCS-F
3 KEGL-F>	3 KKDA-F	3 KZPS-F	3 KSCS-F<	3 KVIL-AF
4 KHYI-F	4 KZPS-F<	4 KVIL-AF	4 KKDA-F	4 KPLX-F
5 KKDA-F	5 KEGL-F	5 KSCS-F	5 KVIL-AF	5 KKDA-F<
6 KZEW-F<	6 KHYI-F<	KLTY-F<	6 KPLX-F<	6 KTXQ-F<
7 KSCS-F>	7 KSCS-F<	7 WBAP	7 KZPS-F	7 KOAI-F<
8	8	8 KZEW-F	KJMZ-F	8 KZPS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFJZ	870	Ft. Worth/Dalls	0.3/0.7
KLDD	570	Dallas	0.4/2.4
KSSA	1600	Plano	0.5/1.0

AM STATIONS

KAAM	1310	5 KW (DA-N)	NOSTALGIA		$ 45.00	(Durpetti)	Bonneville
KESS	1270	5 KW (DA-1)	HISPANIC		$ 53.00	(Caballero)	
KHVN	970	1 KW/270 W	GOSPEL	NBN	$ 45.00	(Mc-Guild)	
KKDA	730	500 W (DAYS)	BLACK	APR	$ N/A	(Katz)	
KLDD	570	5 KW (DA-2)	OLDIES	US 1	$ 43.00	(MMR)	Anchor
KLIF	1190	50 KW/5 KW (DA-2)	TALK	NBC	$ 75.00	(Eastman)	Susquehanna
KNRB	1360	5 KW/1 KW (DA-2)	RELIGION	CBN	$ 32.00	(----)	Marsh
KRLD	1080	50 KW (DA-N)	NEWS	CBS	$ 205.00	(CBS)	Command
KPBC	1040	1 KW (DAYS, DA)	RELIGION		$ 43.00	(---)	Crawford
KSKY	660	10 KW/500 W (DA-N)	RELIGION		$ 25.00	(---)	Broadcasting Partners
WBAP	WBAP	820, 50 KW	COUNTRY	ABC I	$ 190.00	(Banner)	Cap Cities/ABC

FM STATIONS

KHYI	94.9	33 KW @ 1509	CHR		$ 130.00	(MMR)	Evergreen
KJMZ	100.3	89 KW @ 1280	BLACK	US 1	$ 110.00	(Mc-Guild)	Summit
KKDA	104.5	98 KW @ 1585	BLACK	APR	$ 178.00	(Katz)	
KEGL	97.1	97 KW @ 1460	CHR	ABC C	$ 154.00	(Torbet)	Sandusky
KLTY	94.1	100 KW @ 1585	RELIGION	ABC F	$ 96.00	(HNWH)	
KLUV	98.7	98 KW @ 1585	OLDIES	US 2	$ 117.00	(MMR)	TK
KMEZ	107.5	25 KW @ 1264	BTFL/EZ	US 2	$ 118.00	(Mc-Guild)	Gilmore
KMGC	102.9	100 KW @ 1572	SOFT AC/JAZZ		$ 116.00	(Christal)	Shamrock
KOAI	106.1	100 KW @ 1585	JAZZ/NAC		$ 95.00	(HNWH)	Gannett
KPLX	99.5	100 KW @ 1680	COUNTRY	APR	$ 235.00	(Eastman)	Susquehanna
KQZY	105.3	100 KW @ 1560	SOFT AC		$ 115.00	(Group W)	Westinghouse
KSCS	96.3	99 KW @ 1680	COUNTRY		$ 153.00	(Banner)	Cap Cities/ABC
KTXQ	102.1	100 KW @ 1420	AOR	ABC R	$ 146.00	(CBS)	CBS
KVIL	103.7	100 KW @ 1550	AC		$ 375.00	(Torbet)	Infinity
KZEW	97.9	99 KW @ 1680	AOR	SOURCE	$ 100.00	(MMR)	Anchor
KZPS	92.5	96 KW @ 1685	OLDIES		$ 100.00	(Durpetti)	
KZRK	94.5	100 KW @ 1111	AOR	SMN	$ 60.00	(Roslin)	(DENTON)
WRR	101.1	98 KW @ 1510	CLASSICAL		$ 70.00	(CMBS)	City of Dallas

MISCELLANEOUS COMMENTS: KMEZ 1480 changes to KDBN...EZ to BUSINESS NEWS

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

DAYTON

Arbitron Rank/Pop (12+): 48/802,200

MSA Rank/Pop: 55/935,200
ADI # 49
Average Person Ratings: 16.2
Market TSL: 21.5 hours

Stations: 24/17
Diaries: 1172/684:1/53.1%
Sample Target: 1110
% Below Line: 14.7
% Not Listed: 11.1

1988 Revenue: $22,700,000
HH Inc.: $33,262
Retail $: 6.4 Bil
Pop per Station: 47,188
#1 Biller: WHIO $3,500,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTUE-F (AOR)	131/10.1	9.2	12.1	14.7	14.1	11.5	160/2317	1822/22.7	18.9	22.3	121	12.2	173	1741	WTUE-F
2. WGTZ-F (CHR)	123/ 9.5	7.3	8.6	11.0	10.5	9.1	190/2700	1725/21.5	20.4	29.2	89	10.7	152	1946	WGTZ-F
3. WHKO-F (C)	111/ 8.5	8.4	9.0	9.1	10.0	8.8	158/1911	1350/16.8	17.4	19.5	104	5.9	83	971	WHKO-F
4. WWSN-F (AC)	101/ 7.8	6.5	7.3	8.7	6.0	7.6	124/1679	1292/16.1	14.5	12.5	149	4.5	64	957	WWSN-F
WAZU-F (AOR)	101/ 7.8	7.3	3.7	0.7	0.7	4.9	136/1620	1193/14.9	14.4	2.6	74	9.2	130	1403	WAZU-F
6. WHIO (MOR)	92/ 7.1	8.8	8.4	8.1	9.2	8.1	100/1548	1386/17.3	19.9	17.7	54	6.4	91	1492	WHIO
7. WVUD-F (AC)	69/ 5.3	6.1	5.8	5.6	6.3	5.7	88/1182	958/11.9	14.2	11.6	121	3.6	51	524	WVUD-F
8. WLW (MOR)	65/ 5.0	4.9	3.7	4.2	5.0	4.4	179/2790	990/12.3	12.4	11.7	100	5.7	81	914	WLW
9. WYMJ-F (CHR)	50/ 3.8	2.9	3.6	4.4	3.1	3.7	52/961	893/11.1	9.4	12.6	126	4.4	63	1024	WYMJ-F
10. WONE (C)	43/ 3.3	4.7	4.7	4.3	6.0	4.3	59/814	592/ 7.4	10.3	11.3	130	3.3	47	839	WONE
WBLZ-F (B)	43/ 3.3	5.6	3.2	3.7	4.6	4.0	57/892	606/ 7.6	8.8	8.6	94	6.4	90	1027	WBLZ-F
12. WCLR-F (EZ)	39/ 3.0	2.7	1.0	2.3	1.3	2.3	53/692	518/ 6.5	5.4	2.3	70	2.3	32	280	WCLR-F
13. WDAO (B)	32/ 2.5	1.9	3.3	1.0	2.4	2.2	32/455	441/ 5.5	4.2	4.1	64	3.7	52	526	WDAO
14. WBVE-F (C)	23/ 1.8	2.2	4.6	3.9	4.4	3.1	62/1045	418/ 5.2	6.9	8.2	94	1.3	19	427	WBVE-F
WBNS-F (EZ)	23/ 1.8	0.4	----	----	----	0.6	30/277	177/ 2.2	1.4	0.0	17				WBNS-F
WFCJ-F (REL)	23/ 1.8	0.8	1.0	0.7	0.8	1.1	29/393	263/ 3.3	2.7	3.4	144	0.8	12	231	WFCJ-F
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 76.82% (888 of 1156) (SUM 88: 71.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGTZ-F>	1 WTUE-F	1 WTUE-F>	1 WTUE-F	1 WTUE-F<	1 WHKO-F	1 WHIO	1 WWSN-F	1 WTUE-F	1 WTUE-F<	1 WHIO >>
2 WAZU-F>>	2 WAZU-F	2 WGTZ-F<	2 WWSN-F>	2 WWSN-F	2 WHIO >	2 WGTZ-F<	2 WHKO-F	2 WHKO-F<	2 WLW	2 WAZU-F<
3 WTUE-F	3 WGTZ-F>	3 WWSN-F	3 WGTZ-F	3 WHKO-F<	3 WWSN-F	3 WWSN-F	WGTZ-F<	3 WGTZ-F	3 WAZU-F	3 WHKO-F
4	4 WWSN-F>	4 WAZU-F>	4 WHKO-F	4 WGTZ-F	4 WVUD-F	WTUE-F	4 WTUE-F	4 WWSN-F<	4 WGTZ-F	4 WTUE-F>
5	5 WBLZ-F	5 WHKO-F	5 WAZU-F<	5 WVUD-F	5 WCLR-F<	5 WHKO-F	5 WAZU-F<	5 WAZU-F	5 WHKO-F	5
6	6 WYMJ-F	6	6 WVUD-F	6 WAZU-F	6 WONE	6 WVUD-F	6 WVUD-F	6	6 WHIO	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGTZ-F>	1 WGTZ-F	1 WGTZ-F	1 WGTZ-F	1 WWSN-F	1 WAZU-F>	1 WTUE-F	1 WTUE-F	1 WTUE-F>	1 WTUE-F>
2 WTUE-F	2 WTUE-F>	2 WTUE-F	2 WWSN-F	2 WHKO-F<	2 WTUE-F>>	WAZU-F>>-	2 WAZU-F>	2 WAZU-F>	2 WWSN-F
3 WAZU-F	3 WWSN-F	3 WWSN-F>	3 WTUE-F>	3 WGTZ-F	3 WGTZ-F>>	3 WGTZ-F>	3 WGTZ-F>	3 WWSN-F	3 WLW
4 WBLZ-F>	4 WAZU-F>	4 WAZU-F	4 WHKO-F	4 WTUE-F	4	4 WBLZ-F	4 WBLZ-F	4 WGTZ-F	4 WAZU-F
5 WYMJ-F	5 WYMJ-F	5 WVUD-F	5 WVUD-F	5 WVUD-F	5	5 WWSN-F	WWSN-F	5 WLW	5 WHKO-F
WDAO	WVUD-F	6 WYMJ-F>	6 WYMJ-F	6	6	6	6	6	WGTZ-F
			WAZU-F						

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WING	1410	Dayton	1.1/4.8
WKSW-F	101.7	Urbana	0.5/1.1
WPFB	910	Middletown	1.2/2.1
WPFB-F	105.9	Middletown	0.6/2.4
WPTW	1570	Piqua	0.5/1.0
WKRQ-F	101.9	Cincinnati	0.7/2.7
WOFX-F	94.9	Fairfield	1.2/4.6
WWEZ-F	92.5	Cincinnati	0.9/2.8

RADIO STATIONS

WDAO, 1210,	1 KW (DAYS)	, BLACK	SBN,	$ 28.00 (---)	
WHIO, 1290,	5 KW (DA-N)	, MOR/TALK	CBS,	$ 71.00 (Durpetti)	Cox
WING, 1410,	5 KW (DA-N)	, OLDIES	NBC, CBS,	$ 30.00 (Katz)	Great Trails
WONE, 980,	5 KW (DA-N)	, COUNTRY	ABC D, ABC I,	$ 45.00 (Mc-Guild)	Summitt
WAZU-F, 102.9,	50 KW @ 493,	AOR	ABC F,	$ 44.00 (Christal)	Osborn (SPRINGFIELD)
WCLR-F, 95.7,	50 KW @ 476,	BTFL/EZ	,	$ 18.00 (Regional)	(PIQUA)
WFCJ-F, 93.7,	50 KW @ 492,	RELIGION	APR,	$ 15.00 (---)	(MIAMISBURG)
WGTZ-F, 92.9,	40 KW @ 590,	CHR	,	$ 74.00 (Katz)	Great Trails
WHKO-F, 99.1,	50 KW @ 1060,	COUNTRY	,	$ 65.00 (Durpetti)	Cox
WPFB-F, 105.9,	34 KW @ 590,	COUNTRY	US 2,	$ 20.00 (Roslin)	(MIDDLETOWN)
WTUE-F, 104.7,	50 KW @ 500,	AOR	,	$ 77.00 (Mc-Guild)	Summit
WVUD-F, 99.9,	50 KW @ 500,	AC	ABC E,	$ 41.00 (Republic)	University of Dayton
WWSN-F, 107.7,	50 KW @ 420,	AC	,	$ 70.00 (Eastman)	Stoner
WYMJ-F, 103.9,	1.5 KW @ 528,	CHR	US 1,	$ 40.00 (Banner)	

DENVER

Arbitron Rank/Pop (12+): 24/1,582,800

MSA Rank/Pop: 27/1,664,300
ADI # 19
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 29/29
Diaries: 1648/960:1/53.2%
Sample Target: 1490
% Below Line: 0.0
% Not Listed: 9.5

1988 Revenue: $63,800,000
HH Inc.: $36,329
Retail $: 14.6 Bil
Pop per Station: 54,579
#1 Biller: KOA $8,500,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRXY-AF (CHR)	211/ 7.5	7.0	7.0	5.8	7.1	6.8	231/3672	3277/20.6	18.3	19.5	57	9.5	273	3744	KRXY-AF
2. KXKL-F (AC)	200/ 7.1	7.3	6.8	6.3	7.1	6.9	251/3523	2848/17.9	19.4	15.7	113	5.5	165	2372	FXKL-F
3. KBCO-AF (AOR)	194/ 6.9	8.2	7.5	8.3	8.8	7.7	211/2490	2249/14.1	15.3	15.3	135	9.9	291	2716	KBCO-AF
4. KYGO-F (C)	176/ 6.3	6.5	6.9	5.0	4.2	6.2	205/2760	2299/14.4	13.2	10.2	106	6.2	187	2042	KYGO-F
5. KOA (N/T)	170/ 6.1	6.2	6.4	7.9	5.9	6.7	268/4203	2808/17.6	19.0	17.3	80	4.8	143	2197	KOA
6. KOSI-F (EZ)	162/ 5.8	6.3	6.3	7.2	6.8	6.4	212/2574	2122/13.3	14.3	14.5	64	3.2	97	1636	KOSI-F
7. KAZY-F (AOR)	151/ 5.4	6.3	5.4	5.8	6.5	5.7	179/2472	2017/12.7	14.4	13.7	87	8.1	243	2413	KAZY-F
8. KXLT-F (AC)	149/ 5.3	4.2	4.7	4.4	4.2	4.7	156/2223	2136/13.4	12.3	11.5	132				KXLT-F
9. KQKS-F (CHR)	143/ 5.1	4.9	5.5	4.8	4.7	5.1	199/3105	2472/15.5	15.0	12.5	57	6.7	202	2595	KQKS-F
10. KBPI-F (AOR)	113/ 4.0	3.5	5.1	5.2	6.0	4.4	138/2739	2316/14.5	14.0	16.0	82	6.2	185	3227	KBPI-F
11. KSYY-F (AC)	112/ 4.0	2.7	2.0	1.8	1.7	2.6	129/1887	1678/10.5	8.8	4.8	138	1.1	33	836	KSYY-F
KRFX-F (AC)	112/ 4.0	4.0	3.6	2.7	4.1	3.6	131/2330	1972/12.4	12.8	14.1	135	3.6	108	1961	KRFX-F
13. KHOW (MOR)	94/ 3.4	3.2	2.4	2.7	3.0	2.9	112/1574	1313/ 8.2	7.3	8.1	109	1.8	55	1311	KHOW
14. KVOD-F (CL)	90/ 3.2	3.3	4.2	3.2	3.5	3.5	104/1187	1056/ 6.6	8.5	8.8	75	2.4	72	1277	KVOD-F
15. KLZ (C)	82/ 2.9	2.0	2.2	2.4	2.8	2.4	118/1607	1084/ 6.8	5.9	5.7	97	1.8	53	1077	KLZ
16. KHIH-F (J/NA)	72/ 2.6	2.8	2.5	3.2	1.8	2.8	83/1363	1281/ 3.0	7.1	5.5	146	3.9	116	1415	KHIH-F
17. KEZW (BB)	60/ 2.1	2.4	3.4	1.9	2.0	2.5	63/825	781/ 4.9	4.9	4.0	48	1.7	52	575	KEZW
18. KYBG (?)	40/ 1.4	0.5	0.6	0.9	0.6	0.9	46/597	553/ 3.5	2.8	2.6	150	0.9	27	449	KYBG
19. KYGO (C)	32/ 1.1	1.5	1.5	1.7	1.0	1.5	35/650	505/ 3.2	3.5	2.7	109	1.1	34	543	KYGO
KBXG (N/T)	32/ 1.1	1.0	----	0.4	1.7	0.6	38/830	689/ 4.3	3.3	5.3	73	0.9	27	494	KBXG

12+ FM SHARE (METRO): 76.39% (1935 of 2533) (SUM 88: 74.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKS-F	1 KBCO-AF	1 KBCO-AF	1 KBCO-AF	1 KBCO-AF	1 KOSI-F	1 KOA	1 KBCO-AF	1 KRXY-AF	1 KRXY-AF>	1 KOA >>
2 KRXY-AF	2 KRXY-AF	2 KXKL-F	2 KXKL-F	2 KXKL-F	KOA >	2 KXKL-F<	2 KRXY-AF	2 KBCO-AF<	2 KQKS-F	2 KYGO-F
3	3 KAZY-F	3 KRXY-AF	3 KXLT-F	3 KXLT-F	3 KYGO-F	3 KBCO-AF	3 KOSI-F<	3 KXKL-F	3 KXKL-F<	KOSI-F
4	4 KXKL-F	4 KAZY-F<	4 KYGO-F	4 KYGO-F	4 KVOD-F<	4 KYGO-F<	4 KXKL-F	4 KAZY-F<	4 KAZY-F<	4 KXKL-F<
5	5 KBPI-F	5 KXLT-F	5 KRFX-F	5 KSYY-F<	5 KXKL-F	5 KRXY-AF	5 KYGO-F<	5 KYGO-F	5 KBCO-AF	5 KRXY-F<
6	6 KXLT-F<	6 KYGO-F	6 KAZY-F<	6 KRFX-F	6 KHOW	6 KXLT-F	6 KOA <	6 KXLT-F<	6 KOA	6 KXLT-F
7	7 KRFX-F	7 KRFX-F<	7 KSYY-F	7 KOA	7 KLZ	7 KOSI-F	7 KXLT-F<	7 KQKS-F	7 KYGO-F	KAZY-F
8	8	8	8	8	8	KHOW >	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRXY-AF>	1 KRXY-AF>	1 KBCO-AF	1 KRXY-AF	1 KYGO-F<	1 KAZY-F	1 KBCO-AF<	1 KBCO-AF>	1 KBCO-AF	1 KBCO-AF>
2 KXKL-F<	2 KBCO-AF	2 KSYY-F	2 KXKL-F	2 KSYY-F<	2 KRXY-AF>	2 KAZY-F>	2 KAZY-F	2 KAZY-F	2 KXKL-F
3 KQKS-F<	KXKL-F	3 KXLT-F	3 KXLT-F	3 KXLT-F<	3 KBPI-F>	3 KBPI-F	3 KRFX-F	3 KXKL-F>	3 KAZY-F<
4 KBPI-F	4 KXLT-F	4 KRXY-AF	4 KYGO-F	4 KXKL-F	4 KBCO-AF	4 KXKL-F	4 KXLT-F	4 KRFX-F<	4 KRFX-F<
5 KXLT-F	5 KQKS-F	KXKL-F	5 KBCO-AF	5 KBCO-AF	5 KXKL-F>>	5 KRXY-AF	KXKL-F	5 KRXY-AF<	5 KXLT-F
6 KAZY-F	6 KYGO-F<	6 KYGO-F	6 KSYY-F	6 KRXY-AF<	6 KZRZ-F	6 KRFX-F	6 KBPI-F	6 KBPI-F	6 KYGO-F<
7 KYGO-F	7 KSYY-F	KRFX-F	7 KQKS-F	7 KOSI-F	7 KTCL-F	7 KXLT-F	7 KYGO-F	7 KXLT-F	7 KOA >

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDEN	1340	Denver	0.5/2.4
KDHT-F	92.5	Greeley	0.9/1.6
KDKO	1510	Littleton/Denve	0.7/2.6
KRZN	760	Englewood	0.8/3.3
KTCL-F	93.3	Denver	0.7/2.8
KXKL	1280	Denver	0.5/1.9
KZRZ-F	92.1	Castle Rock	0.8/3.4

AM STATIONS

KBXG,	710,	5 KW (DA-1)	, TALK	CNN,	$ N/A	(Banner)	Sandusky
KDEN,	1340,	1 KW	, TALK	ABC C, MBS,	$ 35.00	(Savalli)	
KDDO,	1510,	10 KW/1 KW (DA-1)	, BLACK	,	$ 40.00	(---)	
KEZW,	1430,	5 KW (DA-N)	, NOSTALGIA	SMN,	$ 45.00	(Torbet)	
KHOW,	630,	5 KW (DA-N)	, MOR	MBS, NBC,	$ 78.00	(Republic)	Legacy
KLTT,	800,	1 KW (DAYS, DA)	, RELIGION		$ 18.00	(---)	Mortenson
KLZ ,	560,	5 KW (DA-1)	, COUNTRY	ABC I,	$ 70.00	(Mc-Guild)	Summit
KOA ,	850,	50 KW	, NEWS/TALK	ABC I, ABC E,	$140.00	(Eastman)	Subrink
KCXI,	1550,	10 KW (DAYS)	, RELIGION	,	$ 25.00	(---)	
KRZN,	1150,	5 KW/1 KW (DA-2)	, OLDIES	,	$ 37.00	(Christal)	Genesis/Booth
KYGO,	950,	5 KW (DA-N)	, COUNTRY	US 2,	$ N/A	(CBS)	Jeff-Pilot

FM STATIONS

KAZY,	106.7,	100 KW @ 987,	AOR	ABC R,	$ 90.00	(Mc-Guild)	Summit
KBCO,	97.3,	88 KW @ 1541,	AOR	,	$170.00	(MMR)	Noble (BOULDER)
KBPI,	105.9,	100 KW @ 1433,	AOR	SOURCE,	$100.00	(Banner)	Sandusky
KHIH,	94.7,	30 KW @ 984,	JAZZ/NAC	SMN,	$ 70.00	(Banner)	Adams (BOULDER)
KMJI,	100.3,	100 KW @ 350,	AC	,	$100.00	(Christal)	Genesis/Booth
KOSI,	101.1,	100 KW @ 1624,	BTFL/EZ	,	$ 95.00	(Torbet)	
KQKS,	104.3,	28 KW @ 1400,	CHR	,	$ 71.00	(HNWH)	Western Cities (LONGMONT)
KRFX,	103.5,	100 KW @ 1061,	OLDIES	CBS,	$ 80.00	(Eastman)	Jacor
KRXY,	107.5,	91 KW @ 1149,	CHR	,	$109.00	(Katz)	Cap Cities/ABC
KSYY,	95.7,	100 KW @ 725,	SOFT AC	,	$ 81.00	(Republic)	Legacy
KTCL,	93.3,	100 KW @ 1330,	AOR	MBS,	$ 40.00	(Mc-Guild)	(FT.COLLINS)
KVOD,	99.5,	100 KW @ 300,	CLASSICAL	,	$ 75.00	(Katz)	Henry
KXKL,	105.1,	100 KW @ 1150,	OLDIES	MBS,	$137.00	(Durpetti)	Shamrock
KYGO,	98.5,	100 KW @ 700,	COUNTRY	US 2,	$112.00	(CBS)	Jeff-Pilot
KZRZ,	92.1,	.8 KW @ 610,	AOR	,	$ 35.00	(Banner)	Century (CASTLE ROCK)

MISCELLANEOUS COMMENTS: KJIM 1150 - RELIG. (Used to be KRZN)
KRZN 760 - OLDIES (Used to be KJIM)

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

DETROIT

Arbitron Rank/Pop (12+): 6/3,570,000
MSA Rank/Pop: 5/4,346,200
ADI # 7
Average Person Ratings: 17.4
Market TSL: 22.75 hours

Stations: 32/29
Diaries: 2363/1511:1/50.1%
Sample Target: 2310
% Below Line: 1.3
% Not Listed: 8.6

1988 Revenue: $103,000,000
HH Inc.: $35,744
Retail $: 37.9 Bil
Pop per Station: 123,103
#1 Biller: WJR $20,000,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJR	(MOR)	571/ 9.2	9.9	9.6	9.0	12.4	9.4	790/10117	7135/20.0	24.6	27.7	62	6.8	490	6989	WJR
2. WJLB-F	(B)	396/ 6.4	7.4	6.9	7.0	7.8	6.9	424/5323	4970/13.9	15.0	15.4	75	10.0	723	7041	WJLB-F
3. WJOI-F	(EZ)	313/ 5.0	5.5	5.5	4.7	5.1	5.2	318/3990	3841/10.8	12.3	11.6	70	2.9	208	3683	WJOI-F
4. WDFX-F	(CHR)	277/ 4.4	4.5	4.1	5.4	3.1	4.6	298/5907	5394/15.1	14.9	11.4	50	7.3	528	7621	WDFX-F
5. WHYT-F	(CHR)	268/ 4.3	3.8	4.4	3.4	5.3	4.0	290/6520	5854/16.4	17.0	18.7	70	5.4	389	7499	WHYT-F
6. WKQI-F	(CHR)	262/ 4.2	4.3	4.0	4.4	4.0	4.2	284/6911	6122/17.1	17.8	17.4	124	4.3	311	5496	WKQI-F
7. WNIC-F	(AC)	256/ 4.1	3.8	4.0	4.9	4.8	4.2	274/4709	4341/12.2	13.7	14.2	134	4.3	309	3553	WNIC-F
8. WOMC-F	(AC)	254/ 4.1	2.6	3.6	4.4	3.2	3.7	259/4148	3906/10.9	9.7	9.8	141	3.0	215	2497	WOMC-F
WLTI-F	(AC)	254/ 4.1	3.7	3.5	2.6	2.5	3.5	263/3870	3561/10.0	11.1	6.7	129	2.7	195	3299	WLTI-F
10. WWJ	(N/T)	243/ 3.9	4.5	4.6	5.1	4.9	4.5	253/4955	4680/13.1	14.9	13.8	62	2.4	177	3300	WWJ
11. WJZZ-F	(J/NA)	239/ 3.8	2.5	2.1	1.7	1.7	2.5	244/3227	3072/ 8.6	7.3	5.3	150	4.0	289	3114	WJZZ-F
12. WCSX-F	(AOR)	224/ 3.6	3.9	3.3	3.4	3.0	3.5	268/4484	3843/10.8	11.9	10.5	139	4.6	331	4266	WCSX-F
13. WWWW-F	(C)	220/ 3.5	4.3	5.2	4.7	4.5	4.4	244/3935	3549/ 9.9	10.2	10.0	129	4.5	328	3492	WWWW-F
14. WXYT	(N/T)	205/ 3.3	3.7	3.4	3.1	3.2	3.4	210/2939	2831/ 7.9	8.4	7.0	82	3.1	228	2160	WXYT
15. WLLZ-F	(AOR)	204/ 3.3	4.1	4.7	3.8	3.8	4.0	211/4763	4172/11.7	14.2	13.0	82	5.5	399	5741	WLLZ-F
16. WRIF-F	(AOR)	199/ 3.2	3.8	3.5	3.6	3.0	3.5	227/5476	4584/12.8	13.3	13.1	122	5.3	381	5675	WRIF-F
17. CKLW	(BB)	198/ 3.2	3.2	3.2	3.3	3.2	3.2	268/3686	2746/ 7.7	6.6	8.6	44	2.2	163	2335	CKLW
18. WKSG-F	(AC)	165/ 2.7	2.1	2.2	3.4	3.1	2.6	166/2916	2856/ 8.0	7.2	7.9	141	2.8	205	2626	WKSG-F
19. CKMR-F	(AC)	136/ 2.2	1.9	1.6	2.1	1.5	2.0	168/2623	2195/ 6.1	5.6	5.8	155	1.9	138	1441	CKMR-F
20. WMTG	(AC)	117/ 1.9	1.5	1.0	1.3	0.9	1.4	118/1381	1375/ 3.9	3.8	2.4	158	1.3	95	798	WMTG
21. WQRS-F	(CL)	96/ 1.5	1.8	1.8	1.5	1.2	1.6	103/1933	1744/ 4.9	5.2	4.1	113	1.2	90	1582	WQRS-F
22. WQBH	(B)	88/ 1.4	1.1	1.0	1.0	1.4	1.1	88/1100	1072/ 3.0	3.7	3.0	71	0.6	40	912	WQBH
23. WGPR-F	(B)	85/ 1.4	1.6	1.5	1.1	1.7	1.4	90/2445	2235/ 6.3	7.1	5.2	71	1.8	134	2457	WGPR-F
24. WVAE-F	(J/NA)	77/ 1.2	1.3	1.4	1.3	1.1	1.3	80/1477	1340/ 3.8	4.3	4.5	142	1.2	84	1308	WVAE-F
25. WCXI	(C)	74/ 1.2	1.5	1.8	1.3	1.3	1.5	77/1410	1275/ 3.6	4.3	3.4	83	1.2	86	908	WCXI

12+ FM SHARE (METRO): 71.09% (4046 of 5691) (SUM 88: 68.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDFX-F	1 WJLB-F	1 WJLB-F	1 WNIC-F<	1 WOMC-F<	1 WJR >	1 WJR >	1 WJR	1 WJR	1 WJLB-F	1 WJLB-F
2 WJLB-F	2 WCSX-F<	2 WNIC-F	2 WJZZ-F<	2 WJZZ-F	2 WJOI-F	2 WWJ	2 WJOI-F	2 WJLB-F	2 WJR >	2 WJR >>
3 WHYT-F>>	3 WRIF-F	3 WKQI-F	3 WOMC-F<	WJR <	3 WWJ	3 WKQI-F	3 WLTI-F	3 WJOI-F<	3 WJZZ-F	3 WWJ >>
4	4 WLLZ-F	WCSX-F<	4 WLTI-F	4 WNIC-F<	4 CKLW	4 WJLB-F	4 WJLB-F	4 WDFX-F	WDFX-F	4 WRIF-F>>
5	5 WKQI-F<	5 WLTI-F	WCSX-F<	5 WLTI-F<	5 WXYT <	5 WNIC-F<	5 WKQI-F<	5 WCSX-F	5 WHYT-F<	5 WJZZ-F<
6	6 WDFX-F<	6 WJZZ-F<	6 WKQI-F<	6 WKQI-F<	6 WOMC-F	6 WJOI-F	6 WOMC-F	6 WOMC-F	6 WNIC-F	6 WGPR-F<
7	7 WNIC-F	7 WOMC-F<	7 WJR	7 WCSX-F<	7 WWWW-F	7 WOMC-F	7 WNIC-F	WLTI-F	7	7 WNIC-F<
8	WHYT-F	8 WRIF-F	8 WJLB-F	8 WJLB-F	8 WLTI-F	8 WHYT-F	8 WHYT-F	WHYT-F	8	8 WXYT <
										9 WWWW-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WJLB-F>	1 WJLB-F>	1 WJLB-F>	1 WJLB-F	1 WLTI-F
2 WHYT-F<	2 WKQI-F<	2 WKQI-F	2 WLTI-F	2 WNIC-F
3 WDFX-F	3 WNIC-F	3 WCSX-F<	3 WNIC-F	3 WKQI-F<
4 WLTI-F	4 WLTI-F<	4 WNIC-F	4 WKQI-F	4 WJLB-F<
5 WNIC-F	5 WHYT-F	5 WOMC-F<	5 WOMC-F	5 WOMC-F
WKQI-F>	6 WCSX-F	6 WJZZ-F<	6 WJZZ-F	6 WJZZ-F
7 WLLZ-F	7 WDFX-F	7 WLTI-F	7 WHYT-F	7 WJR
8 WOMC-F	8 WOMC-F	8 WKSG-F	8 WKSG-F<	8 WJOI-F
WCSX-F	9	9	9 WCSX-F	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLLZ-F	1 WRIF-F	1 WRIF-F	1 WRIF-F	1 WJR
2 WDFX-F	2 WLLZ-F	2 WCSX-F>	2 WCSX-F	2 WCSX-F<
3 WRIF-F<	3 WCSX-F>	3 WLLZ-F	3 WLLZ-F	3 WRIF-F
4 WJLB-F>	4 WDFX-F	4 WJZZ-F	4 WJZZ-F<	4 WJZZ-F<
5 WCSX-F	5 WJLB-F	5 WNIC-F	5 WJR <	5 WOMC-F
6 WHYT-F	6 WHYT-F<	6 WKSG-F	6 WJLB-F	6 WWWW-F
7 WKQI-F>	7 WJZZ-F	WHYT-F<	7 WDFX-F	7 WNIC-F
8	8 WKQI-F<	8 WKQI-F	8	8 CKMR-F
9	9 WNIC-F	9	9	9

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCHB	1440	Inkster	1.1/3.7
WHND	560	Monroe/Detroit	0.9/2.5
WMUZ-F	103.5	Detroit	0.7/3.1
WUFL	1030	Sterling Height	0.4/0.9
CJOM-F	88.7	Windsor	0.3/2.2
WIOG-F	102.5	Bay City/Flint	0.6/1.5
WIOT-F	104.7	Toledo	0.4/0.9

AM STATIONS

WCHB	1440	1 KW	GOSPEL	NBN	$ 38.00	(Torbet)	
WCXI	1130	50 KW/10 KW (DA-2)	COUNTRY	APR	$ 65.00	(Christal)	Shamrock
WHND	560	500 W (DAYS, DA)	OLDIES	US 1	$ N/A	(Mc-Guild)	Greater Media (MONROE)
WJR	760	50 KW	MOR/VARIETY	ABC I	$ 235.00	(Katz)	Cap Cities/ABC
WMTG	1310	5 KW (DA-2)	OLDIES	SMN	$ N/A	(Mc-Guild)	Fairmont
WQBH	1400	1 KW	BLACK		$ 48.00	(Patt)	
WWJ	950	5 KW (DA-N)	NEWS	CBS	$ 157.00	(CBS)	CBS
WXYT	1270	5 KW (DA-N)	TALK	NBC, MBS	$ 90.00	(Roslin)	Fritz
CKLW	800	50 KW (DA-2)	NOSTALGIA		$ 76.00	(Banner)	(WINDSOR ONT.)

FM STATIONS

WCSX	94.7	10 KW @ 950	CLASSIC AOR	US 1	$ 109.00	(Mc-Guild)	Greater Media
WXZY	95.5	100 KW @ 430	CHR		$ 138.00	(HNWH)	Broadcasting Partners
WDFX	99.5	21 KW @ 745	CHR	SOURCE	$ 99.00	(MMR)	Hoker
WGPR	107.5	50 KW @ 360	BLACK	SBN	$ 60.00	(Lazar)	
WHYT	96.3	20 KW @ 780	CHR	ABC C	$ 150.00	(Katz)	Cap Cities/ABC
WJLB	97.9	50 KW @ 490	BLACK		$ 167.00	(MMR)	Booth/Genesis
WJOI	97.1	12 KW @ 802	BTFL/EZ		$ 137.00	(CBS)	CBS
WJZZ	105.9	20 KW @ 724	JAZZ		$ 80.00	(---)	
WKSG	102.7	50 KW @ 500	OLDIES	TRNSTR	$ 90.00	(Durpetti)	Ragan Henry
WLLZ	98.7	50 KW @ 480	AOR	MBS, NBC	$ 150.00	(Banner)	Legacy
WLTI	93.1	26 KW @ 600	SOFT AC		$ 106.00	(Christal)	Viacom
WMUZ	103.5	50 KW @ 500	RELIGION		$ 40.00	(---)	Crawford
WNIC	100.3	50 KW @ 400	AC		$ 161.00	(Mc-Guild)	Fairmont
WOMC	104.3	190 KW @ 416	AC	US 2	$ 140.00	(Republic)	Infinity
WQRS	105.1	18 KW @ 782	CLASSICAL		$ 80.00	(CMBS)	Marlin
WRIF	101.1	27 KW @ 880	AOR	ABC R	$ 117.00	(Republic)	Great American
WVAE	92.3	21 KW @ 742	JAZZ/NAC		$ 81.00	(Roslin)	Fritz
WWWW	106.7	61 KW @ 508	COUNTRY	APR	$ 150.00	(Christal)	Shamrock
CKMR	93.9	100 KW @ 700	OLDIES		$ 62.00	(Banner)	(WINDSOR, ONT)

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

EL PASO

Arbitron Rank/Pop (12+): 80/443,600
MSA Rank/Pop: 88/569,700
ADI # 103
Average Person Ratings: 18.8
Market TSL: 25.00 hours

Stations: 22/18
Diaries: 768/578:1/51.1%
Sample Target: 800
% Below Line: 2.4
% Not Listed: 9.1

1988 Revenue: $12,400,000
HH Inc.: $28,241
Retail $: 2.8 Bil
Pop per Station: 24,644
#1 Biller: KHEY-AF $3,100,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KPRR-F (CHR)	111/13.3	14.4	13.4	12.0	11.7	13.3	115/1393	1329/30.0	28.3	24.3	55	20.3	168	1318	KPRR-F
2. KLAQ-F (AOR)	97/11.6	9.9	10.8	10.9	16.0	10.8	125/1186	1004/22.6	23.1	26.7	84	16.4	136	1368	KLAQ-F
3. KHEY-F (C)	92/11.0	11.6	10.4	11.2	8.4	11.1	100/1282	1097/24.7	23.3	17.9	118	12.7	105	1070	KHEY-F
4. KTSM-F (EZ)	68/ 8.1	8.3	6.7	5.9	4.9	7.3	102/962	700/15.8	17.0	12.9	64	4.9	41	493	KTSM-F
5. KBNA-AF (SP)	57/ 6.8	6.9	7.6	8.9	8.2	7.5	58/818	795/17.9	16.5	0.0	125	4.8	29	460	KBNA-AF
6. KEZB-AF (CHR)	56/ 6.7	4.6	4.3	6.2	9.2	5.4	61/1079	980/22.1	22.0	28.9	93	4.9	39	1157	KEZB-AF
7. KAMA (SP)	49/ 5.9	4.8	4.9	4.8	6.6	5.1	54/509	471/10.6	9.5	12.0	115	5.1	42	545	KAMA
8. KAMZ-F (AC)	36/ 4.3	4.7	7.1	4.8	6.1	5.2	37/820	753/17.0	18.0	21.9	107	4.5	37	644	KAMZ-F
9. KOFX-F (AC)	31/ 3.7	6.8	4.2	4.4	6.1	4.8	34/472	417/ 9.4	12.7	14.2	168	5.5	46	463	KOFX-F
10. KTSM (N/T)	25/ 3.0	2.4	3.1	3.8	2.9	3.1	25/407	372/ 8.4	7.4	7.1	107	2.2	18	268	KTSM
11. KROD (AC)	24/ 2.9	1.9	3.9	4.4	4.2	3.3	38/593	460/10.4	7.5	9.8	166	2.3	19	286	KROD
12. KLTO-F (AC)	23/ 2.8	5.1	5.9	5.6	3.8	4.8	29/545	493/11.1	16.6	11.0	121	3.1	26	517	KLTO-F
13. KHEY (C)	22/ 2.6	2.9	2.5	2.8	3.0	2.7	29/401	340/ 7.7	9.9	8.5	54	2.5	21	291	KHEY
14. XHNZ-F (SP)	14/ 1.7	0.6	0.4	1.5	----	1.1	14/106	106/ 2.4	2.5	0.0	147				XHNZ-F
KELP (REL)	14/ 1.7	1.7	1.2	0.6	0.5	1.3	14/180	180/ 4.1	3.7	1.7	135	1.8	15	166	KELP

12+ FM SHARE (METRO): 77.24% (587 of 760) (SUM 88: 78.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRR-F>>	1 KLAQ-F	1 KLAQ-F	1 KHEY-F	1 KHEY-F	1 KTSM-F>	1 KHEY-F	1 KHEY-F	1 KPRR-F	1 KPRR-F>	1 KLAQ-F
2 KLAQ-F	2 KPRR-F	2 KHEY-F	2 KLAQ-F	2 KLAQ-F	2 KHEY-F	2 KPRR-F	2 KLAQ-F<	2 KLAQ-F<	2 KLAQ-F>	KHEY-F>>
3 KEZB-AF	3 KHEY-F>	3 KPRR-F>	3 KBNA-AF	3 KBNA-AF	3 KBNA-AF	3 KLAQ-F	3 KPRR-F	3 KHEY-F>	3 KTSM-F	3 XHNZ-F
4	4 KEZB-AF>	4 KEZB-AF<	KPRR-F	4 KPRR-F	4 KAMA	4 KTSM-F	4 KTSM-F	4 KEZB-AF	4 KEZB-AF<	4 KAMZ-F
5	5 KBNA-AF	5 KBNA-AF	5 KEZB-AF	5 KAMA	5	5 KBNA AF	5 KAMA	5 KTSM-F	5 KAMZ-F	5
6	KAMZ-F	6	KAMA		6	6 KAMA	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPRR-F	1 KPRR-F<	1 KHEY-F	1 KHEY-F	1 KHEY-F	1 KLAQ-F>>	1 KLAQ-F>>	1 KLAQ-F>	1 KLAQ-F>	1 KLAQ-F
2 KLAQ-F	2 KHEY-F	2 KPRR-F	2 KPRR-F	2 KBNA-AF	2 KPRR-F>>	2 KPRR-F	2 KHEY-F	2 KHEY-F	2 KHEY-F>
3 KHEY-F>	3 KLAQ-F>	3 KAMA >	3 KBNA-AF	3 KAMA	3 KHEY-F>	3 KHEY-F>	3 KPRR-F	3 KPRR-F>	3 KROD
4 KEZB-AF>	4 KEZB-AF	4 KBNA-AF	4 KLAQ-F	4 KPRR-F	4 KEZB-AF	4 KEZB-AF>	4 KEZB-AF	4 KEZB-AF	4 KEZB-AF
5 KBNA-AF	KBNA-AF	KLAQ-F	5 KAMA	5	5 KAMZ-F>	5 KOFX-F	5 KOFX-F>	5 KROD	KPRR-F
6 KAMZ-F	6 KAMA	6 KAMZ-F	6 KEZB-AF	6	6 KHEY >	6	6 XHNZ-F	6	KOFX-F
	7 KAMZ-F	7	7	7	7	7	KTSM >	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KPAS-F	103.1	Fabens/El Paso	1.4/3.4
KVIV	1340	El Paso	1.1/2.9
XEJ	970	Ciudad Juarez	0.5/2.3
XHIM-F	105.1	Ciudad Juarez	1.0/2.9
XROK	800	Ciudad Juarez	1.0/4.0

RADIO STATIONS

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KAMA,  750,  10 KW/1 KW (DA-2) , HISPANIC                   , $  33.00 (Caballero)     Pinnacle
KBNA,  920,   1 KW/500 W (DA-N), SIMULCAST WITH KBNA-F
KHEY,  690,  10 KW (DA-2)      , COUNTRY              ABC I, $   N/A  (Katz)
KROD,  600,   5 KW (DA-2)      , OLDIES               ABC E, $  18.00 (HNWH)
KTSM, 1380,   5 KW/500 W       , TALK/NEWS        NBC, CBS, $  20.00 (HNWH)

KAMZ-F,  93.1,  30 KW @ 1190, AC                            , $  31.00 (Eastman)       Pinnacle
KBNA-F,  97.5,  60 KW @ 1080, HISPANIC                      , $  40.00 (Katz Hisp.)    Tichenor
KEZB-F,  93.9,  96 KW @ 1210, CHR                     ABC F, $  34.00 (Christal)
KHEY-F,  96.3,  88 KW @ 1388, COUNTRY                       , $  70.00 (Katz)
KLAQ-F,  95.5, 100 KW @ 1390, AOR                     ABC R, $  50.00 (HNWH)

KLTO-F,  94.7,  61 KW @ 1080, AC                            , $  29.00 (Republic)
KOFX-F,  92.3, 100 KW @ 1860, AC                       US 1, $  30.00 (Mc-Guild)
KPRR-F, 102.1, 100 KW @ 1190, CHR                      US 2, $  41.00 (Torbet)
KTSM-F,  99.9, 100 KW @ 1800, BTFL/EZ             NBC, CBS, $  30.00 (HNWH)
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FRESNO

Arbitron Rank/Pop (12+): 73/494,600
Stations: 31/26
1988 Revenue: $18,000,000
Diaries: 941/526:1/48.9%
HH Inc.: $33,709
MSA Rank/Pop: 82/611,000
Sample Target: 840
Retail $: 3.5 Bil
ADI # 62
% Below Line: 2.7
Pop per Station: 19,023
Average Person Ratings: 19.1
% Not Listed: 13.1
#1 Biller: KMJ $2,700,000
Market TSL: 25.0 hours

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KNAX-F (C)	87/ 9.2	5.6	7.0	4.9	5.5	6.7	99/996	834/16.9	11.8	11.1	160	8.1	65	683	KNAX-F
2. KBOS-F (CHR)	78/ 8.3	8.1	7.5	5.9	4.5	7.5	203/1929	858/17.3	19.2	13.3	42	15.1	122	1214	KBOS-F
3. KMJ (N/T)	55/ 5.8	7.6	11.6	9.3	8.8	8.6	92/1383	808/16.3	16.3	17.0	88	9.6	77	929	KMJ
4. KOJY-F (EZ)	54/ 5.7	8.8	6.1	8.8	6.8	7.3	136/1264	570/11.5	12.4	11.0	89	3.7	30	461	KOJY-F
5. KKDJ-F (AOR)	52/ 5.5	5.5	8.3	6.1	7.7	6.3	77/1034	732/14.8	14.7	12.7	118	7.8	63	716	KKDJ-F
6. KYNO-F (CHR)	51/ 5.4	4.8	4.6	5.2	6.2	5.0	72/1317	966/19.5	16.8	17.6	65	8.1	65	933	KYNO-F
7. KFSO-F (O)	50/ 5.3	5.0	5.4	6.4	7.1	5.5	112/1241	736/14.9	13.1	13.6	170	5.3	43	690	KFSO-F
8. KRZR-F (CHR)	45/ 4.8	5.1	5.9	7.0	9.2	5.7	67/1055	696/14.1	17.8	19.3	42	6.1	49	615	KRZR-F
9. KXEX (SP)	40/ 4.2	2.2	1.6	2.3	2.9	2.6	42/346	304/ 6.1	5.8	6.9	29	1.6	13	248	KXEX
10. KGST (SP)	38/ 4.0	4.5	2.5	3.6	3.2	3.7	38/408	369/ 7.5	6.2	6.7	77	1.0	8	178	KGST
11. KFIG-F (AC)	36/ 3.8	3.5	3.9	4.0	3.9	3.8	40/508	485/ 9.8	12.2	14.3	134	2.9	23	414	KFIG-F
12. KOQO-F (SP)	30/ 3.2	3.0	3.4	2.9	3.3	3.1	42/470	321/ 6.5	6.3	7.9	97	0.6	5	145	KOQO-F
13. KEZL-F (AC)	23/ 2.4	2.2	1.2	1.2	1.0	1.8	27/312	271/ 5.5	5.0	1.8	146	3.0	24	235	KEZL-F
KCLQ-F (AOR)	23/ 2.4	2.2	3.3	1.7	2.9	2.4	42/648	385/ 7.8	7.3	7.0	179	2.6	21	453	KCLQ-F
15. KFRE (C)	22/ 2.3	4.0	3.0	3.2	2.3	3.1	83/913	349/ 7.1	9.4	4.8	70	2.5	20	298	KFRE
16. KFYE-F (AC)	17/ 1.8	2.9	3.3	3.7	2.3	2.9	31/665	337/ 6.8	8.2	7.4	100	1.6	13	384	KFYE-F
17. KYNO (B)	16/ 1.7	1.2	1.2	0.3	1.0	1.1	22/468	381/ 7.7	4.4	4.5	129	1.6	13	329	KYNO
KTHT-F (AC)	16/ 1.7	1.8	2.0	2.0	1.6	1.9	26/611	401/ 8.1	6.8	6.5	129	0.6	5	157	KTHT-F
KOQO (SP)	16/ 1.7	2.9	0.4	1.0	0.6	1.5	18/140	121/ 2.4	4.4	1.9	129	0.1	1	47	KOQO
20. KEAP (BB)	14/ 1.5	0.9	----	----	1.0	0.6	14/19[illegible]	194/ 3.9	2.0	1.9	0	1.4	11	116	KEAP

12+ FM SHARE (METRO): 71.92% (589 of 819) (SUM 88: 72.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBOS-F>>	1 KKDJ-F	1 KNAX-F	1 KNAX-F>	1 KNAX-F>	1 KNAX-F	1 KNAX-F	1 KNAX-F	1 KBOS-F<	1 KBOS-F>	1 KMJ >
2 KYNO-F>>	2 KNAX-F<	2 KKDJ-F	2 KFSO-F>	2 KFSO-F>	2 KMJ	2 KMJ >	2 KBOS-F	2 KNAX-F>	2 KRZR-F	2 KRZR-F>
3 KRZR-F	3 KRZR-F	3 KFSO-F	3 KKDJ-F>	3 KKDJ-F	3 KOJY-F	3 KBOS-F<	3 KOJY-F	3 KOJY-F<	3 KYNO-F	3 KBOS-F
4	KBOS-F>	4 KBOS-F	4 KFIG-F	4 KOJY-F	4 KXEX	4 KFSO-F	4 KKDJ-F	4 KYNO-F	4 KNAX-F	4 KFSO-F
5	5 KYNO-F	5 KRZR-F	5 KCLQ-F	KMJ	5 KFSO-F	5 KKDJ-F<	KFSO-F	5 KKDJ-F<	5 KXEX	5 KYNO-F
6	6 KFSO-F	6	6 KOJY-F	KFIG-F	6	6 KOJY-F	6 KYNO-F	6 KRZR-F	6 KOJY-F	KNAX-F
7	7	7	KMJ	7	7	7	7	7	7	KFRE
										KFIG-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRZR-F	1 KRZR-F	1 KNAX-F>	1 KNAX-F	1 KNAX-F>
2 KBOS-F>>	2 KNAX-F	2 KFSO-F	2 KFIG-F	2 KFSO-F
3 KYNO-F	KBOS-F	3 KFIG-F	3 KFSO-F	3 KOJY-F
KKDJ-F	4 KKDJ-F	4 KKDJ-F	4 KBOS-F<	4 KFIG-F>
5 KOQO-F	KFIG-F	KEZL-F	5 KRZR-F	5 KYNO-F
KFYE-F	6 KYNO-F	6	KOJY-F	6
KFIG-F>	7		7 KYNO-F	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBOS-F	1 KKDJ-F	1 KNAX-F	1 KNAX-F	1 KNAX-F>
2 KRZR-F	2 KNAX-F	2 KKDJ-F>	KKDJ-F>	2 KFSO-F
3 KKDJ-F>	3 KBOS-F<	3 KFSO-F	3 KFSO-F<	3 KKDJ-F
4 KYNO-F>	4 KRZR-F>	4 KOQO-F	4 KBOS-F	4 KMJ >
5 KOQO >>	5 KOQO	KOQO	5 KRZR-F	5 KCLQ-F
6	6 KYNO-F	KCLQ-F	6	6
7	KFSO-F	7	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBIF	900	Fresno	0.4/1.3
kkam	1340	Fresno	0.7/2.5
KRDU	1130	Dinuba	0.5/2.4
KRGO	1220	Fowler/Fresno	0.5/2.0
KSEQ-F	97.1	Visalia	0.4/1.5
KXMX-F	92.1	Madera	0.6/2.9
KFIY	1270	Tulare	0.5/1.8
KJUG-F	106.7	Tulare	0.4/3.0
KNBR	680	San Francisco	0.3/1.9
KSLY-F	96.1	San Luis Obispo	0.4/1.3
KUBB-F	96.3	Mariposa	1.0/2.7

RADIO STATIONS

KFRE,	940,	50 KW (DA-2)	, COUNTRY	ABC D,	$ 30.00	(HNWH)	First Sierra
KGST,	1600,	5 KW (DA-N)	, HISPANIC	,	$ 24.00	(Lotus)	Lotus
KKAM,	1340,	1 KW	, BLACK	CBS,	$ 20.00	(CBS)	
KMJ ,	580,	5 KW	, NEWS/TALK	TALKNT,	$ 53.00	(Katz)	Henry
KOQO,	790,	500W (DAYS,DA)	, HISPANIC	CRC,	$ 21.00	(Caballero)	Group III
KXEX,	1550,	5 KW/2.5 KW(DA-2)	, HISPANIC	,	$ 23.00	(SBS)	
KYNO,	1300,	5 KW/1 KW (DA-N)	, OLDIES	SMN,	$ 19.00	(Banner)	Brown
KBOS-F,	94.9,	16 KW @ 847,	CHR	ABC F,	$ 37.00	(CBS)	(TULARE)
KCLQ-F,	107.5,	18 KW @ 790,	CLASSIC AOR	,	$ 31.00	(Republic)	Liggett (HANFORD)
KEZL-F,	96.7,	25 KW @ 300,	SOFT AC	,	$ 22.00	(K & P)	(FOWLER)
KFIG-F,	101.1,	50 KW @ 310,	AC	,	$ 40.00	(Eastman)	
KFSO-F,	92.9,	10 KW @ 800,	OLDIES	US 1,	$ 40.00	(CBS)	Americom (VISALIA)
KFYE-F,	93.7,	68 KW @ 1912,	AC	,	$ 32.00	(Katz)	Henry
KKDJ-F,	105.9,	2 KW @ 1960,	AOR	,	$ 48.00	(Durpetti)	
KMGX-F,	103.7,	50 KW @ 500,	CHR	,	$ 38.00	(Christal)	Olympia (HANFORD)
KNAX-F,	97.9,	48 KW @ 290,	COUNTRY	ABC E,	$ 40.00	(HNWH)	First Sierra
KOJY-F,	98.9,	19 KW @ 820,	BTFL/EZ	,	$ 35.00	(MMR)	
KOQO-F,	101.9,	2 KW @ 1870,	HISPANIC	CRC,	$ 27.00	(Caballer)	Group III
KTHT-F,	102.7,	50 KW @ 500,	SOFT AC	,	$ 30.00	(Christal)	
KYNO-F,	95.7,	18 KW @ 850,	CHR	SMN,	$ 42.00	(Banner)	Brown

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

GRAND RAPIDS

Arbitron Rank/Pop (12+): 66/535,200
MSA Rank/Pop: 71/669,000
ADI # 37 w/Kalamazoo
Average Person Ratings: 16.9
Market TSL: 22.75 hours

Stations: 25/20
Diaries: 876/611:1/52.8%
Sample Target: 890
% Below Line: 11.3
% Not Listed: 15.2

1988 Revenue: $23,600,000
HH Inc.: $35,153
Retail $: 4.7 Bil
Pop per Station: 26,760
#1 Biller: WLAV-F $3,700,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGRD-F (CHR)	96/10.6	8.3	7.7	8.7	6.2	8.8	141/2328	1402/26.2	23.4	20.4	59	10.3	96	1883	WGRD-F
2. WOOD-F (EZ)	92/10.2	11.4	7.8	8.7	10.7	9.5	160/1926	1117/20.9	22.4	18.3	107	6.2	58	854	WOOD-F
3. WLHT-F (AC)	70/ 7.8	7.7	7.9	7.3	6.6	7.7	91/1218	892/16.7	15.9	16.2	132	6.8	63	844	WLHT-F
4. WCUZ-F (C)	63/ 7.0	7.0	8.0	6.9	8.3	7.2	101/1236	840/15.7	16.4	17.7	119	7.4	69	727	WCUZ-F
5. WJFM-F (O)	54/ 6.0	3.7	6.2	8.3	8.7	6.1	95/1535	754/14.1	12.3	17.4	142	4.8	45	665	WJFM-F
6. WLAV-F (AOR)	52/ 5.8	7.9	7.7	7.8	6.5	7.3	80/1273	839/15.7	17.5	17.1	105	10.6	99	919	WLAV-F
7. WSNX-AF (CHR)	51/ 5.6	3.7	5.0	4.7	5.0	4.8	151/1801	803/14.9	15.7	13.6	82	5.6	52	1004	WSNX-AF
WKLQ-F (CHR)	51/ 5.6	4.4	8.0	7.1	7.7	6.3	77/1684	1117/20.9	19.3	21.0	75	8.1	75	1323	WKLQ-F
9. WOOD (MOR)	50/ 5.5	7.4	7.2	6.3	5.6	6.6	56/842	687/12.8	14.2	12.7	69	7.6	71	763	WOOD
10. WMUS-F (C)	38/ 4.2	4.8	5.5	3.1	4.6	4.4	93/1367	562/10.5	12.0	8.9	140	3.7	34	479	WMUS-F
11. WCUZ (C)	27/ 3.0	3.1	2.7	3.3	5.3	3.0	31/605	551/10.3	8.5	12.1	100	2.6	24	379	WCUZ
12. WYXX-F (AC)	24/ 2.7	2.1	2.4	2.6	2.2	2.5	33/738	506/ 9.5	6.2	5.9	133	0.9	8	202	WYXX-F
13. WKWM (B)	22/ 2.4	1.7	1.3	0.7	0.8	1.5	23/183	169/ 3.2	2.4	1.8	100	4.9	46	296	WKWM
14. WHTC (MOR)	21/ 2.3	1.2	0.7	1.5	0.9	1.4	25/303	233/ 4.4	2.8	2.6	70	0.4	4	134	WHTC
15.															

12+ FM SHARE (METRO): 80.81% (619 of 766) (SUM 88: 80.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGRD-F>>	1 WGRD-F	1 WLHT-F<	1 WLHT-F	1 WOOD-F	1 WOOD-F>	1 WOOD-F	1 WOOD-F	1 WGRD-F	1 WGRD-F>>	1 WOOD >
2 WKLQ-F>>	2 WLHT-F	2 WGRD-F	2 WOOD-F	2 WLHT-F	2 WOOD	2 WLHT-F	2 WGRD-F	2 WOOD-F	2 WOOD	2 WGRD-F
3 WSNX-AF	3 WLAV-F	3 WJFM-F	3 WJFM-F	3 WJFM-F<	3 WCUZ-F>	3 WOOD <	3 WCUZ-F<	3 WCUZ-F	3 WKLQ-F	3 WSNX-F
4	4 WSNX-AF	4 WLAV-F	4 WCUZ-F	4 WCUZ-F	4 WCUZ <	4 WCUZ-F<	4 WLHT-F	4 WLHT-F	4 WLHT-F	WLAV-F
5	5 WJFM-F>	5 WOOD-F	5 WGRD-F<	5 WGRD-F<	5 WMUS-F	5 WGRD-F	5 WJFM-F	5 WLAV-F<	5 WLAV-F<	
6	6 WKLQ-F	6 WSNX-AF	6 WLAV-F	6 WLAV-F<	6	6 WLAV-F	6 WLAV-F	6 WSNX-AF	6 WSNX-AF	
7	7	7	7	7	7	7	7	7	7	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGRD-F>>	1 WGRD-F>	1 WLHT-F	1 WGRD-F	1 WOOD-F	1 WLAV-F	1 WLAV-F<	1 WLHT-F>	1 WLAV-F<	1 WLHT-F
2 WSNX-AF	2 WLHT-F>	2 WJFM-F	2 WLHT-F>	2 WLHT-F	2 WSNX-AF	2 WLHT-F	2 WLAV-F	2 WJFM-F	WJFM-F
WLHT-F	3 WSNX-AF	3 WGRD-F	3 WOOD-F	3 WCUZ-F	3 WKLQ-F	3 WSNX-AF	3 WCUZ-F	3 WLHT-F	3 WOOD-F
4 WLAV-F>	WJFM-F	4 WCUZ-F	4 WJFM-F	4 WJFM-F	WGRD-F	4 WGRD-F	4 WOOD-F	4 WSNX-AF	4 WLAV-F
5 WKLQ-F	5 WLAV-F	5 WKLQ-F	5 WSNX-AF	WGRD-F	5 WJFM-F>	5 WJFM-F>	WJFM-F	5 WGRD-F<	5 WCUZ-F
WJFM-F	6 WKLQ-F	6 WOOD-F	WCUZ-F	6	6 WLHT-F	6 WKLQ-F	WGRD-F	6 WOOD-F	6 WMUS-F
7	7	WLAV-F	7	7	WKWM >	7	7 WSNX-AF>	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFUR	1570	Grand Rapids	0.2/1.0
WFUR-F	102.9	Grand Rapids	0.7/6.2
WJQK-F	99.3	Zeeland/Holland	1.0/3.0
WKTH	1410	Grand Rapids	0.8/1.8
WLAV	1340	Grand Rapids	1.1/3.4
WWJQ	1260	Zeeland/Holland	0.2/1.3
WEVS-F	92.7	Saugatuck	0.7/1.4
WGN	720	Chicago	0.3/1.6
WMUS	1090	Muskegon/Gr.Rpd	
WPLB-F	107.3	Greenville	0.4/1.7
WSNX	1600	Muskegon	

RADIO STATIONS

WCUZ, 1230, 1 KW	SEE WCUZ-F				
WFUR, 1570, 1 KW	RELIGION		$ 10.00 (Patt)	Kuiper	
WKWM, 1140, 5 KW (DAYS,DA)	BLACK	SBN	$ 16.00 (Patt)		
WOOD, 1300, 5 KW (DA-N)	MOR	NBC	$ 55.00 (Katz)	United Artists	
WCUZ-F, 101.3, 50 KW @ 420	COUNTRY	ABC I	$ 75.00 (Christal)	Federated	
WFUR-F, 102.9, 48 KW @ 510	RELIGION		$ 15.00 (Patt)	Kuiper	
WGRD-F, 97.9, 13 KW @ 590	CHR	ABC C	$ 35.00 (Durpetti)	Regional	
WJFM-F, 93.7, 320 KW @ 780	OLDIES	CBS	$ 31.00 (Mc-Guild)		
WKLQ-F, 94.5, 50 KW @ 500	CHR	ABC F	$ 50.00 (Eastman)	Bloomington	(HOLLAND)
WLAV-F, 96.9, 50 KW @ 500	AOR	SOURCE	$ 70.00 (MMR)	Adams	
WLHT-F, 95.7, 41 KW @ 554	AC		$ 65.00 (Republic)	Liggett	
WOOD-F, 105.7, 265 KW @ 810	BTFL/EZ		$ 61.00 (Katz)	United Artists	
WYXX-F, 96.1, 50 KW @ 420	SOFT AC		$ 24.00 (Patt)		(HOLLAND)
WMUS-F, 106.9, 50 KW @ 480	COUNTRY	ABC D	$ 36.00 (HNWH)		(MUSKEGON)
WPLB-F, 107.3, 50 KW @ 500	COUNTRY	UPI, MBS	$ 14.00 (Patt)	Goodrich	(GREENVILLE)
WSNX-F, 104.5, 50 KW @ 360	CHR		$ 33.00 (Banner)	Goodrich	(MUSKEGON)

GREENSBORO-WS

Arbitron Rank/Pop (12+): 50/771,900

MSA Rank/Pop: 57/913,600
ADI # 47
Average Person Ratings: 17.7
Market TSL: 23.50 hours

Stations: 32/25
Diaries: 1244/620:1/58.1%
Sample Target: 1070
% Below Line: 5.4
% Not Listed: 12.3

1988 Revenue: $21,600,000
HH Inc.: $31,060
Retail $: 6.5 Bil
Pop per Station: 30,876
#1 Biller: WTQR-F $4,400,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTQR-F (C)	209/15.3	15.9	15.1	16.8	18.1	15.8	340/3815	2202/28.5	27.5	29.1	112	18.8	270	2156	WTQR-F
2. WKRR-F (AOR)	156/11.4	9.2	8.1	8.3	9.9	9.3	207/2242	1566/20.3	17.0	16.2	103	12.9	186	1569	WKRR-F
3. WJMH-F (B)	97/ 7.1	11.5	7.6	3.8	4.4	7.5	147/1868	1222/15.8	18.9	10.1	103	14.0	201	1870	WJMH-F
4. WKZL-F (CHR)	77/ 5.6	5.8	5.5	6.2	7.3	5.8	100/1707	1156/15.0	16.7	18.0	96	6.1	88	1106	WKZL-F
5. WMAG-F (AC)	68/ 5.0	5.7	5.5	6.8	7.9	5.8	109/1509	982/12.7	14.3	16.5	146	5.4	77	988	WMAG-F
6. WQMG-F (B)	65/ 4.8	4.0	4.1	8.9	7.9	5.4	87/1177	755/ 9.8	9.8	11.0	83	5.4	77	1135	WQMG-F
7. WWWB-F (AC)	63/ 4.6	3.9	4.4	3.1	4.3	4.0	87/1135	766/ 9.9	11.6	10.9	130	3.1	45	776	WWWB-F
8. WMQX-F (AC)	57/ 4.2	4.2	4.8	3.1	2.0	4.1	89/1356	830/10.8	10.5	6.0	138	3.4	49	785	WMQX-F
9. WSJS (MOR)	52/ 3.8	4.8	5.1	5.0	3.7	4.7	54/812	780/10.1	10.3	10.5	50	3.6	52	657	WSJS
10. WKSI-F (CHR)	46/ 3.4	3.9	3.9	5.4	5.9	4.2	108/1743	1006/13.0	13.8	17.2	68	4.2	61	995	WKSI-F
11. WWGL-F (REL)	32/ 2.3	1.4	0.8	0.6	0.8	1.3	39/403	285/ 3.7	3.3	2.3	91	1.2	17	285	WWGL-F
12. WWMY-F (EZ)	26/ 1.9	2.4	3.2	2.3	2.4	2.5	36/561	380/ 4.9	5.5	5.1	42	1.3	18	356	WWMY-F
WPCM-F (C)	26/ 1.9	2.0	1.1	1.2	0.5	1.5	82/1197	370/ 4.8	6.3	2.3	79	0.5	7	220	WPCM-F
14. WSMX (REL)	24/ 1.8	0.6	0.6	1.0	0.8	1.0	24/168	168/ 2.2	1.2	1.7	122	0.9	13	136	WSMX
15. WAAA (B)	23/ 1.7	1.4	2.0	2.0	2.7	1.8	23/297	287/ 3.7	3.3	5.0	112	0.9	13	265	WAAA

12+ FM SHARE (METRO): 84.39% (1011 of 1198) (SUM 88: 83.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRR-F>	1 WKRR-F>>	1 WTQR-F<	1 WTQR-F	1 WTQR-F>	1 WTQR-F>>	1 WTQR-F>	1 WTQR-F	1 WTQR-F	1 WKRR-F<	1 WQMG-F<
2 WJMH-F	2 WJMH-F<	2 WKRR-F>	2 WKRR-F>	2 WKRR-F>	2 WSJS	2 WKRR-F>	2 WKRR-F>	2 WKRR-F>	2 WJMH-F	2 WTQR-F
3 WKSI-F	3 WTQR-F	3 WJMH-F	3 WJMH-F	3 WMAG-F	3 WMQX-F	3 WSJS >	3 WJMH-F<	3 WJMH-F>	3 WTQR-F	3 WWWB-F
4 WKZL-F	4 WKZL-F	4 WKZL-F<	4 WMAG-F	WJMH-F	WMAG-F	4 WKZL-F	4 WMAG-F	4 WMAG-F	4 WQMG-F>	4 WJMH-F
5	5 WQMG-F	5 WMAG-F	5 WMQX-F	5 WWWB-F<	5 WWWB-F	5 WJMH-F<	5 WWWB-F	5 WKZL-F	5 WKZL-F	5 WSJS
6	6 WWWB-F<	6 WWWB-F	WKZL-F<	6 WMQX-F	6	6 WMAG-F	6	6	6	6
7	7 WMAG-F	7	7 WWWB-F	7 WKZL-F>	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKZL-F	1 WJMH-F	1 WJMH-F>	1 WTQR-F	1 WTQR-F>	1 WKRR-F>>	1 WKRR-F>>	1 WKRR-F>>	1 WKRR-F	1 WTQR-F
2 WKRR-F>	2 WKRR-F	2 WKRR-F	2 WJMH-F	2 WJMH-F	2 WJMH-F>	2 WTQR-F>	2 WTQR-F>>	2 WTQR-F>>	2 WKRR-F>>
3 WQMG-F	3 WKZL-F	3 WMAG-F	3 WMAG-F	3 WMAG-F>	3 WTQR-F	3 WJMH-F>	3 WJMH-F	3 WJMH-F	3 WMQX-F
4 WWWB-F	4 WMAG-F	4 WTQR-F	WKZL-F<	4 WWWB-F	4 WQMG-F>	4 WKZL-F	4 WWWB-F	4 WMQX-F	4 WMAG-F<
WKSI-F	5 WQMG-F	5 WQMG-F	5 WKRR-F	WKRR-F	5 WSMX	5 WWWB-F	WKZL-F>	5 WKZL-F<	5 WWWB-F
WJMH-F	6 WTQR-F	6 WKZL-F	6 WWWB-F	6 WKZL-F	WKSI-F	6	6 WMQX-F	6 WWWB-F	6 WKZL-F
7	7	7 WWWB-F>	WQMG-F	7	7 WKZL-F	7	7	WMAG-F	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHPE-F	95.5	High Point	1.1/3.6	WDCG-F	105.1	Durham/Raleigh	0.5/3.8
WKEW	1400	Greensboro	0.7/2.2	WEZC-F	102.9	Hickory	0.4/1.0
WKXR	1260	Asheboro	0.3/0.8	WFMX-F	105.7	Statesville	1.0/2.7
WMFR	1230	High Point	1.5/3.2	WMXC-F	104.7	Charlotte	1.5/3.5
WMQX	1340	Winston-Salem		WDRX-F	106.7	Salisbury	1.1/3.3
WPET	950	Greensboro	0.8/1.3	WROQ-F	95.1	Charlotte	0.7/2.7
WQMG	1510	Greensboro	1.6/2.5	WSOC-F	103.7	Charlotte	0.4/2.6
WSGH	1040	Lewisvl/W-S	0.3/1.2				
WTNC	790	Thomasville	1.0/2.0				
WTOB	1380	Winston-Salem	0.3/1.3				

RADIO STATIONS

WAAA, 980, 1 KW	, BLACK	NBN, $	17.00 (---)	
WEAL, 1510, 1 KW (DAYS)	, BLACK	SBN, $	15.00 (HNWH)	
WMFR, 1230, 1 KW	, NOSTALGIA	ABC I, APR, $	25.00 (MMR)	Voyager
WSJS, 600, 5 KW (DA-2)	, MOR	NBC, MBS, $	49.00 (Mc-Guild)	New Market
WHPE-F, 95.5, 100 KW @ 440	, RELIGION	, $	14.00 (---)	
WJMH-F, 102.1, 61 KW @ 1160	, URBAN/CHR	, $	50.00 (HNWH)	Beasley (REIDSVILLE)
WKRR-F, 92.3, 100 KW @ 1276	, CLASSIC AOR	, $	68.00 (MMR)	Dick
WKSI-F, 98.7, 100 KW @ 800	, CHR	, $	47.00 (Republic)	Bahakel
WKZL-F, 107.5, 100 KW @ 500	, CHR	ABC R, $	55.00 (Katz)	Nationwide
WMAG-F, 99.5, 100 KW @ 1500	, AC	, $	75.00 (MMR)	Voyager
WMQX-F, 93.1, 100 KW @ 1050	, OLDIES	, $	40.00 (Durpetti)	Ralph Guild
WPCM-F, 101.1, 100 KW @ 1176	, COUNTRY	MBS, $	N/A (---)	(BURLINGTON)
WQMG-F, 97.1, 100 KW @ 550	, BLACK	RADRAD, $	43.00 (HNWH)	
WTQR-F, 104.1, 100 KW @ 1420	, COUNTRY	MBS, $	95.00 (Mc-Guild)	New Market
WWMY-F, 94.5, 100 KW @ 1000	, BTFL/EZ	, $	25.00 (Katz)	(EDEN)
WWWB-F, 100.3, 100 KW @ 1049	, AC	US 2, $	44.00 (Mc-Guild)	

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 68/517,000

MSA Rank/Pop: 80/618,600
ADI # 36 (w/Asheville)
Average Person Ratings: 17.7
Market TSL: 23.50 hours

Stations: 23/16
Diaries: 931/555:1/49.9%
Sample Target: 880
% Below Line: 7.9
% Not Listed: 12.1

1988 Revenue: $19,200,000
HH Inc.: $27,214
Retail $: 4.1 Bil
Pop per Station: 32,312
#1 Biller: WPSC-AF $4,700,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WESC-F (C)	117/12.8	9.3	12.4	12.0	10.5	11.6	263/2553	1056/20.4	20.8	20.6	98	9.9	97	940	WESC-F
2. WSSL-F (C)	102/11.1	8.4	8.1	10.5	7.8	9.5	194/2196	1017/19.7	19.6	17.4	110	10.9	107	1024	WSSL-F
3. WMYI-F (AC)	95/10.4	9.4	8.6	5.0	6.3	8.4	213/2537	1183/22.9	19.8	14.0	148	8.6	84	917	WMYI-F
4. WANS-F (CHR)	85/ 9.3	10.4	11.8	11.2	9.4	10.7	221/2384	1149/22.2	18.5	20.2	68	13.1	129	1500	WANS-F
5. WFBC-F (AC)	72/ 7.9	9.0	8.7	8.7	8.8	8.6	110/1589	964/18.6	21.0	22.7	134	6.2	61	783	WFBC-F
6. WSPA-F (EZ)	66/ 7.2	7.3	8.3	8.1	7.4	7.7	185/1780	831/16.1	14.7	15.4	58	5.4	53	628	WSPA-F
7. WLWZ-F (B)	56/ 6.1	7.8	5.4	5.3	6.7	6.2	56/543	527/10.2	11.5	9.2	87	8.8	86	691	WLWZ-F
8. WCKN-F (AOR)	52/ 5.7	4.1	5.2	4.5	6.2	4.9	83/1270	680/13.2	10.3	9.3	121	6.3	62	877	WCKN-F
9. WCKZ-AF (CHR)	35/ 3.8	3.8	4.7	2.7	5.3	3.8	87/826	372/ 7.2	8.3	8.1	87	7.6	75	847	WCKZ-AF
10. WSPA (MOR)	19/ 2.1	2.3	3.4	2.0	2.1	2.5	20/303	276/ 5.3	5.8	6.3	48	1.6	16	210	WSPA
11. WFBC (N/T)	14/-1.5	2.5	1.6	1.9	2.2	1.9	25/281	197/ 3.8	5.5	5.0	107	1.8	18	233	WFBC
12. WBCY-F (CHR)	12/ 1.3	1.2	1.0	1.3	2.6	1.2	36/650	253/ 4.9	4.7	7.3	92	0.8	8	214	WBCY-F
WASC (B)	12/ 1.3	1.0	0.5	1.1	1.8	1.0	12/145	145/ 2.8	2.7	3.1	123	0.4	4	116	WASC
14. WMUU-F (EZ)	11/ 1.2	1.1	1.1	2.1	1.7	1.4	13/343	245/ 4.7	4.1	4.7	67	0.9	9	182	WMUU-F
15. WWMG-F (AC)	10/ 1.1	1.0	0.5	0.7	0.7	0.8	26/426	141/ 2.7	2.3	2.6	182	1.2	12	147	WWMG-F
17. WBBO-F (J/NA)	10/ 1.1	2.1	1.3	1.6	1.4	1.5	33/511	178/ 3.4	5.6	4.0	164	1.4	14	222	WBBO-F

12+ FM SHARE (METRO): 91.55% (737 of 805) (SUM 88: 86.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WANS-F>>	1 WMYI-F	1 WMYI-F	1 WMYI-F>	1 WMYI-F	1 WESC-F>	1 WESC-F	1 WSSL-F<	1 WMYI-F<	1 WANS-F	1 WESC-F>
2 WLWZ-F>	2 WANS-F	2 WSSL-F	2 WSSL-F<	2 WESC-F<	2 WSPA-F<	2 WSSL-F<	2 WESC-F	2 WSSL-F	2 WLWZ-F	2 WSSL-F
3 WSSL-F	3 WCKN-F	3 WFBC-F<	3 WFBC-F<	3 WSSL-F	3 WSSL-F	3 WMYI-F	3 WMYI-F	3 WESC-F	3 WESC-F	WCKN-F
4	4 WSSL-F	4 WESC-F<	4 WESC-F>	4 WFBC-F>	4 WMYI-F	4 WFBC-F	4 WFBC-F<	4 WANS-F	4 WSSL-F<	4 WLWZ-F
5	5 WFBC-F	5 WANS-F	5 WCKN-F	5 WCKN-F	5 WFBC-F	5 WANS-F<	5 WANS-F<	5 WFBC-F	5 WCKN-F	5
6	6 WLWZ-F	6 WCKN-F	6 WANS-F	6 WANS-F	6	6 WSPA-F	6 WSPA-F	6 WSPA-F	6 WMYI-F	6
7	7	7	7	7	7	7	7	7	7 WFBC-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WANS-F>	1 WANS-F	1 WMYI-F	1 WMYI-F	1 WMYI-F	1 WCKN-F	1 WCKN-F	1 WCKN-F<	1 WMYI-F	1 WMYI-F
2 WSSL-F	2 WMYI-F>	WFBC-F>	2 WFBC-F	2 WFBC-F	2 WANS-F	2 WMYI-F	2 WMYI-F>	2 WSSL-F	2 WSSL-F
3 WLWZ-F	3 WFBC-F<	3 WANS-F>	WANS-F	3 WESC-F	3 WLWZ-F	3 WSSL-F	3 WSSL-F>	3 WCKN-F	WESC-F
4 WMYI-F>	4 WSSL-F	4 WSSL-F	4 WSSL-F	4 WSSL-F	4 WCKZ-AF	4 WANS-F>	4 WESC-F	4 WESC-F	4 WCKN-F>
5 WCKZ-AF>	5 WLWZ-F	5 WLWZ-F	5 WESC-F>	5 WANS-F	WSSL-F	5 WFBC-F	5 WANS-F>	5 WFBC-F	5 WFBC-F
6	6	6 WESC-F	6 WLWZ-F	6	WFBC-F>	6 WCKZ-AF	6 WFBC-F	6	6
	7	WCKN-F>	7	7	7	WESC-F	7	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCKI	1300	Greer	0.9/1.2
WESC	660	Greenville	0.9/2.8
WHYZ	1070	Greenville	0.7/1.6
WBIG	1450	Gastonia/Chrltt	
WFGW	1010	Black Mountain	0.1/0.0
WKSF-F	99.9	Asheville/Grnvl	0.8/5.1
WMIT-F	106.0	Black Mountain	0.4/1.5
WROQ-F	95.1	Charlotte	0.3/2.2

RADIO STATIONS

WASC, 1530, 1 KW	, BLACK	ABC C, NBN,	$ 14.00 (---)	
WFBC, 1330, 5 KW (DA-N)	, NEWS/TALK	NBC, SUN,	$ 22.00 (Katz)	Multimedia
WHYZ, 1070, 50 KW (DAYS, DA)	, BLACK	SBN, ABC C,	$ -- (HNWH)	
WORD, 910, 5 KW/1 KW (DA-2)	, ??	UPI,	$ N/A (---)	Multimedia
WSPA, 950, 5 KW (DA-N)	, MOR	CBS,	$ 23.00 (Mc-Guild)	
WANS-F, 107.3, 100 KW @ 1008,	CHR	,	$ 39.00 (Christal)	Degree
WBBO-F, 93.3, 87 KW @ 2000,	NAC/JAZZ	,	$ 21.00 (Eastman)	
WCKN-F, 101.1, 100 KW @ 994,	CLASSIC AOR	ABC R,	$ 36.00 (Durpetti)	
WESC-F, 92.5, 95 KW @ 2000,	COUNTRY	ABC F,	$ 90.00 (Banner)	
WFBC-F, 93.7, 100 KW @ 1840,	AC	ABC D,	$ 86.00 (Katz)	Multimedia
WLWZ-F, 103.9, 3 KW @ 328,	BLACK	,	$ 30.00 (Eastman)	Voyager
WMUU-F, 94.5, 100 KW @ 1200,	BTFL/EZ	APR,	$ 18.00 (---)	
WMYI-F, 102.5, 20 KW @ 1750,	AC	,	$ 70.00 (Christal)	AmCom
WSPA-F, 98.9, 100 KW @ 1910,	BTFL/EZ	,	$ 40.00 (Mc-Guild)	
WSSL-F, 100.5, 100 KW @ 1280,	COUNTRY	MBS,	$ 55.00 (Christal)	

HARRISBURG

Arbitron Rank/Pop (12+): 74/493,900 -
MSA Rank/Pop: 87/584,900
ADI # 46(w/York & Lancaster)
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 27/16
Diaries: 844/585:1/50.8%
Sample Target: 880
% Below Line: 20.9
% Not Listed: 15.2

1988 Revenue: $12,900,000
HH Inc.: $33,463
Retail $: 4.8 Bil
Pop per Station: 30,868
#1 Biller: WYNK-F $4,800,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WNNK-F (CHR)	148/17.0	19.0	19.9	20.8	17.3	19.2	160/2294	1870/37.9	38.3	34.1	114	27.1	192	1972	WNNK-F
2. WRKZ-F (C)	63/ 7.2	9.9	10.7	7.7	7.8	8.9	182/2020	813/16.5	18.6	13.9	113	7.8	55	449	WRKZ-F
3. WTPA-F (AOR)	55/ 6.3	6.6	5.8	6.0	6.0	6.2	73/1085	698/14.1	12.5	11.3	103	10.3	73	699	WTPA-F
WHP -F (AC)	55/ 6.3	4.8	4.9	4.6	5.8	5.2	63/944	672/13.6	12.1	14.2	125	3.0	21	409	WHP -F
5. WNCE-F (EZ)	52/ 6.0	7.4	5.7	5.9	7.7	6.3	179/1637	552/11.2	12.0	12.6	68	3.4	24	233	WNCE-F
6. WHP (MOR)	47/ 5.4	6.1	8.7	7.1	5.6	6.8	59/733	551/11.2	15.0	12.7	44	6.8	48	536	WHP
7. WHKS-F (AC)	40/ 4.6	2.9	3.1	1.0	1.1	2.9	66/904	584/11.8	6.6	3.5	141	2.7	19	152	WHKS-F
8. WIMX-F (AC)	36/ 4.1	4.6	5.8	6.4	6.0	5.2	43/885	728/14.7	12.0	18.2	144	5.8	41	422	WIMX-F
9. WQXA-F (CHR)	34/ 3.9	2.8	2.3	4.2	4.7	3.3	91/1890	695/14.1	12.6	14.1	56	3.5	25	537	WQXA-F
10. WLBR (MOR)	26/ 3.0	2.2	2.3	2.9	3.4	2.6	28/410	344/ 7.0	6.2	8.6	73				WLBR
11. WHTF-F (AOR)	25/ 2.9	1.7	1.6	2.2	2.9	2.1	64/1168	462/ 9.4	7.2	5.8	103	2.3	16	283	WHTF-F
WHYL-F (C)	25/ 2.9	3.9	2.5	2.9	4.3	3.1	26/407	369/ 7.5	8.9	8.5	97	4.5	32	427	WHYL-F
13. WCMB (O)	21/ 2.4	2.4	1.4	1.4	2.4	1.9	22/381	335/ 6.8	7.1	6.9	150	2.8	20	227	WCMB
14.															
15.															

12+ FM SHARE (METRO): 83.20% (614 of 738) (SUM 88: 82.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQXA-F	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WRKZ-F	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>	1 WRKZ-F
WNNK-F>>	2 WTPA-F>	2 WTPA-F	2 WHP -F	2 WRKZ-F<	WNNK-F	2 WHP	2 WRKZ-F	2 WRKZ-F<	2 WQXA-F	2 WLBR
3 WTPA-F	3 WHKS-F<	3 WHP -F<	3 WTPA-F<	3 WHP -F	3 WNCE-F	3 WTPA-F	3 WTPA-F<	3 WTPA-F<	3 WTPA-F	3 WNCE-F
4	4 WHP -F	4 WHKS-F<	4 WHKS-F	4 WTPA-F	WHP >	4 WHP -F<	4 WNCE-F	4 WNCE-F	4 WRKZ-F	4 WHP
5	5 WHTF-F	5 WRKZ-F	5 WRKZ-F	WHKS-F	5 WHP -F	5 WRKZ-F	5 WHP -F	WHP -F	5 WHP -F	5 WNNK-F
6	6	6 WIMX-F	6 WIMX-F	6 WIMX-F>	6	6	6	6	6	6 WTPA-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WTPA-F	1 WTPA-F<	1 WTPA-F<	1 WNNK-F<	1 WNNK-F
2 WQXA-F>	2 WIMX-F	2 WIMX-F	2 WHP -F	2 WHP -F	WNNK-F>>	2 WNNK-F>>	2 WNNK-F>	2 WTPA-F>>	2 WTPA-F
3 WIMX-F>	3 WHKS-F	3 WHP -F	3 WIMX-F>	3 WIMX-F	3 WHTF-F>>	3 WHTF-F	3 WHP -F	3 WRKZ-F	3 WRKZ-F
4 WTPA-F	4 WHP -F	WHKS-F>	4 WHKS-F	4 WRKZ-F	4 WQXA-F>	4 WHP -F	4 WHKS-F	WHKS-F	4 WHKS-F
WRKZ-F	5 WQXA-F	5 WTPA-F	5 WRKZ-F	5 WNCE-F	5 WGRX-F	WHKS-F	5 WHTF-F	5 WHTF-F	5 WHP -F
WHKS-F>	6	6 WRKZ-F	6	WHKS-F	WHKS-F>	6	6 WYCR-F>	6	6
7	7	WCMB >	7	7	7 WHP -F	7	7	7	7
	8	8 WHTF-F	8	8	8	8	8	8	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAHT	1510	Annville-Cleona	0.9/2.2
WCTX-F	92.1	Palmyra/Harsbrg	0.7/1.6
WHGB	1400	Harrisburg	1.0/2.8
WHYL	960	Carlisle/Hrsbrg	0.7/2.7
WKBO	1230	Harrisburg	0.8/5.0
WUFM-F	100.1	Lebanon	0.5/1.7
WARM-F	103.3	York	0.9/3.9
WDAC-F	94.5	Lancaster	0.9/3.3
WGRX-F	100.7	Westminster/Bal	1.4/4.7
WGTY-F	107.7	Gettysburg	1.8/2.4
WIOV-F	105.1	Ephrata/Lncstr	0.3/2.6
WLAN-F	96.9	Lancaster	0.7/3.8
WQKX-F	94.1	Sunbury	0.3/3.1
WYCR-F	98.5	York/Hanover	1.7/7.6

RADIO STATIONS

WCMB, 1460, 5 KW (DA-N)	, OLDIES	NBC, TALKNT, $ 20.00 (Eastman)	
WHGB, 1400, 1 KW	, NOSTALGIA	SMN, $ 14.00 (Mc-Guild)	
WHP , 580, 5 KW (DA-N)	, MOR	CBS, NBC, $ 33.00 (Katz)	
WLBR, 1270, 5 KW/1 KW (DA-2)	, MOR	ABC I, $ 16.00 (K & P)	(LEBANON)
WHKS-F, 94.9, 25 KW @ 700	, AC	, $ 25.00 (Banner)	Barnstable
WHYL-F, 102.3, 3 KW @ 328	, COUNTRY	APR, $ 28.00 (---)	
WIMX-F, 99.3, 3 KW @ 328	, AC	, $ 34.00 (Eastman)	
WNNK-F, 104.1, 22 KW @ 726	, CHR	APR, $ 94.00 (Christal)	Keymarket
WRKZ-F, 106.7, 50 KW @ 500	, COUNTRY	ABC E, $ 70.00 (Torbet)	Zimmerman
WTPA-F, 93.5, .8 KW @ 740	, AOR	ABC R, $ 29.00 (Republic)	
WHP-F , 97.3, 17 KW @ 840	, SOFT AC	ABC D, $ 40.00 (Katz)	

OTHER RANKED STATIONS -- See Harrisburg and York

HARTFORD

Arbitron Rank/Pop (12+): 40/969,100
MSA Rank/Pop: 43/1,096,200
ADI # 23 (w/New Haven)
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 22/14
Diaries: 1233/786:1/46.7%
Sample Target: 1220
% Below Line: 11.6
% Not Listed: 16.1

1988 Revenue: $35,200,000
HH Inc.: $41,923
Retail $: 9.4 Bil
Pop per Station: 69,221
#1 Biller: WTIC $10,000,000

12+ METRO			1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WTIC	(MOR)	264/15.5	15.9	16.5	15.8	18.6	15.9	327/3934	2767/28.6	33.6	33.4	57	14.0	225	2146	WTIC
2.	WTIC-F	(CHR)	216/12.7	13.7	10.3	12.2	13.8	12.2	348/5113	3161/32.6	30.7	31.4	113	15.0	240	3171	WTIC-F
3.	WRCH-F	(EZ)	136/ 8.0	9.0	9.4	9.7	10.0	9.0	261/3125	1723/17.8	19.6	19.0	81	6.0	96	1191	WRCH-F
4.	WCCC-AF	(AOR)	113/ 6.6	5.3	6.5	4.4	3.9	5.7	158/2631	1660/16.7	17.7	13.2	98	8.4	135	1856	WCCC-A
5.	WKSS-F	(CHR)	101/ 5.9	4.0	4.8	4.9	5.7	4.9	153/3410	1937/20.0	18.5	16.6	90	7.3	117	1954	WKSS-F
6.	WHCN-F	(AOR)	99/ 5.8	6.1	6.4	5.3	6.8	5.9	161/2856	1558/16.1	17.2	16.2	122	7.1	114	1376	WHCN-F
7.	WWYZ-F	(C)	98/ 5.7	7.4	5.7	5.6	1.2	6.1	180/2243	1129/11.6	16.0	4.9	144	8.3	133	1198	WWYZ-F
8.	WIOF-F	(AC)	82/ 4.8	5.6	4.7	5.9	3.6	5.3	145/2362	1343/13.9	13.9	10.4	135	3.6	58	1101	WIOF-F
9.	WDRC-F	(O)	81/ 4.8	5.9	7.1	7.8	6.0	6.4	192/3132	1489/15.4	16.9	17.6	135	6.3	101	1365	WDRC-F
10.	WPOP	(N/T)	43/ 2.5	1.9	2.4	2.7	3.0	2.4	45/969	853/ 8.8	9.2	9.0	112	1.8	29	659	WPOP
11.	WNEZ	(BB)	29/ 1.7	3.1	4.1	3.0	3.8	3.0	31/502	460/ 4.7	6.5	6.8	6	0.3	5	160	WNEZ
12.	WAQY-F	(AOR)	26/ 1.5	2.1	1.2	1.5	2.0	1.6	134/2109	740/ 7.6	7.6	6.3	107	1.9	31	777	WAQY-F
	WLVH-F	(SP)	26/ 1.5	0.7	----	----	----	0.6	32/261	174/ 1.8	1.4	0.0	113	1.1	17	153	WLVH-F
14.	WDRC	(AC)	21/ 1.2	1.0	1.2	0.9	2.9	1.1	23/564	460/ 4.7	3.8	6.1	167	0.6	10	419	WDRC
15.																	

12+ FM SHARE (METRO): 72.17% (1032 of 1430) (SUM 88: 64.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F	1 WTIC-F>	1 WTIC-F>	1 WTIC-F>	1 WTIC-F>	1 WTIC >>	1 WTIC >>	1 WTIC-F	1 WTIC-F>	1 WTIC >	1 WTIC >>
2 WKSS-F>>	2 WCCC-AF<	2 WCCC-AF<	2 WWYZ-F	2 WTIC	2 WRCH-F>	2 WTIC-F>	2 WRCH-F	2 WTIC	2 WTIC-F	2 WRCH-F
3 WCCC-AF	3 WHCN-F>	3 WHCN-F>	3 WHCN-F	3 WWYZ-F	3 WWYZ-F	3 WCCC-AF>	3 WTIC >	3 WRCH-F	3 WKSS-F>	3 WTIC-F>
4	4 WKSS-F	4 WKSS-F<	4 WCCC-AF	4 WHCN-F	4 WTIC-F	4 WRCH-F	4 WCCC-AF	4 WCCC-AF	4 WHCN-F<	4 WHCN-F
5	5 WIOF-F	5 WWYZ-F	5 WDRC-F<	5 WCCC-AF	5 WDRC-F	5 WHCN-F	5 WIOF-F	5 WKSS-F	5 WRCH-F	5 WPOP
6	6	6 WIOF-F	6 WIOF-F	WRCH-F	6	6	6 WKSS-F	WHCN-F	6 WCCC-AF	6
7	7	7	7	WIOF-F	7	7	WHCN-F	7	7	7
8	8	8	8	WDRC-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F>	1 WTIC-F>>	1 WTIC-F>>	1 WTIC-F>>	1 WTIC-F>	1 WCCC-AF>	1 WCCC-AF	1 WHCN-F	1 WCCC-AF	1 WCCC-AF<
2 WKSS-F>	2 WIOF-F	2 WIOF-F>	2 WIOF-F	2 WTIC	2 WHCN-F	2 WHCN-F	2 WCCC-AF	2 WHCN-F	2 WHCN-F
3 WCCC-AF	3 WKSS-F	3 WHCN-F	3 WWYZ-F<	3 WWYZ-F	3 WTIC-F>>	3 WTIC-F	3 WTIC-F>	3 WTIC-F>	3 WTIC-F
4 WHCN-F	4 WHCN-F	4 WWYZ-F	4 WKSS-F	4 WIOF-F	4 WLVH-F	4	4 WKSS-F	4 WKSS-F	4 WTIC
5 WIOF-F>	5 WCCC-AF	5 WDRC-F	5 WDRC-F<	5 WRCH-F	5 WAQY-F	5	5 WWYZ-F>	5 WDRC-F	5 WWYZ-F
6	6	6 WKSS-F	6 WRCH-F	WDRC-F	WKSS-F	6	6 WAQY-F	6	6 WDRC-F
7	7	7	7	7	7	7	WIOF-F	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WILI-F	98.3	Willimantic	0.3/1.2
WKND	1480	Windsor	0.9/2.6
WCBS	880	New York	0.5/2.2
WFAN	660	New York	0.9/3.3
WHYN-F	93.1	Springfield	0.4/2.4
WKCI-F	101.3	Hamden	1.1/6.6
WMAS-F	94.7	Springfield	0.5/2.3
WPLR-F	99.1	New Haven	0.9/7.1

RADIO STATIONS

WDRC,	1360,	5 KW (DA-N)	, OLDIES	,	$ 33.00	(Mc-Guild)	Buckley
WKND,	1480,	500 W (DAYS,DA)	, BLACK	NBN,	$ 20.00	(---)	
WNEZ,	910,	5 KW (DA-N)	, NOSTALGIA	,	$ 32.00	(Banner)	
WPOP,	1410,	5 KW (DA-2)	, NEWS/TALK	CBS,	$ 50.00	(Eastman)	Merv Griffin
WTIC,	1080,	50 KW (DA-N)	, MOR	NBN,	$ 190.00	(Katz)	Chase
WRYM,	840,	1 KW (DAYS)	, HISPANIC		$ 20.00	(Caballero)	
WCCC-F,	106.9,	23 KW @ 720,	AOR	SOURCE, ABC C,	$ 40.00	(Durpetti)	
WDRC-F,	102.9,	20 KW @ 810,	OLDIES	,	$ 100.00	(Mc-Guild)	Buckley
WHCN-F,	105.9,	16 KW @ 867,	AOR	ABC R,	$ 61.00	(Christal)	Beck-Ross
WIOF-F,	104.1,	18 KW @ 835,	AC	RADRAD,	$ 64.00	(Eastman)	Merv Griffin (WATERBURY)
WKSS-F,	95.7,	17 KW @ 880,	CHR	APR,	$ 57.00	(MMR)	Precision
WLVH-F,	93.7,	21 KW @ 780,	HISPANIC	CRC,	$ 28.00	(Katz Hisp.)	First City
WRCH-F,	100.5,	8 KW @ 1250,	BTFL/EZ	ABC D,	$ 78.00	(Banner)	
WTIC-F,	96.5,	20 KW @ 810,	CHR	,	$ 155.00	(Katz)	Chase
WWYZ-F,	92.5,	18 KW @ 860,	COUNTRY	US 2,	$ 53.00	(Banner)	(WATERBURY)

HONOLULU

Arbitron Rank/Pop (12+): 56/690,700

MSA Rank/Pop: 61/836,400
No ADI
Average Person Ratings: 17.8
Market TSL: 23.75 hours

Stations: 24/24
Diaries: 995/694:1/50.5%
Sample Target: 1010
% Below Line: 0.0
% Not Listed: 5.4

1988 Revenue: $18,700,000
HH Inc.: $41,840
Retail $: 6.1 Bil
Pop per Station: 28,779
#1 Biller: KSSK $4,100,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KSSK (MOR)	160/13.0	9.2	8.8	10.6	11.5	10.4		1548/22.4	21.3	22.5	116				KSSK
2. KQMQ-AF (CHR)	146/11.9	13.6	14.6	15.9	16.3	14.0		2460/35.6	36.9	35.8	101				KQMQ-AF
3. KIKI-F (CHR)	120/ 9.8	10.5	9.2	9.7	10.3	9.8		1522/22.0	24.9	22.6	60				KIKI-F
4. KUMU-AF (EZ)	118/ 9.6	13.0	12.8	11.2	11.6	11.6		1411/20.4	24.9	21.2	83				KUMU-AF
5. KRTR-F (AC)	97/ 7.9	8.3	5.8	6.1	5.9	7.0		1325/19.2	19.3	14.0	122				KRTR-F
6. KSSK-F (CHR)	88/ 7.2	4.7	6.5	7.0	5.0	6.3		1513/21.9	18.9	17.4	72				KSSK-F
7. KPOI-F (AOR)	74/ 6.0	6.5	6.3	6.7	7.1	6.4		1085/15.7	15.7	17.5	117				KPOI-F
8. KCCN (?)	63/ 5.1	7.1	6.3	3.5	3.9	5.5		813/11.8	11.2	9.8	88				KCCN
9. KHVH (N/T)	50/ 4.1	3.5	3.8	4.1	3.8	3.9		852/12.3	11.8	10.5	83				KHVH
10. KHHH-F (J/NA)	42/ 3.4	2.7	3.3	2.5	2.8	3.0		545/ 7.9	7.7	5.2	159				KHHH-F
11. KIKI (AC)	39/ 3.2	4.1	5.1	5.9	4.4	4.6		791/11.5	11.4	10.3	159				KIKI
12. KHFX-F (?)	37/ 3.0	2.1	2.7	0.3	----	2.0		608/ 8.8	6.6	0.0	143				KHFX-F
13. KGU (N/T)	32/ 2.6	2.8	2.8	3.5	2.7	2.9		429/ 6.2	7.2	6.3	88				KGU
14. KDEO-F (C)	17/ 1.4	2.4	1.3	----	----	1.3		298/ 4.2	4.1	0.0	136				KDEO-F
15. KOHO (?)	16/ 1.3	1.1	1.0	0.5	1.8	1.0		140/ 2.0	2.0	2.2	31				KOHO
16. KDEO (C)	14/ 1.1	1.5	1.3	1.4	1.9	1.3		298/ 4.3	4.3	4.8	109				KDEO
17.															
18.															
19.															
20.															

Honolulu's Metro and TSA are the same.

12+ FM SHARE (METRO): 59.55% (692 of 1162) (SUM 88: 63.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI-F>>	1 KQMQ-AF	1 KQMQ-AF	1 KSSK	1 KSSK	1 KSSK <	1 KSSK	1 KSSK	1 KSSK	1 KIKI-F>	1 KQMQ-F<
2 KQMQ-AF	2 KIKI-F	2 KSSK	2 KQMQ-AF	2 KQMQ-AF	2 KUMU-AF>>	2 KQMQ-AF	2 KUMU-AF	2 KQMQ-AF	2 KQMQ-AF	2 KSSK
KSSK-F>>	3 KRTR-F	3 KRTR-F<	3 KRTR-F	3 KRTR-F	3 KCCN	3 KUMU-AF>	3 KQMQ-AF	3 KUMU-F	3 KRTR-F	KGU
4 KPOI-F>	4 KPOI-F	4 KIKI-F	4 KPOI-F	4 KUMU-AF	4 KQMQ-AF	4 KIKI-F	4 KSSK-F	4 KIKI-F	4 KPOI-F	4 KHVH
5	5 KSSK-F	5 KPOI-F	5 KUMU-AF	5 KPOI-F	5 KHVH	5 KHVH	KRTR-F<	5 KRTR-F	5 KSSK	5 KIKI-F>
6	6 KSSK	6 KSSK-F	6 KIKI-F	6 KIKI-F	6 KRTR-F	6 KRTR-F	6 KIKI-F	6	6 KSSK-F>	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQMQ-AF	1 KQMQ-AF	1 KQMQ-AF	1 KSSK	1 KSSK >	1 KIKI-F>>	1 KQMQ-AF	1 KQMQ-AF	1 KQMQ-AF	1 KSSK <
2 KSSK-F	2 KSSK-F	KSSK	2 KQMQ-AF	2 KQMQ-AF	2 KQMQ-AF>	2 KIKI-F	2 KPOI-F	2 KIKI-F<	2 KQMQ-AF
3 KIKI-F	3 KRTR-F<	3 KSSK-F	3 KSSK-F	3 KRTR-F	3 KRTR-F	3 KPOI-F	3 KRTR-F>	3 KSSK <	3 KPOI-F
4 KRTR-F	4 KIKI-F	KRTR-F	KRTR-F	4 KUMU-AF	4 KSSK-F	4 KRTR-F>	4 KHFX-F<	4 KPOI-F	4 KRTR-F>
5 KPOI-F>>	5 KSSK >	5 KIKI-F	5	5 KSSK-F>	5 KPOI-F	5 KSSK	5 KCCN	5 KRTR-F>	5 KUMU-AF
6	6	6	6	6	6 KSSK	6 KSSK-F	6	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAIM	870	Honolulu	0.7/2.9
KAIM-F	95.5	Honolulu	0.7/2.7
KLHT	1040	Honolulu	0.3/1.5
KNDI	1270	Honolulu	0.8/1.8
KWAI	1080	Honolulu	0.9/2.4
KZOO	1210	Honolulu	1.0/1.0

RADIO STATIONS

KCCN, 1420, 5 KW		ETHNIC		$ 25.00	(Roslin)	
KDEO, 940, 10 KW		COUNTRY	MBS	$ 21.00	(K & P)	
KGU , 760, 10 KW		TALK	CBS, ABC T	$ 20.00	(Banner)	
KHVH, 990, 5 KW		NEWS/TALK	NBC, ABC I	$ 28.00	(HNWH)	
KIKI, 830, 10 KW		OLDIES		$ 24.00	(Christal)	Henry
KSSK, 590, 5 KW		MOR/AC		$ 90.00	(Eastman)	Heftel
KAIM-F, 95.5, 100 KW	@ 421	RELIGION		$ 10.00	(---)	
KDEO-F, 102.7, 100 KW	@ 1580	COUNTRY (?)	MBS	$ 23.00	(K & P)	
KHHH-F, 98.5, 100 KW	@ 280	JAZZ/NAC	SMN	$ 24.00	(HNWH)	
KIKI-F, 93.9, 100 KW	@ 421	CHR		$ 37.00	(Christal)	Henry
KKFX-F, 105.1, 100 KW	@ 1775	CLASSIC ROCK		$ N/A	(---)	
KPOI-F, 97.5, 83 KW	@ 46	AOR		$ 44.00	(Republic)	
KQMQ-F, 93.1, 54 KW	@ -119	CHR		$ 61.00	(Christal)	
KRTR-F, 96.3, 75 KW	@ 2120	AC		$ 33.00	(Republic)	
KUMU-F, 94.7, 100 KW	@ 500	BTFL/EZ		$ 45.00	(Banner)	
KXPW-F, 92.3, 100 KW	@ 1685	CONTEMP		$ 30.00	(Eastman)	

HOUSTON

Arbitron Rank/Pop (12+): 10/2,958,400
Stations: 33/32
1988 Revenue: $107,000,000
Diaries: 2219/1333:1/44.8%
HH Inc.: $36,984
MSA Rank/Pop: 8/3,277,100
Sample Target: 2030
Retail $: 29.4 Bil
ADI # 10
% Below Line: 1.4
Pop per Station: 92,450
Average Person Ratings: 18.1
% Not Listed: 11.9
#1 Biller: KIKK-AF $12,000,000
Market TSL: 23.75 hours

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMJQ-F (B)	459/ 8.6	9.1	8.8	9.8	9.3	9.1	504/4580	4188/14.2	14.4	13.4	87	10.7	633	5133	KMJQ-F
2. KILT-F (C)	403/ 7.5	8.2	6.4	4.6	6.2	6.7	471/6200	5330/18.0	18.3	14.7	128	7.5	442	4065	KILT-F
3. KIKK-F (C)	368/ 6.9	6.5	8.8	6.8	7.0	7.3	426/6300	5371/18.2	17.2	14.8	110	8.3	492	5525	KIKK-F
4. KKBQ-AF (CHR)	356/ 6.7	6.6	6.5	7.5	6.9	6.8	372/6230	5801/19.6	21.5	21.1	69	7.4	432	6079	KKBQ-AI
5. KTRH (N/T)	316/ 5.9	5.8	6.0	5.7	6.5	5.8	388/6367	5440/18.4	17.8	16.9	75	5.2	305	4024	KTRH
6. KLTR-F (AC)	293/ 5.5	4.2	3.7	3.8	3.8	4.3	299/4507	4411/14.9	12.2	10.5	127	3.9	230	2712	KLTR-F
7. KLOL-F (AOR)	266/ 5.0	7.0	4.3	5.2	5.8	5.4	317/4081	3722/12.6	16.6	13.2	84	8.2	483	4682	KLOL-F
KODA-F (EZ)	266/ 5.0	5.9	5.3	6.1	4.9	5.6	282/4365	4069/13.8	13.1	12.7	108	3.5	206	2286	KODA-F
9. KRBE-F (CHR)	244/ 4.6	5.5	5.8	6.0	6.0	5.5	285/6485	5772/19.5	19.3	17.0	61	5.9	346	6258	KRBE-F
10. KQUE-F (BB)	197/ 3.7	3.8	4.8	3.4	3.8	3.9	207/2560	2443/ 8.3	7.5	7.1	57	3.1	183	1936	KQUE-F
11. KFMK-F (AC)	186/ 3.5	3.6	2.8	4.3	4.4	3.5	203/3340	3037/10.3	10.2	10.0	149	2.3	136	2283	KFMK-F
12. KZFX-F (AOR)	185/ 3.5	3.3	4.3	3.7	3.8	3.7	189/3141	2968/10.0	10.1	9.8	126	5.0	295	3434	KZFX-F
13. KNRJ-F (CHR)	177/ 3.3	3.2	2.5	3.8	2.8	3.2	183/3573	3430/11.6	11.3	9.2	64				KNRJ-F
14. KPRC (T)	172/ 3.2	2.3	2.8	4.0	3.3	3.1	178/2632	2524/ 8.5	7.0	8.8	81	1.6	97	1751	KPRC
KLDE-F (O)	172/ 3.2	2.9	2.9	2.5	3.2	2.9	180/3133	2893/ 9.8	11.2	9.2	147	2.4	139	1907	KLDE-F
16. KCOH (B)	80/ 1.5	0.8	1.5	0.8	0.8	1.1	80/773	773/ 2.6	2.8	2.3	113	1.6	93	619	KCOH
17. KHYS-F (B)	77/ 1.4	1.3	1.2	1.0	----	1.2	103/1939	1676/ 5.7	4.5	0.0	71	1.7	102	2450	KHYS-F
18. KXYZ (SP)	57/ 1.1	1.5	1.0	1.3	1.5	1.2	58/920	876/ 3.0	3.4	2.9	145	1.1	67	700	KXYZ
19. KYOK (B)	52/ 1.0	1.2	1.4	1.1	1.5	1.2	52/789	789/ 2.7	3.4	3.2	120	0.6	33	497	KYOK
KLAT (SP)	52/ 1.0	0.8	1.8	1.3	2.6	1.2	53/829	784/ 2.7	2.5	3.8	150	0.9	54	900	KLAT
21. KHCB-F (REL)	51/ 1.0	1.2	0.8	1.0	1.4	1.0	54/919	875/ 3.0	3.1	3.3	130	0.7	41	769	KHCB-F
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 80.00% (3769 of 4711) (SUM 88: 77.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKBQ-AF>>	1 KMJQ-F	1 KMJQ-F	1 KILT-F	1 KILT-F	1 KTRH	1 KILT-F	1 KILT-F	1 KMJQ-F<	1 KMJQ-F>>	1 KTRH
2 KRBE-F	2 KLOL-F	2 KILT-F	2 KMJQ-F<	2 KIKK-F<	2 KILT-F<	2 KIKK-F	2 KMJQ-F	2 KILT-F	2 KTRH	2 KIKK-F>>
KMJQ-F>	3 KKBQ-AF<	3 KLTR-F	3 KIKK-F	3 KMJQ-F	3 KIKK-F	3 KTRH <	KLTR-F<	3 KIKK-F<	3 KKBQ-AF	3 KILT-F>>
4 KNRJ-F	KILT-F	4 KIKK-F<	4 KLTR-F	4 KLTR-F	4 KODA-F	4 KMJQ-F	4 KODA-F	KKBQ-AF	4 KRBE-F	4 KMJQ-F>>
5	5 KLTR-F	5 KLOL-F	5 KFMK-F	5 KODA-F<	5 KQUE-F	5 KKBQ-AF>	KIKK-F	5 KLOL-F<	5 KIKK-F	5 KODA-F>>
6	6 KZFX-F	6 KKBQ-AF	6 KLDE-F	6 KFMK-F	6 KPRC <	6 KLOL-F	6 KKBQ-AF	6 KLTR-F<	6 KILT-F<	6
7	7 KRBE-F	7 KZFX-F<	7 KODA-F	7 KLDE-F<	7 KLTR-F	7 KLTR-F	7 KLOL-F	7 KODA-F<	7 KLTR-F<<	7
8	8	8 KFMK-F<	KKBQ-AF	8 KKBQ-AF	8 KMJQ-F	8 KODA-F	8 KQUE-F	8 KRBE-F	8 KLOL-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJQ-F>	1 KMJQ-F>	1 KMJQ-F<	1 KMJQ-F	1 KILT-F	1 KLOL-F>	1 KLOL-F	1 KMJQ-F<	1 KLOL-F	1 KILT-F
2 KNRJ-F	2 KLTR-F	2 KILT-F	2 KLTR-F<	2 KLTR-F	2 KMJQ-F	2 KMJQ-F>	2 KLOL-F>	2 KMJQ-F	2 KMJQ-F
3 KKBQ-AF<	3 KKBQ-AF	3 KLTR-F	3 KILT-F	3 KIKK-F<	3 KRBE-F	3 KZFX-F	3 KILT-F	3 KILT-F	KIKK-F
4 KRBE-F	4 KILT-F	4 KKBQ-AF<	4 KIKK-F<	4 KMJQ-F>	4 KKBQ-AF	4 KILT-F	4 KZFX-F>	4 KIKK-F	4 KLOL-F
5 KLTR-F>	5 KRBE-F	5 KZFX-F	5 KKBQ-AF>	5 KODA-F	5 KZFX-F<	5 KKBQ-AF	5 KNRJ-F<	5 KZFX-F	5 KTRH
6 KIKK-F	6 KIKK-F	6 KIKK-F<	6 KRBE-F	KFMK-F<	6 KNRJ-F	6 KNRJ-F<	6 KKBQ-AF<	6 KLTR-F	6 KLTR-F
7 KLOL-F	7 KZFX-F	7 KFMK-F>	KFMK-F	7 KKBQ-AF	7 KIKK-F>	7 KRBE-F	7 KLTR-F	7 KTRH <	7 KODA-F
8 KILT-F>	8 KNRJ-F	8 KLDE-F	8 KODA-F	8 KLDE-F	8 KKZR	8 KIKK-F	8 KFMK-F<	8 KKBQ-AF	8 KLDE-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEYH	850	Houston	0.3/1.1
KIKK	650	Pasadena	0.3/1.4
KILT	610	Houston	0.7/2.2
KJOJ-F	106.9	Conroe	0.6/1.4
KKZR	1070	Houston	0.9/2.0
KLVL	1480	Pasadena	0.3/1.0
KNUZ	1230	Houston	0.4/1.7
KQQK-F	106.5	Galveston/Hstn	0.6/2.7
KRTS-F	92.1	Seabrook	0.4/1.2
KWWJ	1360	Baytown	0.4/1.0
KYST	920	Texas City	0.4/1.6

AM STATIONS

KCOH	1430	1 KW (DAYS)	BLACK	SBN, NBN	$ 48.00	(Roslin)	
KEYH	850	10 KW (DAYS, DA)	HISPANIC		$ 49.00	(Caballero)	
KIKK	650	250 W (DAYS)	COUNTRY		$ N/A	(Torbet)	Viacom
KILT	610	5 KW (DA-2)	COUNTRY OLDIES		$ N/A	(Banner)	Legacy
KKZR	1070	10 KW/5 KW (DA-2)	AOR	SMN	$ 36.00	(Durpetti)	Susquehanna
KLAT	1010	5 KW (DA-2)	HISPANIC		$ 75.00	(Katz Hisp.)	
KPRC	950	5 KW (DA-N)	TALK	CBS	$ 90.00	(Eastman)	
KTRH	740	50 KW (DA-1)	NEWS/TALK	ABC I, MBS	$ 168.00	(CBS)	Rusk
KXYZ	1320	5 KW (DA-N)	HISPANIC		$ 64.00	(Caballero)	Infinity
KYOK	1590	5 KW (DA-N)	BLACK	SMN, ABC C	$ 54.00	(Christal)	Noble

FM STATIONS

KFMK	97.9	95 KW @ 1900	AC		$ 190.00	(Katz)	Cook Inlet	
KHCB	105.7	100 KW @ 1594	RELIGION		$ 30.00	(---)		
KIKK	95.7	95 KW @ 1895	COUNTRY		$ 215.00	(Torbet)	Viacom	
KILT	100.3	95 KW @ 1895	COUNTRY		$ 195.00	(Banner)	Legacy	
KKBQ	92.9	97 KW @ 1895	CHR	ABC F	$ 174.00	(Mc-Guild)	Gannett	
KKHT	96.5	97 KW @ 1895	CHR/URBAN	ABC R	$ 125.00	(HNWH)	Emmis	
KLDE	94.5	95 KW @ 1895	OLDIES	US-1	$ 100.00	(Durpetti)	Entercom	
KLOL	101.1	95 KW @ 1895	AOR	SOURCE	$ 167.00	(CBS)	Rusk	
KLTR	93.7	100 KW @ 1700	AC	RADRAD	$ 100.00	(CBS)	CBS	
KMJQ	102.1	100 KW @ 1700	BLACK		$ 204.00	(Christal)	Noble	
KODA	99.1	95 KW @ 1895	EZ		$ 184.00	(Group W)	Westinghouse	
KQUE	102.9	100 KW @ 959	NOSTALGIA	ABC E	$ 90.00	(Eastman)		
KRBE	104.1	95 KW @ 1895	CHR		$ 170.00	(Durpetti)	Susquehanna	
KZFX	107.5	95 KW @ 1947	CLASSIC AOR		$ 150.00	(Republic)	Shamrock	
KJOJ	106.9	90 KW @ 1446	RELIGION		$ 23.00	(---)	Ragan Henry	(CONROE)

KHYS -- See Beaumont

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,009,100

MSA Rank/Pop: 40/1,232,600
ADI # 25
Average Person Ratings: 17.6
Market TSL: 23.5 hours

Stations: 22/21
Diaries: 1591/634:1/53.1%
Sample Target: 1500
% Below Line: 0.4
% Not Listed: 6.8

1988 Revenue: $46,500,000
HH Inc.: $34,011
Retail $: 9.6 Bil
Pop per Station: 48,052
#1 Biller: WIBC $9,300,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFBQ-F (AOR)	255/14.4	15.6	14.9	14.5	13.8	14.9	463/5318	2864/28.4	27.1	26.9	103	21.8	425	3456	WFBQ-F
2. WFMS-F (C)	214/12.1	11.3	12.3	9.0	11.4	11.2	288/3030	2185/21.7	19.6	21.0	123	12.7	248	2236	WFMS-F
3. WIBC (MOR)	207/11.7	12.4	11.1	14.3	13.9	12.4	222/2679	2188/21.7	23.5	23.5	67	8.6	167	1758	WIBC
4. WZPL-F (CHR)	178/10.0	9.7	8.8	9.2	10.2	9.4	268/4111	2619/26.0	27.3	24.5	64	12.4	241	3069	WZPL-F
5. WTLC-F (B)	143/ 8.1	6.9	6.8	6.3	8.8	7.0	150/1501	1382/13.7	12.4	12.4	110	7.3	143	2175	WTLC-F
6. WENS-F (AC)	122/ 6.9	7.3	6.6	7.1	6.7	7.0	152/2240	1715/17.0	19.3	18.3	135	7.2	141	2165	WENS-F
7. WKLR-F (O)	106/ 6.0	8.5	8.0	6.9	6.6	7.3	156/2918	1712/17.0	19.4	15.7	153	6.7	130	1673	WKLR-F
8. WXTZ-F (EZ)	82/ 4.6	6.4	8.6	9.1	7.6	7.2	125/1805	1318/13.1	14.6	15.5	104	4.3	83	1293	WXTZ-F
9. WTPI-F (AC)	73/ 4.1	3.3	3.9	4.6	3.4	4.0	88/1390	1059/10.5	8.9	9.8	159	3.4	66	979	WTPI-F
10. WPZZ-F (B)	62/ 3.5	2.0	1.9	2.2	1.4	2.4	62/692	692/ 6.9	5.3	2.2	77	3.7	73	1054	WPZZ-F
11. WTUX (BB)	55/ 3.1	2.9	3.2	3.2	3.6	3.1	69/626	543/ 5.4	5.4	6.1	23	2.5	49	537	WTUX
12. WGRT (REL)	37/ 2.1	0.9	0.9	0.5	0.8	1.1	38/238	228/ 2.3	1.6	1.4	86	0.5	10	117	WGRT
13. WIRE (C)	32/ 1.8	1.5	1.0	1.6	2.0	1.5	33/522	466/ 4.6	4.4	5.5	78	1.4	27	444	WIRE
14.															

12+ FM SHARE (METRO): 77.63% (1284 of 1654) (SUM 88: 76.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZPL-F>>	1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F	1 WFMS-F	1 WIBC	1 WFBQ-F>	1 WFBQ-F	1 WFBQ-F	1 WZPL-F>	1 WIBC
2 WFBQ-F>	2 WZPL-F	2 WFMS-F	2 WFMS-F>	WFBQ-F>	2 WFMS-F>>	2 WIBC >	2 WFMS-F	2 WFMS-F	2 WTLC-F	2 WFMS-F
3 WPZZ-F	3 WTLC-F<	3 WENS-F<	3 WENS-F<	3 WENS-F<	3 WXTZ-F	3 WFMS-F>	3 WIBC <	3 WZPL-F	3 WFMS-F	3 WTLC-F>>
4 WTLC-F>	4 WENS-F	4 WTLC-F	4 WKLR-F	4 WKLR-F	4 WTLC-F<	4 WZPL-F	4 WZPL-F	4 WIBC	4 WFBQ-F	4 WFBQ-F
5 WENS-F	5 WFMS-F	5 WZPL-F	5 WTLC-F	5 WTLC-F	5 WTUX	5 WTLC-F<	5 WENS-F	5 WTLC-F	5 WIBC	5 WENS-F
6	6 WKLR-F	6 WKLR-F>	6 WTPI-F	6 WIBC	WKLR-F	6 WENS-F>	6 WTLC-F	6 WENS-F	6 WENS-F	6
7	7 WTPI-F	7 WTPI-F	7 WZPL-F	7 WTPI-F<	7	7 WKLR-F	7 WKLR-F	7 WKLR-F	7 WPZZ-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZPL-F	1 WFBQ-F	1 WENS-F<	1 WENS-F	1 WFMS-F	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>
2 WFBQ-F>	2 WENS-F<	2 WFBQ-F	2 WFBQ-F	2 WENS-F>	2 WZPL-F	2 WZPL-F	2 WTLC-F	2 WFMS-F>	2 WFMS-F>
3 WTLC-F	3 WZPL-F	3 WTLC-F	3 WFMS-F	3 WKLR-F<	3 WFMS-F	3 WTLC-F	3 WZPL-F	3 WKLR-F	3 WKLR-F
4 WENS-F>	4 WTLC-F>	4 WTPI-F	4 WZPL-F<	4 WTLC-F	4 WPZZ-F	WFMS-F	WFMS-F	4 WTLC-F	4 WTLC-F
5 WPZZ-F	5 WFMS-F	WKLR-F	5 WTLC-F	WFBQ-F	5 WTLC-F	5 WPZZ-F	5 WENS-F	5 WZPL-F>	5 WIBC
6 WFMS-F	6 WTPI-F	WFMS-F<	6 WKLR-F	6 WIBC	6 WKLR-F>>	WKLR-F	6 WKLR-F	6 WENS-F<	6 WENS-F<
7 WTPI-F>	7 WKLR-F	7 WZPL-F>>	7 WTPI-F	7 WTPI-F<	7 WTTS-F	7	7 WTPI-F	7 WTPI-F	7 WZPL-F
8	8	8 WIBC	8	8 WZPL-F	WIBC	8	WPZZ-F>>	8 WPZZ-F	WTPI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBRI	1500	Indianapolis	0.6/1.2
WCBK-F	102.3	Martinsville	0.6/1.1
WNDE	1260	Indianapolis	0.5/3.4
WNTS	1590	BeechGrove/Indy	0.3/1.8
WSYW-F	107.1	Danville/Indy	0.4/2.0
WTTS-F	92.3	Bloomington	1.1/5.7
WXIR-F	98.3	Plainfield/Indy	0.6/2.7
WXLW	950	Indianapolis	0.4/2.2
WLW	700	Cincinnati	0.4/2.6

RADIO STATIONS

WGRT, 810, 250 W (DAYS) , GOSPEL	SBN, $ 18.00 (---)	Universal
WIBC, 1070, 50 KW/1C KW (DA-2), MOR	NBC, TNLKNT, $ 140.00 (Durpetti)	Sconnix
WIRE, 1430, 5 KW (DA-N) , EZ	ABC I, $ 40.00 (Christal)	ML/WIN
WNDE, 1260, 5 KW (DA-N) , TALK	US 2, $ 34.00 (Katz)	Great American
WNTS, 1590, 5 KW/500 W (DA-2), RELIGION	$ 20.00 (---)	
WTUX, 1310, 5 KW/1 KW (DA-2) , NOSTALGIA	CBS, $ 43.00 (MMR)	Panache
WENS-F, 97.1, 23 KW @ 739, AC	, $ 107.00 (Mc-Guild)	Emmis
WFMS-F, 95.5, 13 KW @ 990, COUNTRY	, $ 116.00 (Eastman)	Susquehanna
WKLR-F, 93.1, 12 KW @ 1000, OLDIES	, $ 100.00 (Durpetti)	Sconnix
WFBQ-F, 94.7, 52 KW @ 850, AOR	SOURCE, $ 163.00 (Katz)	Great American
WPZZ-F, 95.9, 3 KW @ 300, BLACK	SBN, $ 16.00 (Regional)	Willis (FRANKLIN)
WSYW-F, 107.1, 1 KW @ 500, CLASSICAL	UPI, $ 25.00 (CMBS)	Universal (DANVILLE)
WTLC-F, 105.7, 50 KW @ 445, BLACK	, $ 70.00 (MMR)	Panache
WTPI-F, 107.9, 22 KW @ 750, SOFT AC	, $ 56.00 (Eastman)	Somerset
WXIR-F, 96.3, 3 KW @ 296, RELIGION	, $ 15.00 (---)	(PLAINFIELD)
WXTZ-F, 103.3, 18 KW @ 860, AC	ABC E, $ 80.00 (Christal)	ML/WIN
WZPL-F, 99.5, 13 KW @ 900, CHR	APR, $ 90.00 (HNWH)	Booth
WTTS-F, 92.3, 37 KW @ 1091, CHR	, $ 30.00 (Republic)	Sarkes Tarzian (BLOOMINGTON)

American Radio Summer 1989 Supplement, Copyright 1989

JACKSONVILLE

Arbitron Rank/Pop (12+): 52/759,500

MSA Rank/Pop: 59/894,200
ADI # 57
Average Person Ratings: 15.9
Market TSL: 21.50 hours

Stations: 25/23
Diaries: 1121/677:1/49.9%
Sample Target: 1000
% Below Line: 0.7
% Not Listed: 14.4

1988 Revenue: $22,500,000
HH Inc.: $30,862
Retail $: 5.9 Bil
Pop per Station: 33,021
#1 Biller: WAPE-AF $4,300,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAPE-F	(CHR)	173/14.3	13.8	15.8	15.3	16.5	14.8	222/2666	2097/27.6	28.2	31.8	74	20.7	291	2936	WAPE-F
2. WQIK-F	(C)	118/ 9.8	12.2	10.8	9.7	10.5	10.6	174/2142	1475/19.4	19.4	17.1	111	9.0	127	1553	WQIK-F
3. WFYV-F	(AOR)	115/ 9.5	8.3	8.3	11.2	10.3	9.3	127/1550	1262/16.6	14.5	16.8	112	7.8	110	1135	WFYV-F
4. WEJZ-F	(AC)	101/ 8.4	6.3	6.4	3.7	4.1	6.2	114/1546	1318/17.4	13.6	9.1	117	3.8	54	874	WEJZ-F
5. WCRJ-F	(C)	66/ 5.5	3.7	4.7	6.1	4.2	5.0	70/824	766/10.1	9.6	10.0	136	5.6	79	819	WCRJ-F
6. WIVY-F	(AC)	63/ 5.2	5.4	5.4	6.5	8.5	5.6	67/1335	1236/16.3	14.9	17.4	140	4.2	59	1131	WIVY-F
7. WAIV-F	(AC)	56/ 4.6	6.0	5.5	7.7	6.7	5.9	76/1284	1106/14.6	15.6	16.3	135	6.3	89	1097	WAIV-F
8. WZAZ-F	(B)	48/ 4.0	6.1	5.6	6.7	7.4	5.6	48/663	663/ 8.7	10.7	11.4	90	8.6	121	1520	WZAZ-F
9. WOKV	(N/T)	45/ 3.7	3.1	3.0	2.3	4.0	3.0	46/730	704/ 9.3	6.7	7.2	92	2.8	40	522	WOKV
10. WZAZ	(B)	42/ 3.5	3.1	3.8	3.0	2.4	3.3	42/465	465/ 6.1	6.0	4.7	143	4.6	65	768	WZAZ
11. WIOI-F	(AOR)	36/ 3.0	2.3	2.3	----	----	1.9	52/724	583/ 7.7	6.4	0.0	77	3.1	43	587	WIOI-F
12. WCGL	(REL)	26/ 2.2	1.5	1.6	3.8	1.1	2.3	26/278	278/ 3.7	3.0	1.4	14	1.4	20	275	WCGL
13. WSVE	(REL)	22/ 1.8	1.1	1.3	2.8	1.4	1.8	22/187	187/ 2.5	2.9	2.3	122	1.7	24	339	WSVE
14.																
15.																

12+ FM SHARE (METRO): 79.07% (816 of 1032) (SUM 88: 83.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPE-F>>	1 WAPE-F	1 WAPE-F	1 WFYV-F<	1 WQIK-F<	1 WQIK-F>	1 WAPE-F	1 WAPE-F>	1 WAPE-F	1 WAPE-F>>	1 WFYV-F
2 WIOI-F	2 WFYV-F>>	2 WFYV-F>	2 WAPE-F	2 WFYV-F	2 WEJZ-F>	2 WQIK-F	2 WFYV-F<	2 WEJZ-F<	2 WFYV-F	2 WAPE-F
WFYV-F	3 WEJZ-F<	3 WEJZ-F	3 WEJZ-F	WAPE-F	3 WCRJ-F	3 WFYV-F>	3 WQIK-F	3 WFYV-F	3 WQIK-F	3 WQIK-F<
4 WEJZ-F	4 WQIK-F	4 WQIK-F	4 WQIK-F	4 WEJZ-F	4 WIVY-F	4 WEJZ-F	4 WEJZ-F>	4 WQIK-F>	4 WEZJ-F	4 WSVE >
5	5 WZAZ-F	5	5 WIVY-F	5 WCRJ-F<	5 WOKV	5 WIVY-F	5 WAIV-F	5 WIVY-F<	5 WCRJ-F	5
6	6	6	6	6 WIVY-F	6 WAPE-F	6	6	6 WCRJ-F	6	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPE-F>>	1 WAPE-F>>	1 WAPE-F	1 WAPE-F>	1 WAPE-F<	1 WAPE-F	1 WFYV-F	1 WFYV-F>	1 WFYV-F>	1 WFYV-F
2 WEJZ-F>	2 WEJZ-F<	2 WFYV-F	2 WEJZ-F>	2 WEJZ-F>	2 WFYV-F>>	2 WAPE-F>>	2 WAPE-F>	2 WAPE-F>	2 WQIK-F>
3 WFYV-F	3 WFYV-F>	3 WEJZ-F	3 WFYV-F	3 WQIK-F	3 WIOI-F>	3 WQIK-F	3 WCRJ-F	3 WQIK-F	3 WCRJ-F
4 WZAZ-F>	4 WZAZ-F	4 WQIK-F	4 WIVY-F	4 WIVY-F	4 WZAZ-F	WIOI-F	4 WQIK-F	4 WCRJ-F	4 WAPE-F
5 WQIK-F	WQIK-F	WIVY-F	WAIV-F	5 WAIV-F	WIVY-F	5 WCRJ-F	5 WZAZ-F	5 WIVY-F	5 WEJZ-F<
WHJX-F	6 WIVY-F	6 WZAZ	6 WQIK-F	6 WFYV-F	WAIV-F	6 WZAZ-F	6 WZAZ	6	6 WIVY-F
7	7	7 WAIV-F	7	7	7 WQIK-F	7	WOKV	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFOY	1240	St. Augustine	0.8/1.2
WFYV	1460	Jacksonville	0.7/1.9
WHJX-F	101.5	Brunswick	1.3/3.0
WJAX	1220	Jacksonville	0.7/1.8
WJGR	1530	Jacksonville	0.3/1.2
WJXR-F	92.1	Macclenny/Jcksn	0.5/1.4
WQIK	1320	Jacksonville	0.4/2.1
WROS	1050	Jcksnvl/Daytona	0.4/1.6
WRXJ	930	Jacksonville	0.8/2.2
WSOS-F	105.5	St Augustine	0.8/1.7
WNFI-F	99.9	Palatka	0.3/1.8
WRUF-F	103.7	Gainesville	0.3/1.5

RADIO STATIONS

WCGL, 1360, 5 KW (DAYS)	, GOSPEL	SBN, $	16.00 (K & P)	
WOKV, 600, 5 KW (DA-N)	, NEWS/TALK	ABC T, CBS, $	30.00 (MMR)	EZ
WZAZ, 1400, 1 KW	, BLACK	SBN, $	24.00 (Roslin)	
WAIV-F, 96.9, 100 KW @ 935	, AC	, $	86.00 (MMR)	EZ
WAPE-F, 95.1, 100 KW @ 860	, CHR	, $	96.00 (Christal)	Evergreen
WCRJ-F, 107.3, 100 KW @ 350	, COUNTRY	, $	56.00 (Katz)	Ragan Henry
WFYV-F, 104.5, 100 KW @ 700	, AOR	NBC, $	70.00 (Mc-Guild)	Metroplex
WIOI-F, 100.7, 100 KW @ 500	, CLASSIC AOR	, $	40.00 (---)	Osborn (BRUNSWICK,GA)
WIVY-F, 102.9, 100 KW @ 984	, AC	APR, $	64.00 (Banner)	Taylor
WPDQ-F, 92.7, 3 KW @ 300	, BLACK	SBN, NBN, $	30.00 (Republic)	Willis (GREEN COVE)
WQIK-F, 99.1, 100 KW @ 1050	, COUNTRY	ABC E, $	94.00 (Eastman)	Jacor
WEJZ-F, 96.1, 100 KW @ 830	, SOFT AC	, $	49.00 (Christal)	ML/WIN

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,279,200

MSA Rank/Pop: 29/1,545,400
ADI # 29
Average Person Ratings: 17.2
Market TSL: 22.50 hours

Stations: 22/21
Diaries: 1499/853:1/58.0%
Sample Target: 1360
% Below Line: 0.3
% Not Listed: 7.4

1988 Revenue: $43,000,000
HH Inc.: $36,363
Retail $: 11.9 Bil
Pop per Station: 60,914
#1 Biller: WDAF $5,300,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WDAF	(C)	255/11.6	15.5	12.7	11.0	12.1	12.7	429/5306	3032/23.7	24.1	20.3	97	9.6	230	2661	WDAF
2. KBEQ-F	(CHR)	180/ 8.2	7.4	7.1	6.2	7.5	7.2	210/3504	2788/21.8	21.2	21.2	65	11.5	274	3316	KBEQ-F
3. KFKF-AF	(C)	172/ 7.8	7.2	8.1	8.7	6.3	7.9	203/2669	2092/15.9	15.6	13.7	126	6.7	152	1590	KFKF-A
4. KCMO-F	(O)	135/ 6.1	5.4	4.7	4.2	4.9	5.1	150/2397	1872/14.6	15.1	14.0	126	3.6	85	1516	KCMO-F
5. KCMO	(N/T)	134/ 6.1	6.0	6.6	9.6	6.4	7.1	202/2852	1972/15.4	14.7	14.3	75	6.1	146	2021	KCMO
6. KMBZ	(MOR)	133/ 6.1	6.4	3.8	4.0	6.6	5.1	137/2437	2294/17.9	18.5	15.3	70	4.8	115	2879	KMBZ
7. KMBR-F	(EZ)	124/ 5.6	5.9	7.4	6.1	6.2	6.3	149/2031	1556/12.2	11.9	11.5	75	3.8	90	1030	KMBR-F
8. KYYS-F	(AOR)	116/ 5.3	4.7	6.4	7.0	8.5	5.8	145/2413	1830/14.3	13.4	17.7	130	5.3	127	2378	KYYS-F
9. KXXR-F	(AOR)	112/ 5.1	6.7	7.0	6.0	2.8	6.2	133/2265	1807/14.1	14.0	8.5	45	8.4	202	2442	KXXR-F
10. KLSI-F	(AC)	105/ 4.8	4.3	4.1	4.3	4.8	4.4	125/1925	1564/12.2	10.4	10.4	135	5.0	119	1629	KLSI-F
11. KCFX-F	(AOR)	101/ 4.6	4.3	3.2	3.8	4.6	4.0	133/1916	1451/11.3	11.7	11.7	135	6.0	144	1739	KCFX-F
12. KPRS-F	(B)	98/ 4.5	5.2	5.3	6.0	6.4	5.3	102/1372	1306/10.2	10.3	11.4	91	9.1	218	1865	KPRS-F
13. KUDL-F	(AC)	86/ 3.9	4.4	6.5	4.8	5.1	4.9	99/1818	1558/12.2	12.1	11.6	126	3.3	79	1588	KUDL-F
14. WHB	(O)	66/ 3.0	2.8	2.2	3.0	3.7	2.8	113/1887	1187/ 9.3	10.1	9.1	153	2.5	61	1034	WHB
15. KJLA	(BB)	60/ 2.7	1.8	2.4	3.5	2.2	2.6	62/944	875/ 6.8	4.8	5.4	41	1.8	43	400	KJLA
16. KCWV-F	(J/NA)	50/ 2.3	1.3	1.8	1.9	1.8	1.8	55/890	803/ 6.3	4.7	5.7	157	1.8	43	825	KCWV-F
17. KXTR-F	(CL)	34/ 1.5	1.8	2.1	1.7	1.2	1.8	50/852	605/ 4.7	5.1	3.7	93	1.3	31	548	KXTR-F
18.																
19.																
20.																

12+ FM SHARE (METRO): 64.86% (1320 of 2035) (SUM 88: 59.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBEQ-F>>	1 KFKF-AF<	1 KFKF-AF	1 WDAF	1 WDAF	1 WDAF >	1 WDAF >	1 WDAF	1 WDAF	1 KMBZ >>	1 WDAF >>
2 KXXR-F>	2 KYYS-F<	2 WDAF	2 KFKF-AF	2 KFKF-AF	2 KMBZ	2 KFKF-AF	2 KFKF-AF	2 KBEQ-F	2 KBEQ-F	2 KCMO
3 KPRS-F	3 KBEQ-F	3 KYYS-F	3 KCMO-F	3 KCMO-F	3 KCMO	3 KBEQ-F	3 KCMO	3 KFKF-AF	3 KXXR-F	3 KMBZ
4	4 KXXR-F	KBEQ-F	4 KYYS-F	4 KYYS-F	4 KMBR-F	4 KCMO <	4 KBEQ-F	4 KCMO-F	4 KPRS-F	4 KPRS-F
5 —	5 KCMO-F<	5 KCFX-F<	5 KLSI-F<	5 KLSI-F	5 KFKF-AF>	5 KCMO-F	5 KMBR-F	5 KMBR-F<	5 WDAF	5 KFKF-F
6	6 KCFX-F	6 KLSI-F	6 KCFX-F	6 KCFX-F	6 KCMO-F	6 KLSI-F	KCMO-F	6 KYYS-F	6 KCMO	6 KUDL-F
7	7 KPRS-F	7	7 KBEQ-F	7 KBEQ-F	7 KJLA	7 KMBR-F<	7 KYYS-F	KLSI-F<	7 KFKF-AF>>	7 KXXR-F>
8	8	8	8	8	8	8 KYYS-F	8	8 KCFX-F	8 KXTR-F	8 KLSI-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-54	MEN 18-49	MEN 25-54
1 KFKF-AF<	1 KFKF-AF	1 KCMO-F	1 KFKF-AF	1 KFKF-AF<	1 KXXR-F	1 KYYS-F>	1 KYYS-F>	1 KYYS-F	1 WDAF
2 KXXR-F	2 KCMO-F<	2 KLSI-F<	2 KCMO-F	2 WDAF	2 KBEQ-F	2 KXXR-F	2 KCFX-F	2 WDAF	2 KYYS-F
3 KBEQ-F	3 KBEQ-F	3 KBEQ-F	3 KLSI-F	3 KCMO-F	3 KYYS-F>	3 KCFX-F	3 KFKF-AF	3 KFKF-AF	3 KFKF-AF
4 KPRS-F	4 KLSI-F	4 KFKF-AF	4 KBEQ-F	4 KLSI-F	4 KFKF-AF	KBEQ-F<	4 WDAF	4 KCFX-F	4 KCFX-F
5 KCMO-F	5 KXXR-F	5 KCFX-F	5 WDAF	5 KMBR-F	KCFX-F	5 KFKF-AF	5 KCWV-F<	5 KBEQ-F<	5 KMBZ
6 KLSI-F>	6 KCFX-F<	6 KUDL-F<	6	6 KBEQ-F	6 KPRS-F	6 WDAF	6 KPRS-F	6 KXXR-F	6 KCMO-F<
7 KMBR-F	7 KPRS-F	7 WHB	7	7 KUDL-F<	KCMO-F>	7 KPRS-F	7 KBEQ-F	7 KCMO-F	7 KCMO
KCFX-F	8	8 WDAF	8	8 WHB	8 WDAF	8	8 KCMO	8	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBZR	1030	Blue Sprg/KCty	0.5/1.5
KCCV	1510	Independence	0.7/1.7
KCNW	1380	Fairway/KC	0.5/1.3
KPRT	1590	Kansas City	1.4/3.0
KHUM-F	95.7	Ottawa	0.3/0.9

AM STATIONS

KCCV	1510	10 KW (DAYS)	RELIGION		$ 18.00	(---)	Ragan Henry (INDEPENDENCE)
KCMO	810	50 KW/5 KW (DA-N)	TALK/NEWS	CBS, MBS	$ 83.00	(Mc-Guild)	Gannett
KCNW	1380	2.5 KW	RELIGION	CBN	$ 20.00	(----)	Marsh
KJLA	1190	5 KW/250 W(DA-N)	NOSTALGIA	MBS	$ 33.00	(Roslin)	
KMBZ	980	5 KW (DA-2)	MOR/TALK	NBC	$ 70.00	(Durpetti)	Bonneville
KPRT	1590	1 KW	GOSPEL	MBS	$ 23.00	(Republic)	
WDAF	610	5 KW	COUNTRY	ABC E	$ 108.00	(Katz)	Great American
WHB	710	10 KW/5KW (DA-2)	OLDIES	APR	$ 50.00	(Christal)	Shamrock

FM STATIONS

KBEQ	104.3	100 KW @ 987	CHR	ABC C	$ 91.00	(MMR)	Noble
KCFX	100.7	100 KW @ 850	CLASSIC AOR	US 1	$ 60.00	(MMR)	Hoker
KCPW	94.9	100 KW @ 1057	CHR		$ 61.00	(Mc-Guild)	Gannett
KCWV	98.9	100 KW @ 990	JAZZ/NAC	SMN	$ 47.00	(CBS)	[illegible]ournal Co (LEAVENWORTH)
KFKF	94.1	100 KW @ 987	COUNTRY		$ 94.00	(HNWH)	Sconnix
KLSI	93.3	100 KW @ 1050	AC	CNN	$ 66.00	(Banner)	Sandusky
KMBR	99.7	98 KW @ 950	BTFL/EZ		$ 60.00	(Durpetti)	Bonneville
KPRS	103.3	100 KW @ 940	BLACK	SBN, ABC I	$ 51.00	(Republic)	
KUDL	98.1	100 KW @ 500	AC	APR	$ 64.00	(Christal)	Shamrock
KXTR	96.5	99 KW @ 960	CLASSICAL	US 2	$ 39.00	(CMBS)	
KXXR	106.5	100 KW @ 850	CHR/AOR		$ 59.00	(Republic)	Olympia
KYYS	102.1	100 KW @ 1013	AOR	SOURCE	$ 101.00	(Katz)	Great American

FORMAT CODES

CHR	Contemporart Hit Radio, Top 40, Contemporary
AC	Adult Contemporary
O	Oldies (1955 to near 1988)
B	Black (audience predominantly Black - over 75%)
U	Urban (majority of audience is non-white although a large segment is white)
EZ	EZ listening, Beautiful Music
AOR	Album Oriented Rock, also includes Classic Rock
CL	Classical
C	Country
T	Talk
N	News
SP	Hispanic/Spanish
BB	Big Band, Nostalgia
M	Middle of Road (MOR), Full Service, Variety
J/NA	Jazz and New Age
R	Religion, Christian, Christian Music
G	Gospel
E	Ethnic
?	Others or Unknown

KNOXVILLE

Arbitron Rank/Pop (12+): 69/508,900
MSA Rank/Pop: 85/599,200
ADI # 61
Average Person Ratings: 16.7
Market TSL: 22.50 hours

Stations: 15/14
Diaries: 897/567:1/49.9%
Sample Target: 890
% Below Line: 0.5
% Not Listed: 13.1

1988 Revenue: $13,700,000
HH Inc.: $27,698
Retail $: 5.0 Bil
Pop per Station: 36,350
#1 Biller: WIVK-AF $5,200,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIVK-AF (C)	277/53.7	33.5	32.5	33.0	35.8	38.2	504/4178	2446/48.1	47.5	47.5	72	35.1	291	2378	WIVK-AF
2. WMYU-F (AC)	108/12.7	13.7	14.4	13.7	11.5	13.6	152/2205	1514/29.8	29.5	28.6	124	13.2	117	1661	WMYU-F
3. WOKI-F (CHR)	95/11.2	11.6	10.3	9.1	9.2	10.6	284/2852	1153/22.7	24.2	18.8	53	16.3	145	1270	WOKI-F
4. WIMZ-AF (AOR)	93/11.0	10.7	14.3	14.0	15.2	12.5	134/1704	1081/21.1	24.0	26.9	107	13.3	117	1312	WIMZ-AF
5. WEZK-F (EZ)	82/ 9.7	8.9	8.2	10.1	10.2	9.2	122/1471	829/16.3	17.0	17.7	100	5.9	52	918	WEZK-F
6. WKNF-F (AC)	15/ 1.8	2.1	0.7	1.3	1.0	1.5	17/322	238/ 4.7	4.6	3.9	178	1.7	15	277	WKNF-F
7. WKGN (O)	13/ 1.5	2.0	0.6	1.1	1.2	1.3	13/164	164/ 3.2	3.4	2.0	73	2.4	21	354	WKGN
WGAP (C)	13/ 1.5	1.1	2.3	2.2	1.1	1.8	13/247	238/ 4.7	3.4	5.0	27	0.6	5	161	WGAP
WCKS-F (AC)	13/ 1.5	1.5	1.0	----	----	1.0	14/297	264/ 5.2	4.0	0.0	127	1.9	17	282	WCKS-F
10. WRJZ (REL)	11/ 1.3	1.3	1.5	1.2	1.2	1.3	13/252	211/ 4.1	3.7	4.7	100	1.1	10	254	WRJZ

12+ FM SHARE (METRO): 93.62% (690 of 737) (SUM 88: 90.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOKI-F	1 WIVK-AF	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>	1 WIVK-F>>
2	2 WIMZ-AF	2 WMYU-F	2 WMYU-F	2 WMYU-F>	2 WEZK-F>	2 WMYU-F	2 WMYU-F	2 WMYU-F	2 WOKI-F>	2 WMYU-F<
3	3 WMYU-F	3 WIMZ-AF>	3 WIMZ-AF>	3 WIMZ-AF	3 WMYU-F	3 WIMZ-AF	3 WEZK-F	3 WIMZ-AF	3 WMYU-F<	3 WOKI-F>>
4	4 WOKI-F	4 WOKI-F	4 WEZK-F>	4 WEZK-F>	4	4 WOKI-F	4 WIMZ-AF<	4 WOKI-F	4 WIMZ-AF<	4 WGAP
5	5	5 WEZK-F	5 WOKI-F	5 WOKI-F>	5	5 WEZK-F	5 WOKI-F	WEZK-F	5 WEZK-F	5
6	6	6	6	6 WKNF-F>	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMYU-F	1 WMYU-F	1 WIVK-AF<	1 WIVK-AF>	1 WIVK-AF>>	1 WIMZ-AF>>	1 WIMZ-AF<	1 WIVK-AF	1 WIVK-AF>>	1 WIVK-AF>>
2 WOKI-F>	2 WIVK-AF	2 WMYU-F>>	2 WMYU-F>>	2 WMYU-F>	2 WIVK-AF>	2 WIVK-AF>>	2 WIMZ-AF>>	2 WIMZ-AF>>	2 WIMZ-AF>
3 WIVK-AF	3 WOKI-F>	3 WOKI-F	3 WOKI-F	3 WEZK-F>	3 WOKI-F	3 WMYU-F	3 WMYU-F	3 WMYU-F>	3 WMYU-F>
4 WIMZ-AF>>	4 WIMZ-AF	4 WIMZ-AF>	4 WIMZ-AF	4 WOKI-F	4 WMYU-F>	4 WOKI-F	4 WOKI-F	4 WOKI-F	4 WEZK-F
5 WKGN	5	5 WCKS-F>	5 WEZK-F	5 WIMZ-AF	5 WEZK-F>>	5 WEZK-F	WEZK-F>>	WEZK-F	5
WCKS-F	6	6 WEZK-F	6	6	6 WKGN	6	6 WKNF-F	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNOX-F	99.3	Jeff City/Knxvl	0.4/1.4
WQBB	1040	Powell/Knoxvill	0.8/2.8
WYSH	1380	Clinton	0.4/1.1
WQUT-F	101.5	Johnson City	0.5/1.9

RADIO STATIONS

WKGN, 1340, 1 KW , OLDIES	ABC, NBN, $ 9.00 (Roslin)		
WRJZ, 620, 5 KW (DA-N) , RELIGION	, $ 11.00 (---)		

WIVK (10 KW, 990) SIMULCASTS WITH WIVK-F
WIMZ (1 KW, 1240) SIMULCASTS WITH WIMZ-F

WEZK-F, 97.5, 100 KW @ 1250, EZ	, $ 37.00 (Christal)	South Central
WIMZ-F, 103.5, 100 KW @ 1723, AOR	SOURCE, $ 70.00 (Christal)	Stoner
WIVK-F, 107.7, 100 KW @ 1970, COUNTRY	ABC E, $ 109.00 (Katz)	Dick
WMYU-F, 102.1, 15 KW @ 1990, AC	US 1, $ 68.00 (Eastman)	Jacor
WOKI-F, 100.3, 100 KW @ 2000, CHR	ABC F, CBS, $ 34.00 (HNWH)	(OAK RIDGE)
WKNF-F, 94.3, 2 KW @ 395, SOFT AC	TRNSTR, $ 18.00 (---)	(OAK RIDGE)

LANSING

Arbitron Rank/Pop (12+): 97/357,200
MSA Rank/Pop: 109/431,600
ADI # 101
Average Person Ratings: 17.4
Market TSL: 23.00 hours

Stations: 19/15
Diaries: 819/436:1/51.8%
Sample Target: 780
% Below Line: 5.1
% Not Listed: 17.3

1988 Revenue: $11,500,000
HH Inc.: $35,080
Retail $: 3.0 Bil
Pop per Station: 23,813
#1 Biller: WVIC-AF $3,000,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WVIC-F	(CHR)	101/16.2	16.2	16.5	19.2	21.5	17.0	147/1978	1388/38.9	37.5	39.5	89	21.1	149	1623	WVIC-F
2. WITL-F	(C)	96/15.4	17.5	15.7	11.6	15.8	15.1	138/1408	889/24.9	24.6	25.3	103	15.3	108	923	WITL-F
3. WFMK-F	(AC)	59/ 9.5	7.9	8.7	7.3	7.5	8.4	74/911	672/18.8	19.6	18.8	136	6.1	43	523	WFMK-F
4. WJIM-F	(EZ)	45/ 7.2	7.2	6.7	9.1	5.6	7.6	56/686	497/13.9	13.7	14.0	78	5.1	36	392	WJIM-F
5. WIBM-F	(O)	37/ 5.9	5.7	5.6	6.8	4.7	6.0	70/1071	634/17.7	14.3	12.2	159	5.8	41	447	WIBM-F
6. WMMQ-F	(AOR)	33/ 5.3	5.1	4.5	3.3	4.7	4.6	40/679	552/15.5	15.3	14.6	89	6.5	46	549	WMMQ-F
7. WGOR-F	(CHR)	29/ 4.7	4.4	6.4	5.1	5.3	5.2	35/665	580/16.2	14.8	14.6	38	6.4	45	559	WGOR-F
8. WXLA	(B)	28/ 4.5	1.0	1.7	0.5	1.1	1.9	28/166	147/ 4.1	2.3	1.9	84	2.4	17	253	WXLA
9. WKKP-F	(AC)	20/ 3.2	1.5	1.9	2.1	2.9	2.2	21/343	335/ 9.4	7.5	10.6	156	2.1	15	334	WKKP-F
10. WJR	(MOR)	19/ 3.0	5.2	5.0	4.5	5.6	4.4	102/1345	289/ 8.1	11.8	12.1	60	4.7	33	373	WJR
11. WJXQ-F	(AOR)	17/ 2.7	4.8	3.1	6.1	4.5	4.2	52/861	362/10.1	11.2	11.7	130	4.7	33	571	WJXQ-F
12. WILS	(B)	12/ 1.9	0.7	2.0	1.3	2.0	1.5	14/224	180/ 5.0	2.7	4.4	79	4.2	30	318	WILS
13.																
14.																
15.																

12+ FM SHARE (METRO): 87.38% (450 of 515) (SUM 88: 87.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVIC-F>>	1 WVIC-F>	1 WVIC-F>	1 WVIC-F	1 WITL-F	1 WITL-F>>	1 WVIC-F<	1 WITL-F	1 WVIC-F	1 WVIC-F>	1 WVIC-F
2 WGOR-F	2 WFMK-F>	2 WFMK-F	2 WITL-F<	2 WVIC-F	2 WJIM-F>	2 WITL-F>>	2 WVIC-F	2 WITL-F	2 WITL-F	2 WITL-F>
3	3 WMMQ-F	3 WITL-F	3 WFMK-F	3 WFMK-F>	3 WVIC-F	3 WFMK-F	3 WFMK-F	3 WFMK-F>	3 WXLA	3 WJIM-F
4	4 WIBM-F	4 WIBM-F	4 WIBM-F	4 WIBM-F>	4 WJR <	4 WJIM-F	4 WJIM-F>	4 WJIM-F	WFMK-F	4 WIBM-F
5	5 WXLA	5 WMMQ-F	5	5 WJIM-F	5 WFMK-F	5 WMMQ-F	5 WMMQ-F	5 WIBM-F	5 WGOR-F	WFMK-F
6	6	6	6	6 WKKP-F	6 WIBM-F	6	6 WIBM-F	6 WJXQ-F	6	6 WILS

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVIC-F	1 WVIC-F<	1 WFMK-F	1 WVIC-F	1 WVIC-F<	1 WVIC-F>>	1 WVIC-F>>	1 WIBM-F	1 WVIC-F>	1 WITL-F>
2 WFMK-F>	2 WFMK-F>>	2 WVIC-F>	2 WFMK-F	2 WFMK-F	2 WMMQ-F>	2 WMMQ-F	2 WVIC-F	2 WIBM-F	2 WIBM-F
3 WMMQ-F	3 WXLA	3 WKKP-F>>	3 WITL-F>	3 WITL-F>	3 WGOR-F>	3 WIBM-F	3 WFMK-F	3 WMMQ-F	3 WVIC-F
4 WXLA	WKKP-F	4 WXLA	4 WIBM-F	4 WJIM-F	4 WXLA	4 WFMK-F	4 WMMQ-F	WITL-F	4 WFMK-F
WGOR-F>	5 WMMQ-F	WJIM-F	5 WXLA	5 WKKP-F	WJIM-F>	5 WJXQ-F	WJXQ-F	5 WFMK-F	5 WMMQ-F
6 WITL-F	6 WGOR-F	6 WITL-F	WKKP-F	6 WIBM-F	6	6	6 WITL-F>>	6	6 WJXQ-F
WIBM-F>	7	7 WMMQ-F	7	7		7	7	7	7
8 WJXQ-F	8		8	8		8		8	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAAP	730	East Lansing	
WIBM	1450	Jackson	0.0/0.3
WITL	1010	Lansing	0.3/2.5
WJIM	1240	Lansing	0.6/3.1
WCUZ-F	101.3	Grand Rapids	0.3/1.3
WJFM-F	93.7	Grand Rapids	0.8/2.6
WOOD-F	105.7	Grand Rapids	1.0/3.6

RADIO STATIONS

WILS, 1320, 5 KW/1 KW (DA-3) , BLACK CBS, $ 14.00 (Christal) MacDonald
WJIM, 1240, 1 KW , TALK NBC, $ 15.00 (Torbet) Double L
WXLA, 1180, 1 KW (DAYS,DA) , BLACK , $ 11.00 (Roslin) (DIMONDALE)

WGOR-F, 92.1, 3 KW @ 300, CHR , $ 20.00 (Mc-Guild) — (ST. JOHNS)
WFMK-F, 99.1, 28 KW @ 600, AC , $ 39.00 (Republic) Liggett
WIBM-F, 94.1, 40 KW @ 560, OLDIES US 2, $ 30.00 (MMR) (JACKSON)
WITL-F, 100.7, 27 KW @ 680, COUNTRY ABC E, $ 54.00 (Banner)

WJIM-F, 97.5, 28 KW @ 440, BTFL/EZ NBC, $ 30.00 (Torbet) Double L
WKXQ-F, 106.1, 50 KW @ 500, AOR ABC R, $ 26.00 (Christal) (JACKSON)
WKKP-F, 101.7, 3 KW @ 150, AC CBS, $ 24.00 (Christal) MacDonald
WMMQ-F, 92.7, 1.5 KW @ 450, CLASSIC AOR SOURCE, NBC, $ 29.00 (HNWH) (CHARLOTTE)
WVIC-F, 94.9, 49 KW @ 500, CHR , $ 70.00 (Katz) Goodrich

WJR -- See Detroit

LAS VEGAS

Arbitron Rank/Pop (12+): 67/520,700
MSA Rank/Pop: 83/609,700
ADI # 95
Average Person Ratings: 17.9
Market TSL: 23.75 hours

Stations: 21/21
Diaries: 807/443:1/42.9%
Sample Target: 820
% Below Line: 0.0
% Not Listed: 16.2

1988 Revenue: $11,500,000
HH Inc.: $35,080
Retail $: 3.0 Bil
Pop per Station: 24,795
#1 Biller: KFMS-AF $3,000,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KFMS-AF	(C)	101/10.8	11.3	13.2	11.4	12.7	11.7	109/1045	997/19.1	17.8	18.8	128	10.8	104	869	KFMS-A
2. KLUC-F	(CHR)	81/ 8.7	10.0	7.6	9.1	10.9	8.9	81/1257	1257/24.1	22.3	24.7	74	13.9	138	1348	KLUC-F
3. KXTZ-F	(EZ)	74/ 7.9	8.5	12.4	10.3	9.2	9.8	82/856	777/14.9	14.6	14.8	70	5.8	58	590	KXTZ-F
4. KYRK-F	(CHR)	87/ 6.5	5.3	5.1	6.4	6.2	5.8	71/1056	1024/11.6	16.5	16.9	58	8.3	82	1022	KYRK-F
5. KMZQ-F	(AC)	54/ 5.8	4.2	4.7	5.5	4.8	5.1	54/762	762/14.6	10.5	11.6	103	4.4	44	616	KMZQ-F
6. KORK	(BB)	52/ 5.6	3.1	3.8	4.3	4.4	4.2	52/447	447/ 8.6	7.1	7.6	30	2.1	21	331	KORK
KKLZ-F	(AOR)	52/ 5.6	5.7	5.9	8.0	9.3	6.3	52/645	645/12.4	12.4	15.8	129	7.4	73	858	KKLZ-F
8. KOMP-F	(AOR)	45/ 4.8	6.3	5.9	5.0	6.0	5.5	46/557	543/10.4	11.0	13.0	119	6.0	60	747	KOMP-F
9. KUDA-F	(O)	36/ 3.9	4.7	4.2	1.3	0.8	3.5	36/500	500/ 9.6	11.9	2.1	151	3.2	32	406	KUDA-F
KRLV-F	(AC)	36/ 3.9	5.3	4.2	4.2	2.1	4.4	36/535	535/10.3	10.6	7.9	136	3.5	35	286	KRLV-F
11. KDWN	(N/T)	25/ 2.7	3.9	1.9	2.8	3.2	2.8	26/391	378/ 7.3	8.0	7.5	85	2.6	26	231	KDWN
12. KNUU	(N/T)	24/ 2.6	2.5	3.1	2.3	2.1	2.6	24/443	443/ 8.5	7.3	6.3	81	1.8	18	365	KNUU
13. KWNR-F	(AC)	22/ 2.4	2.6	2.5	2.3	3.1	2.5	23/390	384/ 7.4	8.4	10.2	133	1.7	17	228	KWNR-F
14. KLTN-F	(AC)	17/ 1.8	1.1	----	----	----	0.7	17/310	300/ 5.8	4.8	0.0	106	1.1	11	153	KLTN-F
15. KMTW	(B)	15/ 1.6	0.9	2.3	0.9	2.1	1.4	15/182	182/ 3.5	2.3	3.6	119	0.3	3	87	KMTW
KJUL-F	(AC)	15/ 1.6	0.7	----	----	----	0.6	15/177	177/ 3.4	2.6	0.0	144	1.2	12	175	KJUL-F
17. KEYV-F	(J/NA)	13/ 1.4	2.9	2.0	2.3	1.9	2.2	14/267	261/ 5.0	7.5	5.1	164	3.0	30	356	KEYV-F

12+ FM SHARE (METRO): 81.69% (638 of 781) (SUM 88: 80.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KLUC-F	1 KLUC-F<	1 KFMS-AF	1 KFMS-AF>	1 KFMS-AF>	1 KXTZ-F	1 KFMS-AF>	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF	1 KDWN <
2 KYRK-F	2 KKLZ-F	2 KLUC-F	2 KKLZ-F	2 KKLZ-F	2 KFMS-AF	2 KXTZ-F<	2 KLUC-F	2 KLUC-F<	2 KYRK-F	2 KXTZ-F
3	3 KYRK-F	3 KYRK-F	3 KLUC-F	3 KLUC-F	3 KORK >>	3 KLUC-F<	3 KXTZ-F	3 KYRK-F	3 KLUC-F>	KFMS-F
4	4 KOMP-F	KKLZ-F	4 KUDA-F	4 KMZQ-F<	4 KUDA-F	4 KORK	4 KORK	4 KXTZ-F	4 KRLV-F	4 KORK
5	5 KMZQ-F	5 KMZQ-F<	KMZQ-F	5 KUDA-F<	KRLV-F	5 KOMP-F	5 KYRK	5 KMZQ-F	5 KXTZ-F	KNUU >
6	6 KFMS-AF	6 KOMP-F	6 KOMP-F	6 KOMP-F<	KNUU	6 KKLZ-F	6 KMZQ-F<	KKLZ-F	6	6
7	7	7	7	7	KDWN	7	7 KOMP-F	7	7	7
8	8	8	8	8	8	8	KKLZ-F	8	8	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLUC-F>	1 KLUC-F>	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF>	1 KYRK-F>>	1 KKLZ-F<	1 KKLZ-F	1 KKLZ-F	1 KFMS-AF
2 KYRK-F>>	2 KYRK-F	KMZQ-F	2 KLUC-F>	2 KLUC-F	2 KOMP-F	2 KOMP-F	2 KOMP-F	2 KFMS-AF	2 KKLZ-F
3 KMZQ-F>	KMZQ-F	3 KLUC-F	3 KYRK-F	3 KRLV-F	3 KKLZ-F	3 KYRK-F>	3 KFMS-AF>	3 KOMP-F	3 KUDA-F
4 KFMS-AF	4 KFMS-AF	4 KKLZ-F>	4 KMZQ-F	4 KMZQ-F	4 KMZQ-F	4 KLUC-F	4 KLUC-F	4 KYRK-F	4 KOMP-F
KOMP-F	5 KKLZ-F	5 KRLV-F	5 KRLV-F	5 KXTZ-F	5 KLUC-F>	5 KMZQ-F	5 KMZQ-F	5 KUDA-F<	5 KXTZ-F
KLTN-F	6	KOMP-F	6	6	6	6	6	6 KMZQ-F	KMZQ-F
KKLZ-F>	7	KMTW	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KENO	1460	Las Vegas	1.3/3.8
KREL	1280	Henderson/LosVg	1.1/2.5
KRRI-F	105.5	Boulder Cty/LV	1.1/3.9

RADIO STATIONS

KDWN, 720, 50 KW (DA-N) , TALK	,	$ 19.00 (Roslin)	
KENO, 1460, 5 KW/1 KW (DA-N) , OLDIES	,	$ 16.00 (Christal)	Lotus
KNUU, 970, 5 KW/500 W (DA-2), NEWS/TALK	MBS, CBS,	$ 15.00 (---)	
KORK, 920, 5 KW/500 W (DA-2), NOSTALGIA	ABC I,	$ 19.00 (MMR)	Anchor
KRSR, 1140, 10 KW/2.5 KW(DA-N), AOR	,	$ 15.00 (Mc-Guild)	Nationwide
KEYV-F, 93.1, 50 KW @ 100, JAZZ/NAC	,	$ 29.00 (HNWH)	
KFMS-F, 101.9, 100 KW @ 1110, COUNTRY	,	$ 61.00 (Katz)	
KJUL-F, 104.3, 100 KW @ 1115, AC	APR,	$ 20.00 (---)	Ragan Henry
KKLZ-F, 96.3, 100 KW @ 1170, CLASSIC AOR	,	$ 34.00 (Banner)	
KLTN-F, 103.5, 100 KW @ 1042, AC	TRNSTR,	$ 20.00 (K & P)	
KLUC-F, 98.5, 100 KW @ 1180, CHR	UPI,	$ 60.00 (Mc-Guild)	Nationwide
KMZQ-F, 100.5, 98 KW @ 1180, AC	,	$ 46.00 (Eastman)	Commonwealth
KOMP-F, 92.3, 100 KW @ 1520, AOR	,	$ 35.00 (Christal)	Lotus
KRLV-F, 106.5, 100 KW @ 1155, SOFT AC	,	$ 28.00 (Eastman)	
KRRI-F, 105.5, 50 KW @ 1450, OLDIES	MBS,	$ 20.00 (Torbet)	
KUDA-F, 107.5, 25 KW @ 3726, OLDIES	,	$ 30.00 (Katz)	American (Quinn)
KWNR-F, 95.5, 100 KW @ 1120, OLDIES	,	$ 26.00 (Torbet)	
KXTZ-F, 94.1, 100 KW @ 1250, BTFL/EZ	,	$ 44.00 (Durpetti)	Parker
KYRK-F, 97.1, 50 KW @ 1950, CHR	,	$ 33.00 (MMR)	Anchor

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,086,100
MSA Rank/Pop: 2/11,700,000
ADI # 2
Average Person Ratings: 18.6
Market TSL: 24.50 hours

Stations: 45/44
Diaries: 3712/2448:1/42.4%
Sample Target: 3440
% Below Line: 0.3
% Not Listed: 8.4

1988 Revenue: $334,000,000
HH Inc.: $37,900
Retail $: 83.6 Bil
Pop per Station: 206,502
#1 Biller: KABC $33,000,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KOST-F (AC)	1152/ 6.8	6.1	5.6	5.4	5.0	6.0	1302/17575	15469/17.0	16.4	13.3	116	4.3	663	7841	KOST-F
2. KIIS-AF (CHR)	1089/ 6.4	5.2	7.1	6.5	6.9	6.3	1253/22223	19124/21.0	19.7	21.1	97	7.1	1064	18498	KIIS-AF
3. KPWR-F (CHR)	1025/ 6.1	7.1	6.4	7.2	7.4	6.7	1077/17084	15740/17.3	18.1	18.0	70	7.7	1192	15484	KPWR-F
4. KQLZ-F (CHR)	929/ 5.5	4.3	2.7	2.8	2.6	3.8	1199/15929	12491/13.7	12.6	8.1	73	6.4	993	11732	KQLZ-F
5. KJOI-F (EZ)	771/ 4.6	4.1	4.5	4.6	4.1	4.4	833/8981	8175/ 9.0	9.5	8.5	57	3.4	522	5013	KJOI-F
6. KABC (T)	729/ 4.3	5.2	4.9	5.3	5.7	4.9	805/11357	10049/11.1	12.7	13.0	67	4.6	719	8798	KABC
7. KLOS-F (AOR)	695/ 4.1	3.8	4.6	3.6	4.3	4.0	947/12565	9430/10.4	10.3	9.9	124	4.2	650	8815	KLOS-F
8. KBIG-F (AC)	609/ 3.6	4.3	4.0	3.3	4.2	3.8	720/11498	9808/10.8	10.8	9.8	125	3.0	465	4617	KBIG-F
9. KLVE-F (SP)	538/ 3.2	1.8	2.3	2.8	2.7	2.5	556/6258	5945/ 6.5	4.7	5.2	116	1.9	301	4164	KLVE-F
10. KFWB (N)	518/ 3.1	3.0	2.9	3.1	3.3	3.0	548/12153	11475/12.6	12.6	12.7	55	2.5	385	7500	KFWB
11. KRTH-F (O)	473/ 2.8	3.1	3.3	3.2	3.1	3.1	592/13085	10666/11.7	10.2	11.6	146	3.3	514	6289	KRTH-F
12. KNX (N)	466/ 2.8	3.3	3.6	3.5	3.1	3.3	619/13500	10558/11.6	13.0	11.9	75	2.3	362	5965	KNX
13. KTWV-F (J/NA)	465/ 2.8	2.5	3.4	3.3	3.0	3.0	536/8851	7682/ 8.5	8.5	8.8	150	2.8	441	5023	KTWV-F
14. KMPC (BB)	459/ 2.7	2.5	2.3	2.1	2.0	2.4	587/8339	6621/ 7.3	7.4	6.4	48	2.0	307	4081	KMPC
15. KWKW (SP)	457/ 2.7	2.2	2.3	1.3	1.5	2.1	458/4078	4032/ 4.4	3.8	2.6	126	2.0	315	4115	KWKW
16. KROQ-F (AOR)	419/ 2.5	2.3	3.0	3.2	3.4	2.8	488/8479	7378/ 8.1	7.3	10.3	72	4.5	692	7279	KROQ-F
17. KZLA-F (C)	389/ 2.3	2.0	2.3	2.6	2.1	2.3	425/5786	5027/ 5.5	5.4	5.1	117	2.4	374	4344	KZLA-F
18. KODJ-F (O)	340/ 2.0	2.0	1.1	1.2	1.3	1.6	473/8677	6571/ 7.2	6.9	5.0	140	2.5	389	4597	KODJ-F
19. KLSX-F (AOR)	338/ 2.0	1.8	2.5	2.3	3.1	2.2	378/7370	6695/ 7.4	7.4	7.7	135	1.8	283	4889	KLSX-F
20. KTNQ (SP)	327/ 1.9	2.5	1.6	2.8	2.7	2.2	334/3520	3440/ 3.8	5.0	4.6	126	2.0	313	3825	KTNQ
21. KJLH-F (B)	314/ 1.9	2.2	2.3	2.3	1.6	2.2	324/5118	4948/ 5.4	5.9	5.3	89	3.3	518	5845	KJLH-F
22. KFAC-F (CL)	288/ 1.7	1.5	1.6	1.5	1.4	1.6	337/5834	4980/ 5.5	5.0	5.0	88	1.2	183	3784	KFAC-F
23. KFI (T)	272/ 1.6	1.8	1.3	1.3	1.4	1.5	407/7268	5077/ 5.6	6.1	4.6	119	1.3	209	3411	KFI
24. KRTH (AC)	221/ 1.3	0.8	0.6	1.1	0.9	0.9	227/3242	3084/ 3.4	3.2	3.5	115	0.3	53	1397	KRTH
25. KACE-F (B)	209/ 1.2	1.3	0.9	1.4	1.0	1.2	216/4014	3973/ 4.4	3.8	3.5	125	2.1	323	3690	KACE-F
26. KEDG-F (AC)	195/ 1.2	0.7	0.9	0.7	0.4	0.9	217/5647	5090/ 5.6	2.7	2.0	100	1.1	172	2806	KEDG-F
27. KSKQ (SP)	184/ 1.1	1.0	1.1	1.2	1.6	1.1	185/2076	2069/ 2.3	2.3	2.6	136	0.9	142	1274	KSKQ
28. KNAC-F (AOR)	177/ 1.0	1.0	1.4	1.6	1.0	1.3	200/2765	2524/ 2.8	3.2	2.5	50	2.0	315	3824	KNAC-F
29. KKGO-F (J/NA)	176/ 1.0	1.2	1.1	1.0	1.5	1.1	220/4008	3293/ 3.6	3.7	4.3	140	1.3	201	2931	KKGO-F
30.															

12+ FM SHARE (METRO): 71.48% (11067 of 15483) (SUM 88: 68.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPWR-F	1 KQLZ-F	1 KOST-F	1 KOST-F	1 KOST-F>	1 KJOI-F	1 KIIS-AF	1 KOST-F	1 KOST-F	1 KOST-F	1 KABC >>
2 KIIS-AF	2 KIIS-AF	2 KIIS-AF	2 KIIS-AF	2 KIIS-AF	2 KABC	2 KLOS-F>	2 KIIS-AF	2 KIIS-AF<	2 KPWR-F<	2 KNX >>
3 KQLZ-F>>	KPWR-F<	3 KQLZ-F	3 KLOS-F	3 KLOS-F	3 KOST-F	3 KABC	3 KPWR-F<	3 KPWR-F<	3 KABC	3 KFWB >>
4 KROQ-F	4 KOST-F	KPWR-F	4 KPWR-F<	4 KBIG-F	4 KFWB <	4 KOST-F<	4 KQLZ-F	4 KQLZ-F	4 KQLZ-F	4 KOST-F
5	5 KLOS-F>	5 KLOS-F>	5 KBIG-F<	5 KPWR-F<	5 KMPC	5 KFWB <	5 KJOI-F	5 KJOI-F	5 KIIS-AF>	5 KJOI-F>>
6	6 KLVE-F	6 KBIG-F<	6 KQLZ-F	6 KTWV-F<	6 KNX	6 KPWR-F<	6 KBIG-F	6 KBIG-F	6 KJOI-F	6 KQLZ-F>>
7	7 KROQ-F	7 KLVE-F	7 KRTH-F<	7 KRTH-F<	7 KBIG-F	7 KNX	7 KLOS-F	7 KABC	7 KMPC	7 KMPC
8	8 KBIG-F	8 KRTH-F	8 KTWV-F<	8 KQLZ-F	8 KTWV-F	8 KQLZ-F	8 KABC	8 KTWV-F	KLVE-F	8 KBIG-F
9	9 KJLH-F	9 KTWV-F	9 KLVE-F-	9 KLVE-F	KRTH-F<	9 KJOI-F	9 KTWV-F<	9	9 KWKW	9 KRTH-F
10	10 KRTH-F	10 KWKW	10 KWKW	10 KWKW	10 KWKW	10 KMPC	10 KLVE-F	10	KNX	10 KPWR-F
		KROQ-F				KLVE-F			KJLH-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KPWR-F	1 KOST-F	1 KOST-F	1 KOST-F	1 KOST-F>
2 KQLZ-F	2 KPWR-F<	2 KIIS-AF>	2 KIIS-AF	2 KIIS-AF
KOST-F	3 KIIS-AF	3 KPWR-F	3 KPWR-F	3 KBIG-F
4 KIIS-AF>	4 KQLZ-F>	4 KBIG-F<	4 KBIG-F	4 KPWR-F
5 KLVE-F<	5 KBIG-F	5 KQLZ-F	5 KQLZ-F	5 KLVE-F<
6 KROQ-F	6 KLVE-F	6 KLOS-F	6 KLVE-F>	6 KRTH-F
7 KBIG-F	7 KLOS-F	7 KLVE-F	7 KTWV-F	7 KTWV-F
8 KJLH-F>	8 KROQ-F	8 KRTH-F>	KRTH-F<	8 KQLZ-F<
9 KLOS-F	9 KJLH-F	9 KJLH-F	9 KODJ-F	9 KWKW
10 KACE-F	10 KRTH-F	10 KWKW	10 KLOS-F	10 KODJ-F
			KJLH-F	KJOI-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQLZ-F	1 KLOS-F<	1 KLOS-F>	1 KLOS-F	1 KLOS-F
2 KLOS-F	2 KQLZ-F>	2 KQLZ-F	2 KQLZ-F	2 KOST-F
3 KPWR-F<	3 KIIS-AF<	3 KIIS-AF	3 KIIS-AF	3 KIIS-AF
4 KIIS-AF	4 KPWR-F	4 KPWR-F	4 KOST-F	4 KTWV-F<
5 KROQ-F	5 KOST-F	5 KOST-F	5 KPWR-F	5 KQLZ-F
6 KOST-F	6 KROQ-F	6 KLVE-F	6 KRTH-F	6 KRTH-F
7 KNAC-F	7 KLVE-F>	7 KTWV-F	7 KTWV-F	7 KPWR-F
8 KLVE-F<	8 KTWV-F	8 KLSX-F	KLVE-F	8 KABC
9 KJLH-F	KLSX-F	9 KROQ-F	9 KROQ-F	9 KLVE-F<
10 KRTH-F	10 KRTH-F	10 KWKW	10	10 KWKW
	KNAC			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KALI	1430	San Gabriel	0.8/2.5
KDAY	1580	Santa Monica/LA	0.6/2.4
KEZY-F	95.9	Anaheim	0.4/1.6
KFSG-F	96.3	Los Angeles	0.3/1.4
KGFJ	1230	Los Angeles	0.7/2.0
KIEV	870	Glendale	0.4/2.1
KKLA-F	99.5	Los Angeles	0.7/2.3
KLAC	570	L A/ANAHEIM	0.8/2.6
KOCM-F	103.1	Newport Beach	0.3/0.9
KRLA	1110	Pasadena	0.8/3.4
KSKQ-F	97.9	Long Beach	0.5/2.0
KYMS-F	106.3	SANTA ANA	0.4/1.1
KAVS-F	97.7	MOJAVE/LANCASTR	0.3/0.6

RADIO STATIONS

KABC	790	5 KW (DA-N)	TALK	ABC I, ABC T	$ 410.00	(Katz)	Cap Cities/ABC	
KALI	1430	5 KW (DA-2)	HISPANIC		$ 90.00	(Katz)	TA/Shaw	(SAN GABRIEL)
KBRT	740	10 KW (DAYS, DA)	RELIGION		50.00	(---)		(AVALON)
KDAY	1580	50 KW (DA-2)	BLACK	NBN	$ 100.00	(Roslin)	Heritage	(SANTA MONICA)
KFI	640	50 KW	TALK	MBS	$ 150.00	(Christal)	Cox	
KFWB	980	5 KW	NEWS	NBC, UPI	$ 300.00	(Group W)	Westinghouse	
KGFJ	1230	1 KW	BLACK OLDIES	SBN, SMN	$ 70.00	(Roslin)		
KLAC	570	5 KW (DA-N)	COUNTRY	ABC D	$ 130.00	(Eastman)	Malrite	
KMPC	710	50 KW/10 KW (DA-N)	NOSTALGIA/MOR		$ 270.00	(Durpetti)	Golden West	
KNX	1070	50 KW	NEWS	CBS	$ 340.00	(CBS)	CBS	
KRLA	1110	50 KW (DA-2)	OLIDES		$ 100.00	(MMR)	Greater Media	
KRTH	930	5 KW (DA-N)	OLDIES	US 2	$ N/A	(Republic)	Beasley	
KSKQ	1540	50 KW/10 KW (DA-2)	HISPANIC		$ 100.00	(SBS)	SBS	
KTNQ	1020	50 KW (DA-2)	HISPANIC	CRC	$ 165.00	(Caballero)	Heftel	
KWKW	1330	5 KW (DA-N)	HISPANIC		$ 120.00	(Lotus)	Lotus	

FM STATIONS

KACE	103.9	1.6 KW @ 390	BLACK	APR	$ 85.00	(K & P)	All Pro	(INGLEWOOD)
KBIG	104.3	105 KW @ 2890	AC		$ 280.00	(CBS)	Bonneville	
KEDG	101.9	2.5 KW @ 2848	SOFT AC		$ 100.00	(Durpetti)	Golden West	(GLENDALE)
KKBT	92.3	39 KW @ 2835	AC/HYBRID		$ 200.00	(Mc-Guild)	Evergreen	
KFSG	96.3	54 KW @ 480	RELIGION		40.00	(---)		
KGMX	94.3	3 KW @ -180	AC	APR,TALKNT	$ 50.00	(HNWH)	Buckley	
KIIS	102.7	8 KW @ 2790	CHR		$ 550.00	(Mc-Guild)	Gannett	
KJLH	102.3	3 KW @ 300	BLACK		$ 117.00	(Roslin)		(COMPTON)
KJOI	98.7	75 KW @ 1180	EZ		$ 285.00	(Banner)	Command	
KKGO	105.1	18 KW @ 2900	JAZZ/CLASSICAL	APR	$ 110.00	(CMBS)		
KLOS	95.5	63 KW @ 3129	AOR	ABC R	$ 312.00	(Katz)	Cap Cities/ABC	
KLSX	97.1	55 KW @ 770	CLASSIC AOR		$ 300.00	(MMR)	Greater Media	
KLVE	107.5	60 KW @ 2800	HISPANIC		$ 175.00	(Caballero)	Heftel	
KMAX	107.1	3 KW @ -13	HISPANIC		$ 60.00	(---)	Douglas	(ARCADIA)
KNAC	105.5	1.6 KW @ 400	AOR	ABC F	$ 120.00	(---)		(LONG BEACH)
KODJ	93.1	28 KW @ 3496	OLDIES	RADRAD	$ 200.00	(CBS)		
KOST	103.5	13 KW @ 3100	AC		$ 410.00	(Christal)	Cox	
KPWR	105.9	72 KW @ 770	CHR/URBAN		$ 425.00	(HNWH)	Emmis	
KQLZ	100.3	5 KW @ 3060	CHR/AOR	SOURCE	$ 600.00	(Eastman)	Westwood One	
KROQ	106.7	6 KW @ 1388	AOR		$ 300.00	(Torbet)	Infinity	
KRTH	101.1	51 KW @ 3130	OLDIES	US 2	$ 350.00	(Republic)	Beasley	
KSKQ	97.9	79 KW @ 420	HISPANIC		$ 120.00	(SBS)	SBS	
KTWV	94.7	55 KW @ 2952	JAZZ/NAC		$ 260.00	(Banner)	Legacy	
KZLA	93.9	49 KW @ 720	COUNTRY		$ 225.00	(Eastman)	Malrite	

MISCELLANEOUS COMMENTS: KKBT changed formats in Sept...KKGO changed formats in Sept.

LOUISVILLE

Arbitron Rank/Pop (12+): 49/791,500

MSA Rank/Pop: 51/960,300
ADI # 45
Average Person Ratings: 15.9
Market TSL: 21.50 hours

Stations: 15/15
Diaries: 1326/597:1/55.0%
Sample Target: 1200
% Below Line: 0.0
% Not Listed: 8.4

1988 Revenue: $23,100,000
HH Inc.: $30,919
Retail $: 7.0 Bil
Pop per Station: 52,766
#1 Biller: WHAS $6,000,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAMZ-F	(C)	207/16.4	16.3	17.1	17.2	17.8	16.8	295/3231	2137/27.0	26.8	25.7	124	18.2	259	2341	WAMZ-F
2. WDJX-AF	(CHR)	171/13.7	15.3	12.2	9.6	10.7	12.7	228/3086	2234/28.2	28.1	25.5	72	17.6	243	2285	WDJX-AF
3. WHAS	(MOR)	136/10.8	12.2	14.8	15.0	17.5	13.2	200/2838	2025/25.6	2[illegible].3	29.7	83	9.7	139	2251	WHAS
4. WLOU	(B)	119/ 9.4	7.1	7.4	3.9	3.5	6.9	120/836	807/10.2	9.4	6.5	96	10.9	155	1122	WLOU
5. WQMF-F	(AOR)	104/ 8.2	8.3	9.4	9.8	9.5	8.9	153/1963	1371/17.3	16.5	19.7	116	10.1	144	1773	WQMF-F
6. WVEZ-F	(AC)	100/ 7.9	5.9	6.7	7.1	6.9	6.9	119/1651	1410/17.8	14.9	15.0	133	4.4	63	931	WVEZ-F
7. WLRS-F	(CHR)	79/ 6.3	5.5	4.2	6.0	6.6	5.5	83/1442	1287/16.3	15.9	18.3	49	9.1	130	1984	WLRS-F
8. WRKA-F	(AC)	70/ 5.6	6.0	6.4	6.3	4.3	6.1	73/1332	1286/16.2	14.7	13.1	141	4.5	64	1080	WRKA-F
9. WAVG	(MOR)	40/ 3.2	3.8	4.4	3.7	3.4	3.8	44/827	729/ 9.2	10.7	9.8	109	3.0	43	668	WAVG
10. WLSY-F	(EZ)	38/ 3.0	3.0	1.9	6.2	4.7	3.5	38/460	415/ 5.3	6.4	8.4	100	1.4	20	487	WLSY-F
11. WXVW	(BB)	35/ 2.8	3.0	1.9	2.3	3.0	2.5	35/463	463/ 5.8	6.2	4.8	29	0.6	8	187	WXVW
12. WWKY	(C)	24/ 1.9	0.5	0.8	0.7	0.4	1.0	26/318	305/ 3.9	3.0	2.8	68	0.8	11	166	WWKY
13. WTMT	(C)	21/ 1.7	1.5	1.7	1.0	1.2	1.5	23/311	262/ 3.3	4.1	4.2	94	1.0	14	248	WTMT
14. WXLN-F	(REL)	11/ 0.9	1.5	0.8	1.0	1.5	1.0	12/334	326/ 4.1	3.5	4.6	122	1.4	20	250	WXLN-F
15.																

12+ FM SHARE (METRO): 67.27% (777 of 1155) (SUM 88: 64.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJX-AF>>	1 WDJX-AF<	1 WAMZ-F	1 WAMZ-F>	1 WAMZ-F>	1 WAMZ-F	1 WHAS	1 WAMZ-F>	1 WAMZ-F	1 WDJX-AF	1 WAMZ-F
2 WLRS-F>	2 WQMF-F	2 WDJX-AF	2 WDJX-AF	2 WVEZ-F	2 WHAS >>	2 WAMZ-F>	2 WDJX-AF	2 WDJX-AF>	2 WLOU	2 WLOU
3 WLOU >	3 WAMZ-F	3 WQMF-F	3 WVEZ-F	3 WDJX-AF<	3 WVEZ-F	3 WDJX-AF	3 WVEZ-F	3 WHAS	3 WAMZ-F	3 WHAS
4 WQMF-F	4 WLOU	4 WLOU	WQMF-F	4 WQMF-F	4 WLOU	4 WQMF-F	4 WLOU <	4 WVEZ-F	4 WHAS	4 WDJX-F
5	5 WLRS-F	5 WVEZ-F	5 WLOU	5 WLOU	5	5 WLOU	5 WQMF-F<	5 WQMF-F	5 WQMF-F	5 WRKA-F<
6	6 WRKA-F<	6	6 WRKA-F	WHAS	6	6	6 WHAS	6 WLOU	6 WLRS-F>	6 WLSY-F
7	7 WVEZ-F	7	WHAS	7	7	7	7	7	7 WVEZ-F	7 WXVW

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WDJX-AF>>	1 WDJX-AF>	1 WDJX-AF	1 WAMZ-F	1 WAMZ-F>
2 WLOU <	2 WAMZ-F	WAMZ-F	2 WDJX-AF>	2 WVEZ-F<
3 WLRS-F>	3 WVEZ-F	3 WVEZ-F	3 WVEZ-F	3 WDJX-AF
4 WAMZ-F	WLOU	4 WRKA-F>	4 WLOU	4 WLOU
5 WQMF-F	5 WRKA-F	5 WLOU	5 WRKA-F	5 WRKA-F
6 WVEZ-F	6 WQMF-F	6 WQMF-F>	6	6 WHAS
7 WRKA-F>>	7 WLRS-F	7 WHAS >	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLRS-F	1 WQMF-F>	1 WAMZ-F>	1 WQMF-F<	1 WAMZ-F>
2 WQMF-F	2 WAMZ-F	2 WLOU	2 WAMZ-F>	2 WQMF-F
3 WDJX-AF>	3 WDJX-AF<	3 WQMF-F	3 WLOU <	3 WHAS
4 WLOU >	WLRS-F	4 WDJX-AF	4 WHAS <	4 WVEZ-F<
5 WAMZ-F>>	5 WLOU	WRKA-F>	5 WLRS-F	5 WLOU
6 WHAS >	6	6 WVEZ-F	6 WVEZ-F	6 WDJX-AF
7 WVEZ-F	7	WLRS-F	7	7 WRKA-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

None

RADIO STATIONS

WAVG, 970, 5 KW (DA-N) , MOR MBC, US 2, $ 33.00 (MMR) Radio One
WDJX, 1080, 10 KW/1 KW (DA-2) , SIMULCAST WITH WDJX-F
WHAS, 840, 50 KW , MOR ABC I, $ 120.00 (Christal) Clear Channel
WLOU, 1350, 5 KW/500 W (DA-N) , BLACK SBN, $ 40.00 (MMR) Johnson
WTMT, 620, 500 W (DA-2) , COUNTRY , $ 14.00 (---)
WWKY, 790, 5 KW/1 KW (DA-2) , COUNTRY TRNSTR, $ 26.00 (Katz) Wilkes-Schwartz
WXVW, 1450, 1 KW , NOSTALGIA SMN, $ 25.00 (K & P)

WAMZ-F, 97.5, 100 KW @ 505, COUNTRY , $ 96.00 (Christal) Clear Channel
WDJX-F, 99.7, 24 KW @ 720, CHR , $ 65.00 (Republic) Stoner
WLRS-F, 102.3, 3 KW @ 300, CHR/AOR ABC R, $ 44.00 (Durpetti) Radio One
WLSY-F, 101.7, 1 KW @ 400, BTFL/EZ , $ 30.00 (Banner)
KQMF-F, 95.7, 34 KW @ 580, AOR SOURCE, $ 56.00 (Eastman)
WRKA-F, 103.1, 3 KW @ 300, AC , $ 53.00 (Banner)
WVEZ-F, 106.9, 24 KW @ 670, SOFT AC , $ 59.00 (Katz) Wilkes-Schwartz
WXLN-F, 103.9, 1 KW @ 500, RELIGION , $ 18.00 (---)

MISCELLANEOUS COMMENTS: WJYL-F changes calls to WLSY (Jan.)...WVEZ changes to WWKY (June)...WWKY changes from SOFT AC to COUNTRY (June)...WLSY changes from BLACK to BTFL (Jan.)...WFIA, WXLN-F sold for $2,100,000 (Tornberg).

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 76/473,000

MSA Rank/Pop: 124/377,400
ADI # 112

Average Person Ratings: 19.4
Market TSL: 26.25 hours

Stations: 21/20
Diaries: 914/518:1/59%
Sample Target: 810
% Below Line: 0.7
% Not Listed: 10.0

1988 Revenue: $11,200,000
HH Inc.: $23,900
Retail $: 3.4 Bil
Pop per Station: 23,650
#1 Biller: KGBT $1,900,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KBFM-F (CHR)	184/20.0	19.7	18.7	18.6	17.0	19.3	194/1965	1828/38.6	40.3	32.2	69	27.1	249	1768	KBFM-F
2. KGBT (SP)	158/17.2	11.8	16.6	17.7	18.3	15.8	174/1376	1222/25.8	24.0	25.7	80	12.0	110	1108	KGBT
3. KTXF-F (C)	121/13.2	13.4	13.0	8.4	9.1	12.0	135/1267	1201/25.4	23.4	18.2	116	16.7	154	1057	KTXF-F
4. KELT-F (AC)	59/ 6.4	6.8	5.5	5.5	8.2	6.1	60/866	822/17.4	16.7	19.4	166	6.4	59	677	KELT-F
5. KVLY-F (EZ)	50/ 5.4	4.3	5.4	6.0	4.9	5.3	50/433	433/ 9.2	8.8	7.7	59	3.8	35	456	KVLY-F
6. KIWW-F (SP)	47/ 5.1	8.8	6.8	9.7	9.7	7.6	54/776	710/15.0	19.9	21.0	139	7.0	64	781	KIWW-F
7. KRIX-F (AOR)	38/ 4.1	4.0	3.7	4.7	5.8	4.1	38/610	580/12.3	12.8	13.9	95	4.2	39	713	KRIX-F
8. KQXX-F (SP)	37/ 4.0	4.7	5.4	4.8	5.0	4.7	37/428	395/ 8.4	9.6	11.5	140	2.7	25	414	KQXX-F
9. KIRT (SP)	32/ 3.5	3.6	2.6	2.2	3.6	3.0	33/426	402/ 8.5	7.5	8.6	129	1.5	14	222	KIRT
10. KBOR-AF (?)	20/ 2.2	3.1	1.8	1.5	3.9	2.2	20/276	276/ 5.8	6.7	7.2	173	2.1	16	164	KBOR-AF
KITM-F (SP)	20/ 2.2	1.1	1.4	0.6	0.6	1.3	20/258	254/ 5.4	3.4	2.2	100	1.5	14	226	KITM-F
12. KJAV-AF (SP)	11/ 1.2	3.1	3.2	2.4	1.7	2.5	11/198	198/ 4.2	3.3	2.8	142	3.1	21	237	KJAV-AF
KURV (N/T)	11/ 1.2	1.5	1.1	1.1	1.5	1.2	14/200	184/ 3.9	3.5	4.4	108	1.7	16	161	KURV
KRGE (O)	11/ 1.2	1.8	0.6	2.1	2.6	1.4	12/297	270/ 5.7	5.9	12.0	158	1.5	14	245	KRGE
15.															

12+ FM SHARE (METRO): 69.13% (571 of 826) (SUM 88: 66.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F	1 KBFM-F>	1 KBFM-F	1 KTXF-F	1 KTXF-F	1 KGBT >>	1 KGBT	1 KBFM-F	1 KBFM-F>>	1 KBFM-F>>	1 KTXF-F
2	2 KTXF-F>	2 KTXF-F>	KBFM-F>	2 KGBT	2 KTXF-F	2 KBFM-F	2 KGBT <	2 KGBT>	2 KGBT	2 KBFM-F
3	3 KELT-F<	3 KGBT <	3 KELT-F<	KBFM-F	3 KVLY-F	3 KTXF-F>>	3 KTXF-F>>	3 KTXF-F>>	3 KTXF-F	3 KGBT >
4	4 KRIX-F	4 KELT-F>	4 KGBT >	4 KELT-F>	4	4 KELT-F	4 KELT-F	4 KELT-F	4 KQXX-F	4 KVLY-F
5	5 KGBT	5 KQXX-F	5 KIWW-F	5 KIWW-F	5	5 KIRT >>	5 KVLY-F	5 KVLY-F	5 KIWW-F>>	5 KIWW-F>>
6	6	6 KRIX-F	6 KQXX-F	6	6	6	6	6	6 KBOR-AF	6 KELT-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBFM-F>>	1 KBFM-F>>	1 KBFM-F	1 KBFM-F>	1 KBFM-F<	1 KBFM-F	1 KBFM-F	1 KBFM-F<	1 KTXF-F	1 KGBT <
2 KTXF-F>>	2 KTXF-F>	2 KTXF-F<	2 KTXF-F	2 KTXF-F	2 KTXF-F>	2 KTXF-F>	2 KTXF-F>	2 KBFM-F	2 KTXF-F
3 KRIX-F	3 KELT-F>	3 KELT-F	3 KELT-F>	3 KELT-F<	3 KRIX-F	3 KRIX-F	3 KRIX-F	3 KGBT >	3 KBFM-F>
KELT-F>	4 KQXX-F	4 KGBT >	4 KGBT	4 KGBT >	4 KIWW-F	4 KGBT	4 KGBT	4 KRIX-F	4 KELT-F
5 KGBT	5 KRIX-F	5 KQXX-F>	5 KQXX-F	5 KIWW-F	KGBT >>	5 KIWW-F	5 KELT-F>	KIWW-F	5 KIWW-F
6 KIWW-F>	6	6 KBOR-AF	6	6 KQXX-F	6 KRIO	6 KELT-F	6 KIWW-F>	6 KELT-F	6
7	7	KRIX-F	7	7	KIRT	7	7 KITM-F>>	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KIKN	840	Pharr	0.9/2.7
KRIO	910	McAllen	0.9/2.6
KTRH	740	Houston	0.7/2.6

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1), HISPANIC, $ 20.00 (Caballero)
KGBT, 1530, 50 KW/10 KW (DA-N), HISPANIC, $ 50.00 (Katz Hisp.) Tichenor
KIRT, 1580, 1 KW/300 W, HISPANIC, $ 18.00 (Caballero)
KRGE, 1290, 5 KW (DA-N), OLDIES US 1, SMN, $ 15.00 (Banner) First Cities
KURV, 710, 1 KW (DA-1), TALK ABC T, TALKNT, $ 12.00 (Miller)

KBFM-F, 104.1, 100 KW @ 990, CHR ABC F, $ 39.00 (Republic) Waldron
KELT-F, 94.5, 100 KW @ 1154, AC, $ 31.00 (Katz)
KIWW-F, 96.1, 100 KW @ 937, HISPANIC, $ 30.00 (Katz Hisp.) Tichenor
KQXX-F, 98.5, 100 KW @ 1400, HISPANIC, $ 21.00 (Caballero)
KRIX-F, 99.5, 100 KW @ 1100, AOR ABC R, $ 25.00 (Banner) First Cities
KTXF-F, 100.3, 100 KW @ 1140, COUNTRY ABC E, $ 35.00 (Christal) Tate
KJAV-F, 104.9, 3 KW @ 260, HISPANIC, $ 10.00 (---)
KVLY-F, 107.9, 100 KW @ 490, BTFL/EZ, $ 22.00 (Torbet) Tippie

MEMPHIS

Arbitron Rank/Pop (12+): 42/878,900
MSA Rank/Pop: 48/975,800
ADI # 40
Average Person Ratings: 16.4
Market TSL: 22.00 hours

Stations: 22/22
Diaries: 1194/736:1/51.3%
Sample Target: 1160
% Below Line: 0.0
% Not Listed: 9.4

1988 Revenue: $25,800,000
HH Inc.: $29,448
Retail $: 7.1 Bil
Pop per Station: 39,950
#1 Biller: WGKX-F $5,000,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHRK-F	(B)	207/14.3	13.1	15.0	17.0	13.9	14.9	267/2667	2184/24.8	25.4	23.7	82	18.0	256	2605	WHRK-F
2. WGKX-F	(C)	143/ 9.9	10.5	10.1	9.4	9.1	10.0	176/2349	1650/18.8	21.7	19.8	114	8.5	120	1620	WGKX-F
3. WDIA	(B)	137/ 9.5	9.4	7.8	6.5	6.1	8.3	180/2222	1686/19.2	19.0	15.1	122	12.5	178	1515	WDIA
4. WEGR-F	(AOR)	127/ 8.8	7.6	8.8	6.3	8.1	7.9	146/1815	1389/15.8	13.0	13.3	115	14.2	202	1395	WEGR-F
5. WMC -F	(CHR)	98/ 6.8	6.1	7.6	9.6	9.2	7.5	132/2478	1748/19.9	19.6	25.2	113	9.2	131	2277	WMC -F
6. WEZI-F	(EZ)	94/ 6.5	4.5	6.0	4.9	4.5	5.5	95/1028	1020/11.6	9.6	9.6	71	2.3	32	614	WEZI-F
7. WRVR-F	(O)	93/ 6.4	9.1	8.2	7.7	7.1	7.8	107/1887	1541/17.5	18.8	17.6	158	5.1	73	1240	WRVR-F
8. KRNB-F	(B)	86/ 6.0	6.1	6.2	6.1	10.9	6.1	91/1614	1528/17.4	18.2	20.2	73	5.2	74	1537	KRNB-F
9. WLOK	(REL)	67/ 4.6	5.6	4.2	5.1	5.5	4.9	67/907	907/10.3	10.4	9.8	85	2.8	40	641	WLOK
10. KMPZ-F	(CHR)	63/ 4.4	4.1	5.1	4.5	2.4	4.5	99/1866	1279/14.6	13.5	9.6	59	6.7	95	1461	KMPZ-F
11. WMC	(N/T)	56/ 3.9	3.3	3.7	4.4	3.7	3.8	69/1076	897/10.2	8.6	7.4	77	2.3	33	293	WMC
82. WREC	(BB)	24/ 1.7	3.4	3.1	2.8	2.1	2.8	34/726	505/ 5.7	8.0	7.6	29	2.1	30	455	WREC
KFTH-F	(REL)	24/ 1.7	0.7	1.7	1.3	2.0	1.4	24/384	350/ 4.0	4.5	5.4	106	1.3	19	367	KFTH-F
14. WHBQ	(O)	16/ 1.1	0.8	1.0	1.4	3.2	1.1	19/429	362/ 4.1	3.9	8.2	127	0.9	13	363	WHBQ
15.																

12+ FM SHARE (METRO): 72.17% (944 of 1308) (SUM 88: 72.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F>>	1 WHRK-F	1 WHRK-F	1 WHRK-F	1 WHRK-F<	1 WGKX-F	1 WHRK-F	1 WHRK-F<	1 WHRK-F	1 WHRK-F>>	1 WHRK-F>>
2 KMPZ-F>	2 WEGR-F>	2 WEGR-F	2 WDIA	2 WDIA <	2 WEZI-F	2 WGKX-F	2 WGKX-F	2 WGKX-F	2 WDIA	2 WEGR-F
3 KRNB-F>	3 WMC -F	3 WDIA <	3 WGKX-F	3 WGKX-F	3 WDIA >	3 WEGR-F<	3 WEGR-F<	3 WEGR-F	3 WEGR-F	WDIA
4 WMC -F	4 WDIA	4 WGKX-F	WEGR-F	4 WRVR-F	4 WLOK	4 WDIA >	4 WDIA	4 WMC -F	4 WGKX-F<	4 WMC
5	5 KRNB-F	5 WMC <	5 WRVR-F	WEGR-F	5 WRVR-F	5 WMC -F	5 WRVR-F	5 WDIA <	5 KRNB-F	5 WLOK
6	6 WRVR-F	6 WRVR-F	6 WMC -F	6 WMC -F>	6 WMC	6 WLOK <	6 WEZI-F	6 WEZI-F	6 WMC	WGKX-F
7	7 WGKX-F	7	7	7 WEZI-F	7	7 WRVR-F	7 WMC -F>	7 WRVR-F	KMPZ-F	7 KRNB-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHRK-F>>	1 WHRK-F>	1 WHRK-F	1 WHRK-F	1 WDIA	1 WHRK-F	1 WEGR-F<	1 WEGR-F	1 WEGR-F<	1 WEGR-F
2 WMC -F	2 WMC -F	2 WMC -F	2 WMC -F	2 WMC -F	2 WEGR-F>>	2 WHRK-F	2 WHRK-F>>	2 WHRK-F>>	2 WHRK-F
WEGR-F	3 WEGR-F	3 WDIA	3 WDIA	WGKX-F<	3 KRNB-F	3	3 WDIA	3 WGKX-F	3 WGKX-F
4 KRNB-F	WDIA	4 WRVR-F	4 WGKX-F	4 WHRK-F<	4 WMC -F	4	4 WRVR-F	4 WDIA	4 WRVR-F
5 KMPZ-F	5 WRVR-F	5 WEGR-F	5 WRVR-F	5 WRVR-F	WGKX-F>	5	5 KRNB-F	5 WRVR-F	WDIA
6 WGKX-F	6 KRNB-F	6 WGKX-F	6 WEGR-F	6	6 KMPZ-F	6	6 WMC	6	6
7	7 WGKX-F	7 KMPZ-F	7	7	7	7	7	7	7
8	KMPZ-F	8	8	8	8	8	8	8	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KHLS-F	96.3	Blytheville	0.6/1.2
KSUD	730	W Memphis/Memph	0.4/1.7
KWAM	990	Memphis	0.6/3.3
WCRV	640	Collierville	0.8/3.1
WEZI	1430	Germantown	0.6/2.3
WGSF	1210	Arlington	0.7/1.4
WODZ	680	Memphis	0.6/1.4
WXSS	1030	Memphis	0.9/2.9

RADIO STATIONS

KWAM, 990, 10 KW/450 W (DA-2)	GOSPEL		$ 20.00	(---)	Rivers
WDIA, 1070, 50 KW/5 KW (DA-2)	BLACK	APR, SBN	$ 34.00	(Katz)	Ragan Henry
WHBQ, 560, 5 KW/1 KW (DA-2)	OLDIES	US 1, US 2	$ 27.00	(Republic)	
WLOK, 1340, 1 KW (DA-1)	GOSPEL	NBN, SBN	$ 25.00	(K & P)	
WMC , 790, 5 KW (DA-N)	TALK	ABC I, NBC	$ 41.00	(Banner)	Scripps-Howard
WREC, 600, 5 KW (DA-N)	NOSTALGIA	CBS	$ 30.00	(Mc-Guild)	Newmarket
WXSS, 1030, 50 KW/1 KW (DA-2)	BLACK	SMN, NBN	$ 20.00	(Bolton)	Willis
KMPZ-F, 98.1, 100 KW @ 715	CHR	ABC R, ABC C	$ 40.00	(Christal)	Dittman (OSCEOLA, AR)
KRNB-F, 101.1, 100 KW @ 347	BLACK	ABC F	$ 46.00	(Republic)	Rivers
WEGR-F, 102.7, 98 KW @ 970	AOR	US 1	$ 57.00	(Mc-Guild)	Newmarket
WEZI-F, 94.3, 3 KW @ 300	BTFL/EZ		$ 35.00	(Eastman)	Ardman
WGKX-F, 105.9, 100 KW @ 760	COUNTRY		$ 100.00	(HNWH)	Barnstable
WHRK-F, 97.1, 100 KW @ 530	BLACK	NBC	$ 80.00	(Katz)	Ragan Henry
WMC-F , 99.7, 290 KW @ 910	CHR	ABC C	$ 95.00	(Banner)	Scripps-Howard
WRVR-F, 104.5, 100 KW @ 750	AC		$ 97.00	(Christal)	Keymarket

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,645,200
ADI #15
MSA Rank/Pop: Miami: 25/1,813,600
Ft. Lauderdale: 41,1,181,000
Average Person Ratings: 20.0
Market TSL: 26.5 hours

Stations: 36/34
Diaries: 2723/971:1/46.9%
Sample Target: 2510
% Below Line: 2.0
% Not Listed: 7.7

1988 Revenue: $103,500,000
HH Inc.: $32,950
Retail $: 27.1 Bil
Pop per Station: 77,800
#1 Biller: WQBA-AF $9,000,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHQT-F (B)	438/ 8.3	9.0	8.3	4.9	2.9	7.6	496/4438	3744/14.2	16.2	12.9	107	12.3	560	4575	WHQT-F
2. WLYF-F (EZ)	392/ 7.4	8.7	7.1	7.0	7.9	7.6	411/4387	4023/15.2	16.2	14.9	70	5.6	253	2444	WLYF-F
3. WIOD (T)	269/ 5.1	4.7	5.1	4.8	4.0	4.9	305/3726	3371/12.7	10.9	11.5	82	4.6	211	2099	WIOD
4. WQBA (SP)	266/ 5.0	4.4	5.0	3.8	5.4	4.6	267/2022	1983/ 7.5	7.9	7.7	70	2.8	126	1367	WQBA
5. WPOW-F (CHR)	233/ 4.4	5.0	4.3	4.4	5.6	4.5	257/3534	3096/11.7	13.5	13.7	73	7.1	324	3691	WPOW-F
6. WMXJ-F (O)	216/ 4.1	5.1	4.2	3.9	4.3	4.3	248/3737	3160/11.9	12.6	10.7	166	4.4	202	2459	WMXJ-F
7. WCMQ-F (SP)	213/ 4.0	3.9	3.8	4.2	4.0	4.0	213/2324	2308/ 8.7	9.0	7.8	115	3.5	158	2064	WCMQ-F
8. WHYI-F (CHR)	202/ 3.8	4.7	3.8	3.6	3.9	4.0	235/4483	3785/14.3	14.6	15.0	82	5.6	253	3776	WHYI-F
9. WNWS (N/T)	192/ 3.6	2.5	3.2	3.6	4.8	3.2	212/2503	2285/ 8.6	7.0	9.2	28	1.8	81	1146	WNWS
10. WAQI (SP)	185/ 3.5	3.8	3.9	3.8	2.7	3.8	190/1693	1667/ 6.3	5.8	5.6	71	2.7	121	1211	WAQI
11. WJQY-F (AC)	179/ 3.4	3.4	2.7	4.0	3.1	3.4	194/2547	2289/ 8.7	9.4	7.3	147	3.0	136	1682	WJQY-F
12. WKIS-F (C)	177/ 3.3	3.2	3.4	3.5	2.5	3.3	204/2723	2270/ 8.6	9.3	9.2	115	3.1	141	1986	WKIS-F
13. WLVE-F (AC)	159/ 3.0	2.4	3.3	3.4	2.9	3.0	183/3020	2601/ 9.8	7.9	9.2	160	2.8	129	2008	WLVE-F
WINZ (N/T)	159/ 3.0	3.2	3.1	3.3	2.8	3.2	163/2584	2436/ 9.2	9.6	8.4	40	1.9	85	1414	WINZ
15. WGTR-F (AOR)	154/ 2.9	3.5	4.0	2.8	4.1	3.3	172/3186	2800/10.6	10.6	10.0	131	4.2	190	2671	WGTR-F
16. WSHE-F (AOR)	152/ 2.9	2.4	1.7	2.0	1.9	2.3	189/3220	2633/10.0	8.9	7.8	79	3.9	176	2267	WSHE-F
17. WAXY-F (AC)	149/ 2.8	3.2	3.9	3.1	3.0	3.3	158/2936	2653/10.0	11.1	9.9	132	4.0	184	2516	WAXY-F
18. WEDR-F (B)	142/ 2.7	1.4	2.5	3.9	4.5	2.6	144/1554	1506/ 5.7	4.7	7.2	122	2.6	118	1379	WEDR-F
19. WQBA-F (SP)	138/ 2.6	2.7	2.7	2.2	1.7	2.5	155/2040	1888/ 7.1	6.7	5.4	146	2.8	129	1836	WQBA-F
20. WZTA-F (AOR)	130/ 2.5	1.7	1.6	1.8	2.4	1.9	152/2482	2048/ 7.7	5.7	7.4	164	2.5	112	1700	WZTA-F
21. WTMI-F (CL)	122/ 2.3	2.0	3.0	2.9	3.0	2.5	140/2066	1824/ 6.9	7.2	8.1	100	2.4	110	1216	WTMI-F
22. WXDJ-F (J/NA)	88/ 1.7	1.7	1.8	2.4	1.7	1.9	94/1500	1409/ 5.3	5.4	5.5	153	2.2	101	1380	WXDJ-F
23. WEAT-AF (EZ)	77/ 1.5	1.4	1.3	2.1	1.6	1.6	322/2884	919/ 3.3	4.2	4.8	40	0.9	41	511	WEAT-AF
24. WRHC (SP)	75/ 1.4	0.7	1.0	0.6	1.6	0.9	75/720	720/ 2.7	2.9	3.5	50	0.7	33	437	WRHC
25. WCMQ (SP)	59/ 1.1	1.8	1.2	1.9	1.3	1.5	65/832	798/ 3.0	3.9	2.8	100	0.6	29	436	WCMQ
26. WFTL (BB)	57/ 1.1	1.4	0.9	1.7	1.4	1.3	60/813	754/ 2.9	2.7	3.3	27	1.0	44	532	WFTL
27.															
28.															
29.															
30.															

12+ FM SHARE (METRO): 69.36% (3389 of 4886) (SUM 88: 66.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHQT-F	1 WHQT-F>	1 WHQT-F>	1 WHQT-F	1 WHQT-F	1 WLYF-F>	1 WHQT-F	1 WLYF-F	1 WHQT-F	1 WHQT-F>	1 WINZ >>
2 WPOW-F>	2 WGTR-F<	2 WMXJ-F>	2 WMXJ-F	2 WMXJ-F	2 WQBA	2 WQBA	2 WIOD	2 WLYF-F>	2 WINZ	2 WNWS
3 WHYI-F>	3 WPOW-F	3 WPOW-F	3 WLVE-F	3 WLYF-F<	3 WIOD	WLYF-F	3 WHQT-F>	3 WQBA	3 WPOW-F>	3 WIOD
4 WEDR-F	4 WLVE-F<	WLVE-F	4 WJQY-F	4 WJQY-F<	4 WNWS <	4 WAQI	4 WQBA	4 WMXJ-F<	4 WLYF-F	4 WHQT-F>>
5	5 WSHE-F	WGTR-F	5 WCMQ-F	5 WLVE-F	5 WAQI	5 WIOD	5 WJQY-F	5 WPOW-F	5 WIOD	5 WRHC
6	6 WHYI-F	6 WJQY-F	6 WLYF-F<	6 WCMQ-F	6 WCMQ-F<	6 WCMQ-F	6 WMXJ-F	6 WIOD	6 WNWS	6 WMXJ-F
7	7 WZTA-F	7 WZTA-F	7 WGTR-F	7 WIOD <	7 WINZ	7 WHYI-F	7 WPOW-F	WHYI-F	WEDR-F	7 WAXY-F<
8	8	WSHE-F	8 WIOD	8 WZTA-F	8 WKIS-F	8 WMXJ-F	WCMQ-F	8	8	8 WEDR-F
9	9	WHYI-F	9	9	9	WKIS-F	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WHQT-F>>	1 WHQT-F>	1 WHQT-F	1 WHQT-F>>	1 WHQT-F>
2 WPOW-F	2 WLVE-F	2 WLVE-F>	2 WMXJ-F	2 WMXJ-F
3 WHYI-F>	3 WPOW-F	3 WGTR-F<	3 WLVE-F	WJQY-F
4 WSHE-F	WHYI-F	4 WJQY-F	4 WJQY-F	4 WCMQ-F<
5 WGTR-F<	5 WGTR-F	5 WHYI-F<	WCMQ-F	5 WLVE-F
6 WEDR-F	6 WEDR-F	6 WCMQ-F<	6 WHYI-F<	6 WLYF-F
WAXY-F	7 WMXJ-F	7 WEDR-F<	7 WPOW-F<	7 WEDR-F
8 WLVE-F	WAXY-F<	8 WPOW-F	8 WEDR-F	8 WQBA-F
9	9 WJQY-F	WMXJ-F	9	WAXY-F
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSHE-F>	1 WHQT-F	1 WHQT-F>	1 WHQT-F	1 WHQT-F
2 WHQT-F<	2 WGTR-F	2 WGTR-F	2 WMXJ-F<	2 WMXJ-F
3 WGTR-F<	3 WSHE-F	3 WZTA-F	3 WZTA-F	WIOD
4 WPOW-F>	4 WPOW-F	4 WIOD	WGTR-F<	4 WZTA-F
5 WHYI-F>	5 WZTA-F	5 WPOW-F	5 WIOD	5 WLYF-F<
6 WZTA-F>	6 WIOD	6 WLVE-F	6 WSHE-F	6 WGTR-F
7	7 WLVE-F	7 WSHE-F>	7 WPOW-F	7 WKIS-F<
8	WHYI-F	8	8	8 WQBA <
9	9	9	9	9 WQBA-F
10	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

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WAVS    1170   Davie/Miami             0.3/1.2
WEXY    1520   Wilton Mnrs/FtL         0.3/0.8
WKAT    1360   North Miami             0.8/1.7
WMBM    1490   Miami Beach             0.8/1.8
WQAM    560    Miami/Ft. Ldrdl         0.8/3.6
WSUA    1260   Miami                   0.4/2.0
WVCG    1080   Coral Gables            0.3/1.4
WWFE    670    Miami                   0.4/1.1
WWNN    980    Pompano Beach           0.3/1.4

WEAT    850    West Palm Beach
WRMF-F  97.9   West Palm Beach         0.5/2.3
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AM STATIONS

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WAQI,  710,  50 KW (DA-2)      , HISPANIC                    , $  65.00 (Katz Hisp.)
WCMQ, 1210,  25 KW/2.5 KW(DA-2), HISPANIC MOR                , $  50.00 (SBS)         SBS
WFTL, 1400,   1 KW             , NOSTALGIA                APR, $  39.00 (Roslin)
WINZ,  940,  50 KW/25 KW(DA-N), NEWS/TALK                 CBS, $  74.00 (Katz)        Guy Gannett
WIOD,  610,  10 KW (DA-2)      , TALK               ABC T, MBS, $  95.00 (Christal)    Cox
WMBM, 1490,   1 KW             , GOSPEL                    NBN, $  31.00 (K & P)

WNWS,  790,  25 KW             , TALK/NEWS               ABC I, $  80.00 (Banner)      Jeff-Pilot
WOCN, 1450,   1 KW (DA-2)      , HISPANIC                    , $  35.00 (Lotus)
WQAM,  560,   5 KW/1 KW        , COUNTRY                   NBC, $  37.00 (HNWH)        Sunshine Wireless
WQBA, 1140,  50 KW/10 KW(DA-2), HISPANIC                     , $ 130.00 (Eastman)     Tichenor/WADO
WRHC, 1550,  10 KW/500 W(DA-2), HISPANIC                     , $  47.00 (Lotus)
WSUA, 1290,   5 KW (DA-2)      , HISPANIC                    , $  43.00 (Caballero)
WVCG, 1080,  50 KW/20 KW(DA-2), ETHNIC                       , $  32.00 (---)         Evergreen
WWNN,  980,   5 KW/1 KW (DA-3), TALK                         , $  38.00 (---)
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FM STATIONS

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WAXY, 105.9, 100 KW @ 1040, AC/OLDIES                   , $ 130.00 (Republic)     Ackerly
WCMQ,  92.3,  41 KW @  300, HISPANIC AC                 , $  75.00 (SBS)          SBS
WEDR,  99.1,  70 KW @  175, BLACK                 RADRAD, $  72.00 (---)          Rivers
WGTR,  97.3, 100 KW @  790, AOR                         , $ 100.00 (Christal)     Cox
WHQT, 105.1, 100 KW @ 1007, URBAN/CHR                   , $  95.00 (MMR)          EZ
WHYI, 100.7, 100 KW @  917, CHR                         , $ 133.00 (Mc-Guild)     Metroplex
WJQY, 106.7, 100 KW @ 1024, SOFT AC               TRNSTR, $ 144.00 (Katz)         Tak
WKIS,  99.9, 100 KW @  986, COUNTRY                     , $  90.00 (HNWH)         Sunshine Wireless
WLVE,  93.9,  99 KW @ 1006, AC/JAZZ                     , $ 118.00 (Torbet)       Gilmore

WLYF, 101.5, 100 KW @  813, BTFL/EZ                     , $ 123.00 (Banner)       Jeff-Pilot
WMXJ, 102.7, 100 KW @ 1006, OLDIES                      , $ 161.00 (Durpetti)     Sconnix
WPOW,  96.5, 100 KW @ 1006, CHR           ABC C, SOURCE, $  90.00 (HNWH)         Beasley
WQBA, 107.5,  95 KW @  995, HISPANIC AC                 , $  60.00 (Eastman)      tichenor/WADO
WSHE, 103.5, 100 KW @ 1049, AOR                         , $  82.00 (Eastman)      TK
WTMI,  93.1,  95 KW @ 1006, CLASSICAL                   , $  80.00 (CMBS)         Marlin
WXDJ,  95.7, 100 KW @  982, JAZZ/NAC                    , $  68.00 (CBS)
WZTA,  94.9,  96 KW @  600, CLASSIC AOR                 , $  70.00 (Katz)         Guy Gannett
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MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,291,500

MSA Rank/Pop: 32/1,377,800
ADI # 28
Average Person Ratings: 18.1
Market TSL: 24.0 hours

Stations: 27/24
Diaries: 1449/891:1/55.5%
Sample Target: 1420
% Below Line: 1.7
% Not Listed: 6.7

1988 Revenue: $39,100,000
HH Inc.: $34,659
Retail $: 9.2 Bil
Pop per Station: 53,812
#1 Biller: WTMJ $9,000,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTMJ	(MOR)	284/12.1	12.3	9.8	13.0	14.0	11.8	325/4392	3603/27.9	27.8	27.3	60				WTMJ
2. WKTI-F	(CHR)	229/ 9.8	10.1	9.0	9.3	9.4	9.6	256/4425	3882/30.1	27.7	26.1	95				WKTI-F
3. WKLH-F	(AOR)	193/ 8.2	6.1	6.2	7.9	9.0	7.1	218/2631	2284/17.7	17.7	18.5	154				WKLH-F
4. WLUM-F	(B)	185/ 7.9	6.1	5.9	4.1	4.8	6.0	188/2532	2395/18.5	17.6	13.3	81				WLUM-F
5. WLZR-AF	(AOR)	151/ 6.4	5.8	6.7	6.2	6.5	6.3	178/2620	2114/16.4	18.0	14.3	64				WLZR-AF
6. WEZW-F	(EZ)	145/ 6.2	5.9	7.6	7.5	7.0	6.8	161/1988	1639/12.7	13.4	15.3	92				WEZW-F
7. WOKY	(BB)	127/ 5.4	6.7	5.6	5.9	6.4	5.9	142/1660	1488/11.5	13.8	12.3	33				WOKY
8. WMIL-F	(C)	121/ 5.2	6.5	7.8	6.7	7.0	6.6	159/2130	1587/12.3	14.9	15.4	121				WMIL-F
9. WLTQ-F	(AC)	113/ 4.8	4.1	4.7	4.6	4.7	4.6	133/1774	1592/12.3	11.5	12.6	162				WLTQ-F
10. WZTR-F	(O)	96/ 4.1	4.4	3.1	2.7	1.5	3.6	120/1794	1479/11.5	12.8	7.7	166				WZTR-F
11. WQFM-F	(AOR)	85/ 3.6	4.0	3.1	2.6	3.0	3.3	120/2221	1847/14.3	13.8	10.4	119				WQFM-F
WMYX-F	(AC)	85/ 3.6	3.4	4.0	4.1	3.9	3.8	107/1798	1492/11.6	10.3	11.0	158				WMYX-F
WISN	(N/T)	85/ 3.6	3.7	3.7	3.6	3.3	3.7	94/1565	1336/10.3	10.8	8.4	69				WISN
14. WFMR-F	(CL)	51/ 2.2	1.9	2.7	3.1	1.9	2.5	57/705	640/ 5.0	5.0	4.6	95				WFMR-F
15. WNOV	(REL)	49/ 2.1	1.6	0.7	1.1	1.5	1.4	49/483	483/ 3.7	3.6	3.0	48				WNOV
16. WEMP	(AC)	36/ 1.5	1.4	1.7	1.7	2.4	1.6	40/637	601/ 4.7	7.1	7.2	180				WEMP
17. WBZN-AF	(J/NA)	34/ 1.5	2.3	2.6	2.2	1.3	2.2	38/867	763/ 5.8	7.1	4.4	153				WBZN-AF
18.																
19.																
20.																

12+ FM SHARE (METRO): 68.69% (1503 of 2188) (SUM 88: 66.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKTI-F	1 WKLH-F	1 WKLH-F	1 WKLH-F>	1 WKLH-F>	1 WTMJ >	1 WTMJ	1 WEZW-F	1 WKTI-F	1 WTMJ >>	1 WTMJ
2 WLUM-F>	2 WKTI-F<	2 WKTI-F	2 WKTI-F>	2 WKTI-F	2 WEZW-F	2 WKTI-F	2 WKTI-F	2 WTMJ	2 WLUM-F	2 WLUM-F
3 WLZR-AF	3 WLUM-F<	3 WLUM-F	3 WLTQ-F	3 WLTQ-F	3 WOKY >	3 WKLH-F>	WKLH-F	3 WKLH-F	3 WKTI-F	3 WKTI-F
4	4 WLZR-AF>	4 WLZR-AF	4 WZTR-F	4 WTMJ	4 WMIL-F	4 WOKY	4 WLUM-F	4 WLUM-F	4 WLZR-AF	4 WISN
5	5 WQFM-F	5 WLTQ-F	5 WLUM-F	5 WZTR-F	5 WISN	5 WMIL-F<	5 WTMJ <	5 WLZR-AF	5 WKLH-F	5 WRJN
6	6 WMYX-F	6 WZTR-F	6 WTMJ <	6 WLUM-F<	6 WLTQ-F	6 WLUM-F	6 WLTQ-F	WEZW-F	6	6
7	7 WLTQ-F	7 WMYX-F<	7 WMYX-F	7 WMIL-F	WKTI-F	WEZW-F<	7 WLZR-AF	7	7	7
8	8	8 WMIL-F	8	8	8	8 WLTQ-F	8 WOKY	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLUM-F	1 WKTI-F<	1 WKLH-F	1 WKTI-F>	1 WKTI-F>	1 WLZR-AF>>	1 WKLH-F	1 WKLH-F>>	1 WKLH-F>	1 WKLH-F>>
2 WKTI-F>	2 WLUM-F	2 WKTI-F	2 WLUM-F	2 WLTQ-F	2 WKTI-F	2 WLZR-AF>	2 WQFM-F	2 WLZR-AF	2 WTMJ
3 WLZR-AF>>	3 WKLH-F	3 WMYX-F	3 WLTQ-F	3 WKLH-F	3 WKLH-F	3	3 WLZR-AF	3 WKTI-F	WMIL-F
4 WMIL-F	4 WMYX-F<	WLUM-F>	WKLH-F	4 WMYX-F	4 WLUM-F	4	4 WLUM-F	4 WQFM-F<	4 WZTR-F
WLTQ-F	5 WLZR-AF	5 WLTQ-F>	5 WMYX-F	5 WLUM-F	5 WQFM-F>>	5	5 WTMJ	5 WLUM-F	5 WQFM-F
6 WKLH-F>	6 WLTQ-F	6 WLZR-AF	6 WLZR-AF	WEZW-F	6 WMYX-F	6	WKTI-F<	WMIL-F	WLTQ-F
7 WMYX-F	7	7 WTMJ	7 WZTR-F	7	WMIL-F	7	7 WBZN-AF	7 WZTR-F	7
8 WQFM-F	8	8	8	8	8	8	WZTR-F	8 WTMJ	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAUK	1510	Waukesha	0.5/1.5
WBKV	1470	West Bend	0.3/0.9
WBWI-F	92.5	West Bend	0.3/1.2
WMVP	1290	Greenfield	0.9/2.2
WRJN	1400	Racine	0.7/1.9
WBBM	780	Chicago	0.7/2.8
WGN	720	Chicago	0.7/3.9
WMAQ	670	Chicago	0.4/1.5

AM STATIONS

WEMP,	1250,	5 KW (DA-2)	, OLDIES	TRNSTR, CBS,	$ 40.00	(Banner)	Heritage
WISN,	1130,	50 KW/10 KW (DA-N)	, TALK	ABC I, MBS,	$ 56.00	(Katz)	Hearst
WMVP,	1290,	5 KW (DA-2)	, BLACK	SMN,	$ 24.00	(K & P)	All Pro
WNOV,	860,	250 W (DAYS, DA)	, BLACK/GOSPEL	NBN,	$ 20.00	(---)	
WTMJ,	620,	5 KW (DA-N)	, MOR	NBC,	$ 128.00	(Christal)	Jounal Co.
WYLO,	540,	250 W/150 W(DA-2)	, RELIGION	CBN	$ 20.00	(---)	Marsh
WOKY,	920,	5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,	$ 49.00	(CBS)	Sundance

FM STATIONS

WBZN,	100.7,	50 KW @ 500,	JAZZ/NAC	,	$ 44.00	(Torbet)	Channel One (RACINE)
WEZW,	103.7,	19 KW @ 840,	BTFL/EZ	,	$ 63.00	(Republic)	Multimedia
WFMR,	98.3,	3 KW @ 330,	CLASSICAL	,	$ 42.00	(CMBS)	
WKLH,	96.5,	20 KW @ 810,	CLASSIC AOR	,	$ 94.00	(Mc-Guild)	Saga
WKTI,	94.5,	16 KW @ 911,	CHR	SOURCE,	$ 96.00	(Christal)	Journal Co.
WLTQ,	97.3,	15 KW @ 980,	SOFT AC	,	$ 56.00	(Katz)	Hearst
WLUM,	102.1,	50 KW @ 490,	BLACK/URBAN	RADRAD,	$ 49.00	(HNWH)	All Pro
WLZR,	102.9,	50 KW @ 440,	AOR	ABC F,	$ 62.00	(Republic)	Great American
WMIL,	106.1,	13 KW @ 976,	COUNTRY	,	$ 78.00	(CBS)	Sundance
WMYX,	99.1,	50 KW @ 450,	AC	CBS,	$ 59.00	(Banner)	Heritage
WQFM,	93.3,	13 KW @ 992,	AOR	ABC R,	$ 65.00	(Torbet)	Shamrock-Lynett
WZTR,	95.7,	34 KW @ 610,	OLDIES	,	$ 50.00	(Durpetti)	

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 19/1,944,800
MSA Rank/Pop: 14/2,345,500
ADI # 13
Average Person Ratings: 16.8
Market TSL: 22.25 hours

Stations: 21/20
Diaries: 1645/1182:1/53.4%
Sample Target: 1660
% Below Line: 0.6
% Not Listed: 14.4

1988 Revenue: $68,400,000
HH Inc.: $38,799
Retail $: 19.0 Bil
Pop per Station: 97,240
#1 Biller: WCCO $20,000,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCCO	(MOR)	584/17.9	16.4	16.3	16.9	22.3	16.9	821/10632	7425/38.2	38.1	41.6	75	17.3	650	7438	WCCO
2. KQRS-AF	(AOR)	324/ 9.9	8.6	8.0	8.4	9.5	8.7	378/5255	4316/22.2	22.2	21.3	120	11.8	432	4693	KQRS-A
3. WLTE-F	(AC)	237/ 7.3	7.5	7.3	6.9	5.5	7.3	299/4513	3705/19.1	18.3	15.0	122	5.2	195	2646	WLTE-F
4. KDWB-F	(CHR)	217/ 6.6	6.8	6.5	6.8	6.8	6.7	279/5272	4433/22.8	20.8	19.9	59	9.5	356	5198	KDWB-F
5. KSTP-F	(AC)	213/ 6.5	7.7	8.7	9.2	7.5	8.0	249/4042	3411/17.5	17.7	18.4	137	6.6	247	2987	KSTP-F
6. KEEY-F	(C)	195/ 6.0	6.1	6.5	6.8	6.2	6.3	236/2978	2468/12.7	12.8	14.8	123	6.0	225	2819	KEEY-F
7. WLOL-F	(CHR)	188/ 5.8	7.0	6.4	6.2	6.0	6.3	223/4914	4392/22.6	24.5	21.6	71	8.0	300	5449	WLOL-F
8. KLXK-F	(O)	139/ 4.3	3.9	5.6	6.8	6.3	5.2	151/2894	2650/13.6	15.7	14.8	137	2.8	104	1795	KLXK-F
9. KTCZ-F	(AOR)	130/ 4.0	4.2	4.5	4.2	4.0	4.2	130/2056	2029/10.4	12.5	10.2	148	4.7	176	2340	KTCZ-F
10. KQQL-F	(AC)	125/ 3.8	4.5	3.7	1.6	1.5	3.4	178/3076	2297/11.8	12.8	5.3	166	4.1	153	2291	KQQL-F
11. KJJO-F	(AOR)	118/ 3.6	3.2	3.6	3.7	4.4	3.5	154/2495	1886/ 9.7	9.7	10.7	53	3.7	139	2686	KJJO-F
12. KSTP	(N/T)	101/ 3.1	[illegible].8	2.7	2.9	2.6	2.9	109/1855	1779/ 9.1	8.9	7.7	97	2.8	105	1740	KSTP
13. KLBB	(BB)	70/ 2.1	2.6	1.5	1.6	1.3	1.9	70/993	993/ 5.1	5.3	2.8	29	1.6	60	688	KLBB
14. WDGY	(C)	37/ 1.1	1.8	1.6	1.3	1.5	1.5	54/1344	1011/ 5.2	5.5	6.3	109	0.8	30	617	WDGY
15. WAYL	(EZ)	27/ 0.8	1.2	1.4	1.3	1.5	1.2	28/768	710/ 3.7	3.5	3.1	50	0.6	23	397	WAYL

12+ FM SHARE (METRO): 67.23% (1879 of 2795) (SUM 88: 64.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F>	1 KQRS-AF>>	1 KQRS-AF>	1 KQRS-AF	1 WCCO	1 WCCO >>	1 WCCO >>	1 WCCO <	1 WCCO >	1 WCCO >>	1 WCCO >>
2 WLOL-F>>	2 KDWB-F	2 WCCO	2 WCCO	2 KQRS-AF>	2 WLTE-F	2 KQRS-AF>	2 KQRS-AF	2 KQRS-AF	2 KDWB-F	2 KSTP
3	3 WLOL-F	3 KSTP-F<	3 KSTP-F	3 WLTE-F	3 KSTP-F	3 KSTP-F	3 WLTE-F>	3 KSTP-F	3 WLOL-F>	3 KQRS-F
4	4 KJJO-F<	4 WLTE-F	4 WLTE-F	KSTP-F	4 KEEY-F>	4 WLTE-F	4 KSTP-F<	4 WLTE-F	4 KQRS-AF<	4 KSTP-F
5	5 KLXK-F	5 KEEY-F	5 KEEY-F<	5 KEEY-F	5	5 WLOL-F	5 KEEY-F	KDWB-F	5 KEEY-F<	5 KEEY-F<
6	6 WLTE-F	KDWB-F	6 KQQL-F	6 KQQL-F	6	6 KEEY-F<	6 KDWB-F<	6 WLOL-F	6 WLTE-F<	6 KLXK-F
7	KTCZ-F	7 WLOL-F	7 KTCZ-F	7 KTCZ-F	7	7 KDWB-F>	7 KLXK-F<	KEEY-F	7 KJJO-F	7 WLTE-F
8	KSTP-F	8 KTCZ-F	KLXK-F>	KLXK-F>	8	8	8 KTCZ-F	8 KLXK-F	8 KSTP-F	8 KQQL-F<

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KDWB-F	1 KDWB-F	1 KQRS-AF	1 WLTE-F	1 WCCO
2 WLOL-F>	2 WLOL-F	KSTP-F	2 KSTP-F	2 WLTE-F
3 KQRS-AF<	3 KQRS-AF	3 WLTE-F	3 KDWB-F	3 KSTP-F>
4 WLTE-F>	4 WLTE-F	4 KDWB-F	4 WLOL-F	4 KEEY-F
5 KSTP-F	5 KSTP-F>	5 WLOL-F	5 WCCO	5 KQQL-F
6 KLXK-F	6 KLXK-F	6 KLXK-F	6 KQRS-AF	6 WLOL-F
KJJO-F	7 KTCZ-F	7	7 KEEY-F	7 KDWB-F<
8	KEEY-F>		8	8 KQRS-AF
	9		9	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQRS-AF	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF
2 KJJO-F>>	2 KJJO-F	2 KLXK-F<	2 WCCO	2 WCCO >
3 KDWB-F>	3 KTCZ-F	3 KTCZ-F	3 KTCZ-F	3 KEEY-F
4 WLOL-F	4 KLXK-F	4 WCCO >	KEEY-F	4 KTCZ-F
KEEY-F>	5 KEEY-F<	5 KEEY-F	5 KLXK-F	5 KLXK-F
6 WLTE-F	6 KDWB-F	6 KSTP-F<	6 KJJO-F	6 KSTP-F
7 KTCZ-F	7 WCCO <	7 KQQL-F	7 KSTP-F	KQQL-F
8	8 WLOL-F>	8 WLOL-F	8 KQQL-F	8 WLTE-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDWB	630	St. Paul	0.6/3.9
KYCR	1570	Golden Valley	0.3/1.0
KZOW	950	St. Louis Park	0.6/1.6
WMIN	1030	Maplewood	0.6/2.1
KDHL	920	Fairbault	0.6/2.0

AM STATIONS

KDWB,	630,	5 KW/500 W (DA-2),	OLDIES	IND,	$ N/A	(Christal)	Mid Continent
KLBB,	1400,	1 KW	, NOSTALGIA	ABC D, CNN,	$ 34.00	(Roslin)	
KSTP,	1500,	50 KW (DA-N)	, TALK/NEWS	ABC I, ABC T,	$ 50.00	(Mc-Guild)	Hubbard
KTCJ,	690,	500 W (DAYS)	, JAZZ	IND,	$ 23.00	(Durpetti)	Parker
KYCR,	1570,	2.5 KW/300 W	, REL	CBN,	$ 20.00	(----)	Marsh
WAYL,	980,	5 KW (DA-1)	, BTFL/EZ	IND,	$ 20.00	(Banner)	Entercom
WCCO,	830,	50 KW	, MOR	CBS,	$ 279.00	(CBS)	
WDGY,	1130,	50 KW/25 KW (DA-2),	COUNTRY	MBS,	$ 46.00	(Katz)	Malrite

FM STATIONS

KDWB,	101.3,	50 KW @ 840,	CHR	IND,	$ 95.00	(Christal)	Mid Continent
KEEY,	102.1,	50 KW @ 842,	COUNTRY	IND,	$ 117.00	(Katz)	Malrite
KJJO,	104.1,	100 KW @ 1040,	AOR	CBS,	$ 57.00	(Republic)	Park
KLXK,	93.7,	50 KW @ 424,	OLDIES/AC	IND,	$ 70.00	(Durpetti)	Entercom
KQRS,	92.5,	50 KW @ 822,	AOR	ABC R,	$ 154.00	(Katz)	Cap Cities/ABC
KQQL,	107.9,	97 KW @ 1080,	OLDIES	IND,	$ 60.00	(Republic)	Trumper
KSTP,	94.5,	95 KW @ 1250,	AC	IND,	$ 178.00	(Mc-Guild)	Hubbard
KTCZ,	97.1,	100 KW @ 280,	AOR	IND,	$ 65.00	(Durpetti)	Parker
WLOL,	99.5,	50 KW @ 844,	CHR	IND,	$ 120.00	(HNWH)	Emmis
WLTE,	102.9,	100 KW @ 1304,	SOFT AC	IND,	$ 100.00	(CBS)	

NASHVILLE

Arbitron Rank/Pop (12+): 47/807,400
MSA Rank/Pop: 52/960,200
ADI # 32
Average Person Ratings: 16.5
Market TSL: 21.75 hours

Stations: 19/19
Diaries: 1088/742:1/51.9%
Sample Target: 1080
% Below Line: 0.0
% Not Listed: 11.2

1988 Revenue: $33,000,000
HH Inc.: $32,753
Retail $: 6.9 Bil
Pop per Station: 42,494
#1 Biller: WSM -AF $6,200,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYHY-F (CHR)	231/17.3	13.8	14.8	10.3	12.8	14.1	347/4295	2428/30.1	26.3	26.2	65	19.7	275	2456	WYHY-F
2. WKDF-F (AOR)	120/ 9.0	10.7	8.9	8.3	8.0	9.2	250/3038	1426/17.7	20.2	17.2	114	11.7	163	1904	WKDF-F
3. WSIX-F (C)	118/ 8.9	9.4	7.9	9.9	9.2	9.0	179/2050	1381/17.1	19.1	17.7	125	9.3	129	1517	WSIX-F
4. WSM -F (C)	109/ 8.2	10.4	11.2	9.3	10.2	9.8	219/2982	1560/19.3	20.6	18.9	130	10.3	143	1566	WSM -F
5. WQQK-F (B)	95/ 7.1	5.9	5.3	6.9	8.2	6.3	101/1115	1006/12.5	11.7	10.9	79	6.6	92	1179	WQQK-F
6. WZEZ-F (EZ)	93/ 7.0	6.8	9.1	9.6	9.2	8.1	124/1635	1255/15.5	13.8	14.8	107	5.2	72	840	WZEZ-F
7. WLAC-F (AC)	91/ 6.8	7.6	7.8	7.1	7.2	7.3	138/2274	1496/18.5	17.6	17.5	124	7.6	106	1435	WLAC-F
8. WRMX-F (AC)	90/ 6.8	5.4	4.4	5.1	4.0	5.4	110/1336	984/12.2	12.5	10.0	134	3.4	48	752	WRMX-F
9. WGFX-F (AOR)	60/ 4.5	5.8	4.2	5.8	6.0	5.1	91/1658	1118/13.8	14.4	13.8	133	6.7	93	1222	WGFX-F
10. WSM (C)	53/ 4.0	4.1	4.4	4.2	6.1	4.2	89/1724	1064/13.2	11.5	11.0	82	2.9	40	732	WSM
11. WLAC (N/T)	34/ 2.6	1.5	3.3	3.0	2.0	2.6	39/732	629/ 7.8	4.6	5.1	81	1.9	26	467	WLAC
12. WVOL (B)	23/ 1.7	4.1	2.0	2.9	3.3	2.7	23/387	387/ 4.8	7.1	7.0	124	1.1	15	345	WVOL
13. WAMB (BB)	14/ 1.1	0.8	1.7	1.0	0.9	1.1	23/402	316/ 3.9	2.7	2.1	36	1.1	15	176	WAMB
WAKM (?)	14/ 1.1	----	----	0.5	----	0.4	14/127	127/ 1.6	0.0	0.0	27				WAKM
15.															

12+ FM SHARE (METRO): 85.56% (1013 of 1184) (SUM 88: 83.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F>>	1 WYHY-F<	1 WYHY-F>	1 WYHY-F<	1 WYHY-F<	1 WZEZ-F<	1 WYHY-F	1 WYHY-F>	1 WYHY-F>>	1 WYHY-F>	1 WSM -F>>
2 WQQK-F>	2 WKDF-F>	2 WKDF-F	2 WSIX-F	2 WSIX-F<	2 WSIX-F<	2 WSIX-F	2 WSIX-F	2 WKDF-F	2 WQQK-F>	2 WRMX-F
3 WKDF-F	3 WQQK-F	3 WSIX-F<	WKDF-F	3 WSM -F<	3 WSM -F>	3 WKDF-F <	WKDF-F	3 WSIX-F	3 WKDF-F	3 WQQK-F
4	4 WGFX-F	4 WRMX-F	4 WRMX-F<	4 WKDF-F	4 WRMX-F	4 WSM -F	4 WLAC-F<	4 WSM -F	4 WRMX-F	4 WSM <
5	5 WLAC-F	5 WLAC-F	5 WSM -F	5 WRMX-F	5 WSM <	5 WLAC-F	5 WZEZ-F	5 WRMX-F	5 WZEZ-F	5 WYHY-F>
6	6 WRMX-F<	6 WSM -F	6 WLAC-F	6 WLAC-F	6 WYHY-F	6	6 WSM -F	6 WLAC-F<	WSM	6 WKDF-F<
7	7 WSIX-F	7 WQQK-F	7	7	WLAC-F	7	7	7 WQQK-F		7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYHY-F>	1 WYHY-F>	1 WYHY-F<	1 WYHY-F>	1 WYHY-F	1 WYHY-F>>	1 WYHY-F<	1 WKDF-F>	1 WYHY-F	1 WSIX-F
2 WQQK-F>	2 WKDF-F	2 WKDF-F>	2 WLAC-F	2 WLAC-F	2 WKDF-F>>	2 WKDF-F>	2 WGFX-F	WKDF-F	2 WSM -F
3 WLAC-F	3 WQQK-F	3 WSIX-F	3 WKDF-F	3 WSM -F	3 WQQK-F	3 WGFX-F	3 WYHY-F	3 WSIX-F	WKDF-F
4 WKDF-F>	4 WLAC-F	4 WLAC-F	4 WRMX-F	WRMX-F	4 WRMX-F	4 WQQK-F>	4 WQQK-F	4 WSM -F	4 WRMX-F<
5 WRMX-F>	5 WSIX-F	5 WSM -F	5 WSIX-F	5 WSIX-F<	WGFX-F>	5 WSM -F	5 WSM -F	WRMX-F	5 WGFX-F
6 WSIX-F	6 WRMX-F	WRMX-F	6 WQQK-F	6 WKDF-F	6	WRMX-F	6 WSIX-F	6 WGFX-F	6 WZEZ-F<
7 WGFX-F	7	7 WGFX-F	7 WSM -F	7 WZEZ-F	7	7	7 WRMX-F	7 WQQK-F	7 WYHY-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCOR	900	Lebannon	0.6/1.4
WDBL-F	94.3	Springfield	0.5/1.7
WDKN	1260	Springfield	0.8/0.9
WMDB	880	Nashville	0.5/2.3
WSIX	980	Nashville	0.6/3.2

RADIO STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N) , NOSTALGIA MBS, $ 20.00 (Roslin)
WKDA, 1240, 1 KW , OLDIES ABC I, ABC R, $ 20.00 (Katz) Dick
WLAC, 1510, 50 KW (DA-N) , NEWS/TALK/RELIG. CBS, $ 45.00 (Durpetti) Fairmont
WMDB, 880, 2.5 KW (DAYS, DA) , BLACK , $ 17.00 (---)
WSIX, 980, 5 KW (DA-N) , MOR/VARIETY , $ 25.00 (Mc-Guild) Hicks
WSM , 650, 50 KW , COUNTRY NBC, $ 47.00 (Christal) Gaylord
WVOL, 1470, 5 KW/1 KW (DA-2) , BLACK NBN, $ 25.00 (Republic)

WGFX-F, 104.5, 100 KW @ 762, CLASSIC AOR , $ 50.00 (Banner) Capitol-Johnson (BALLANTIN)

WKDF-F, 103.3, 100 KW @ 1220, AOR ABC E, ABC R, $ 92.00 (Katz) Dick
WLAC-F, 105.9, 100 KW @ 1229, AC , $ 90.00 (Durpetti) Fairmont
WQQK-F, 92.1, 1.5 KW @ 430, BLACK , 42.00 (Republic)

WRMX-F, 96.3, 100 KW @ 840, AC/OLDIES , $ 44.00 (HNWH) Signature (MURFREESBORO)
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY , $ 85.00 (Mc-Guild) Hicks
WSM-F , 95.5, 100 KW @ 1280, COUNTRY , $ 86.00 (Christal) Gaylord
WYHY-F, 107.5, 100 KW @ 710, CHR US 2, $ 80.00 (Eastman) Jacor (LEBANON)
WZEZ-F, 92.9, 100 KW @ 1053, EZ , $ 54.00 (Eastman) South Central

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 12/2,237,400
MSA Rank/Pop: 11/2,644,800
New York ADI
Average Person Ratings: 18.6
Market TSL: 24.00 hours

Stations: 40/12
Diaries: 1731/1293:1/49.6%
Sample Target: 1650
% Below Line: NA
% Not Listed: NA

1988 Revenue: $30,600,000
HH Inc.: $48,492
Retail $: 23.4 Bil
Pop per Station: 186,450
#1 Biller: WALK-AF $7,700,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WALK-AF	(AC)	264/ 6.4	8.1	5.7	6.3	6.4	6.6		3238/14.5	15.7	15.9	138	5.9	233	2690	WALK-AF
2. WBLI-F	(CHR)	223/ 5.4	5.4	4.8	4.0	5.5	4.9		2980/13.3	13.5	14.3	102	5.5	227	3030	WBLI-F
3. WBAB-F	(AOR)	215/ 5.2	4.9	3.9	4.8	4.3	4.7		3236/14.5	14.4	12.9	117	5.9	246	3114	WBAB-F
4. WKJY-F	(AC)	144/ 3.5	3.1	3.7	3.6	2.2	3.5		2129/ 9.5	7.2	6.5	117	2.5	102	1079	WKJY-F
5. WYNY-F	(C)	129/ 3.1	3.1	3.2	2.8	2.4	3.0		1600/ 7.2	8.2	6.0	145	3.1	130	1411	WYNY-F
6. WHLI	(BB)	101/ 2.4	3.0	3.7	3.5	3.3	3.2		869/ 3.9	4.4	4.7	17	1.9	77	726	WHLI
7. WCTO-F	(EZ)	64/ 1.5	2.6	3.1	2.9	1.9	2.5		904/ 4.0	6.2	4.5	60	1.3	53	743	WCTO-F
8. WDRE-F	(AOR)	62/ 1.5	1.7	1.9	1.4	1.4	1.6		1107/ 4.9	5.4	4.9	73	2.2	91	1289	WDRE-F
9. WGSM	(MOR)	45/ 1.1	1.4	1.9	2.4	2.7	1.7		519/ 2.3	2.6	3.4	0	1.6	65	576	WGSM
10. WRCN-F	(AOR)	28/ 0.7	1.0	0.6	0.5	0.7	0.7		607/ 2.7	3.1	2.0	114	0.7	27	440	WRCN-F
11. WBAB	(AOR)	4/ 0.1	0.1	0.3	0.3	0.2	0.2		263/ 1.2	1.3	1.0	200				WBAB
12.																
13.																
14.																

15. NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA.

12+ FM SHARE (METRO): NA (SUM 88: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLI-F>>	1 WBAB-F>	1 WBAB-F	1 WALK-AF	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF	1 WBAB-F<	1 WBLI-F	1 WALK-F>>
2 WBAB-F	2 WBLI-F>	2 WALK-AF	2 WBAB-F	2 WBAB-F	2 WHLI	2 WBLI-F	2 WBLI-F<	2 WBLI-F	2 WBAB-F	2 WBAB-F
3	3 WKJY-F	3 WBLI-F	3 WBLI-F>	3 WBLI-F	3 WYNY-F	WBAB-F>	3 WBAB-F	3 WALK-AF>	3 WALK-AF	3 WBLI-F
4	4 WDRE-F	4 WKJY-F	4 WKJY-F	4 WYNY-F	4 WKJY-F	4 WKJY-F	4 WKJY-F>	4 WYNY-F<	4 WDRE-F	4 WKJY-F
5	5 WALK-AF	5 WYNY-F	5 WYNY-F	5 WKJY-F	5 WBLI-F	5 WYNY-F>	5 WYNY-F	5 WKJY-F>>	5 WYNY-F	5 WDRE-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKJY-F	1 WBLI-F	1 WBLI-F<	1 WALK-AF	1 WALK-AF>	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F	1 WALK-AF
2 WBLI-F>	2 WBAB-F	2 WBAB-F>	2 WBLI-F	2 WBLI-F	2 WDRE-F>	2 WDRE-F	2 WKJY-F	2 WALK-AF	2 WBAB-F>
3 WBAB-F	3 WKJY-F	3 WYNY-F	3 WBAB-F	3 WBAB-F<	3 WBLI-F>	3 WBLI-F	WBLI-F	3 WBLI-F	3 WBLI-F
4 WALK-AF	4 WALK-AF	4 WALK-AF	4 WKJY-F	4 WYNY-F	4 WALK-AF>	4 WALK-AF	4 WDRE-F	4 WKJY-F	4 WKJY-F
WDRE-F>>	5 WYNY-F	WKJY-F>>	5 WYNY-F	5 WKJY-F>>	5 WYNY-F>	5 WKJY-F>	5 WALK-AF>	5 WDRE-F	5 WYNY-F>>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

WGSM,	740,	25 KW (DAYS,DA)	, MOR/NOSTALGIA		, $ 55.00 (Roslin)	Greater Media
WHLI,	1100,	10 KW (DAYS,DA)	, NOSTALGIA		, $ 61.00 (Katz)	Barnstable
WALK-F,	97.5,	45 KW @ 530,	AC		, $148.00 (Durpetti)	American
WBAB-F,	102.3,	3 KW @ 268,	AOR		, $130.00 (MMR)	Noble
WBLI-F	106.1,	10 KW @ 500,	CHR		, $110.00 (Katz)	Beck-Ross
WCTO-F,	94.3,	3 KW @ 300,	BTFL/EZ		, $ 60.00 (Roslin)	Greater Media
WDRE-F,	92.7,	3 KW @ 300,	AOR		, $ 55.00 (Katz)	
WKJY-F,	98.3,	3 KW @ 330,	SOFT AC		, $ 73.00 (Katz)	Barnstable
WLNG-F,	92.1,	3 KW @ 325,	AC	MBS,	$ 30.00 (K & P)	
WRCN-F,	103.9,	1.5 KW @ 466,	AOR		, $ 50.00 (---)	

MISCELLANEOUS COMMENTS:

NEW ORLEANS

Arbitron Rank/Pop (12+): 34/1,085,200

MSA Rank/Pop: 36/1,319,700
ADI # 35
Average Person Ratings: 18.2
Market TSL: 24.25 hours

Stations: 24/22
Diaries: 1599/679:1/49.0%
Sample Target: 1500
% Below Line: 0.9
% Not Listed: 10.5

1988 Revenue: $26,900,000
HH Inc.: $29,286
Retail $: 9.6 Bil
Pop per Station: 49,327
#1 Biller: WQUE $0

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYLD-F	(B)	263/13.3	9.3	0.2	8.5	9.4	7.8	273/2464	2221/20.5	19.2	17.0	95	16.3	323	2480	WYLD-F
2. WEZB-F	(CHR)	219/11.1	12.4	11.7	10.8	11.5	11.5	246/3663	3096/28.5	28.5	27.4	89	13.0	257	3749	WEZB-F
3. WQUE-AF	(B)	215/10.9	10.3	11.5	14.5	13.1	11.8	249/3355	2842/26.2	25.8	28.3	80	15.4	299	3589	WQUE-AF
4. WLTS-F	(AC)	122/ 6.2	7.8	9.2	5.6	5.9	7.2	139/2284	1915/17.6	16.6	15.9	153	5.8	114	1715	WLTS-F
5. WWL	(N/T)	121/ 6.1	4.8	5.1	8.6	7.0	6.2	150/2625	1996/18.4	14.0	18.9	92	3.9	77	1572	WWL
6. WLMG-F	(AC)	101/ 5.1	5.0	5.2	6.4	6.3	5.4	113/1765	1563/14.4	13.9	16.6	145	3.3	66	1150	WLMG-F
7. WBYU	(BB)	98/ 5.0	5.4	4.9	4.5	1.6	4.9	101/1026	961/ 8.9	8.9	4.0	40	3.1	61	808	WBYU
8. WBOK	(REL)	87/ 4.4	4.7	3.3	3.2	3.9	3.9	87/743	732/ 6.7	6.8	6.1	89	2.5	49	535	WBOK
9. WNOE-F	(C)	68/ 3.4	3.1	4.1	4.3	4.3	3.7	99/1571	1068/ 9.8	8.1	10.6	103	4.9	97	1089	WNOE-F
10. WQXY-F	(C)	65/ 3.3	2.8	2.8	2.5	8.6	2.8	74/1189	891/ 8.2	7.7	13.9	109	1.8	36	573	WQXY-F
11. WRNO-F	(AOR)	59/ 3.0	4.8	4.6	3.8	4.1	4.1	78/1776	1366/12.6	13.0	14.7	103	4.9	97	1972	WRNO-F
12. WCKW-F	(AOR)	55/ 2.8	3.9	3.4	4.0	4.7	3.5	83/1399	963/ 8.9	10.1	10.5	125	3.3	65	1425	WCKW-F
13. KHOM-F	(AC)	52/ 2.6	2.5	1.3	1.4	----	1.9	122/1951	1009/ 9.3	7.1	0.0	138	3.2	64	1044	KHOM-F
14. KQLD-F	(REL)	49/ 2.5	1.7	1.9	2.1	1.6	2.0	65/1115	823/ 7.6	4.5	2.8	148	0.9	17	429	KQLD-F
15. WYLD	(B)	41/ 2.1	1.7	2.1	2.8	3.0	2.2	44/745	569/ 5.2	6.9	7.2	100	2.7	53	759	WYLD
16. WTIX	(N/T)	30/ 1.5	1.5	1.1	0.8	0.7	1.2	43/689	553/ 5.1	5.0	4.4	93	1.1	21	461	WTIX
17. WYAT	(AC)	28/ 1.4	1.9	2.7	1.9	1.9	2.0	32/482	463/ 4.3	4.6	3.7	157	1.1	21	379	WYAT
18.																
19.																
20.																

12+ FM SHARE (METRO): 72.14% (1274 of 1766) (SUM 88: 75.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUE-AF<	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WWL <	1 WEZB-F	1 WQUE-AF	1 WQUE-AF<	1 WYLD-F>>	1 WYLD-F>>
2 WEZB-F	2 WQUE-AF<	2 WEZB-F	2 WEZB-F	2 WEZB-F<	2 WBYU	2 WWL	WYLD-F	2 WYLD-F	2 WQUE-AF>	2 WQUE-F>>
3 WYLD-F>>	3 WEZB-F>	3 WQUE-AF>	3 WQUE-AF	3 WLTS-F	3 WYLD-F	3 WYLD-F	3 WEZB-F	3 WEZB-F>	3 WEZB-F>	3 WBOK
4	4 WLTS-F	4 WLTS-F	WLTS-F	4 WQUE-AF	4 WBOK	4 WQUE-AF	4 WLTS-F	4 WLTS-F<	4 WWL	4 WWL
5	5 WRNO-F	5 WLMG-F	5 WLMG-F	5 WLMG-F	5 WLTS-F<	5 WLTS-F	5 WBYU	5 WLMG-F	5 WBOK	5 WEZB-F
6	6	6	6	6	6 WEZB-F	6	6 WLMG-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYLD-F<	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WYLD-F<	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WYLD-F>
2 WQUE-AF>	2 WQUE-AF<	2 WEZB-F	2 WEZB-F<	2 WLTS-F	2 WEZB-F	2 WQUE-AF	2 WQUE-AF	2 WEZB-F	2 WEZB-F
3 WEZB-F>>	3 WEZB-F>	3 WQUE-AF	3 WQUE-AF	3 WEZB-F	3 WQUE-AF>	WEZB-F>	3 WEZB-F	3 WQUE-AF>	3 WQUE-AF
4 WRNO-F	4 WLTS-F	4 WLTS-F>	4 WLTS-F	4 WQUE-AF	4 WRNO-F	4 WCKW-F	4 WLTS-F	4 WCKW-F	4 WWL
5 WLTS-F	5 WLMG-F	5 WLMG-F>	5 WLMG-F	WLMG-F	5 WCKW-F	5 WRNO-F	WCKW-F>	5 WLTS-F	WLTS-F
WLMG-F>	6	6	6	6	6 WBOK >>	6	6 WRNO-F	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WADU	830	Norco/Kenner	0.9/2.3
WARB	730	Covington	1.0/1.3
WNOE	1060	New Orleans	0.9/2.9
WSMB	1350	New Orleans	1.1/3.3
WGGZ-F	98.1	Baton Rouge	0.4/1.1
WKJN	1300	Baton Rouge	
WKJN-F	103.3	Hammond	0.5/2.1

AM STATIONS

WBOK, 1230, 1 KW, BLACK/GOSPEL SBN, $ 27.00 (---) Willis
WBYU, 1450, 1 KW, BIG BAND/EZ SMN, $ 30.00 (Roslin)
WNOE, 1060, 50 KW/5 KW (DA-2), SOLD IN COMBINATION WITH WNOE-F
WSMB, 1350, 5 KW (DA-2), TALK MBS, ABC I, $ 25.00 (Smith)

WTIX, 690, 10 KW/5 KW (DA-2), TALK NBC, MBS, $ 30.00 (Mc-Guild) United Network
WWL, 870, 50 KW (DA-1), NEWS/TALK CBS, $ 62.00 (Katz) Keymarket
WYAT, 990, 250 W, OLDIES RADRAD, $ 21.00 (Durpetti)
WYLD, 940, 10 KW/500 W (DA-2), BLACK, $ 24.00 (Banner) Interurban

FM STATIONS

KHAA, 106.7, 100 KW @ 960, RELIGION NBN, $ N/A (---) (PORT SULPHUR)
KHOM, 104.1, 100 KW @ 1943, OLDIES NBC, $ 30.00 (Torbet) (HOUMA)
WCKW, 92.3, 100 KW @ 429, AOR SOURCE, $ 35.00 (Republic)
WEZB, 97.1, 100 KW @ 511, CHR US 1, $ 97.00 (MMR) EZ
WLMG, 101.9, 95 KW @ 825, AC, $ 55.00 (Katz) Keymarket

WLTS, 105.3, 100 KW @ 925, SOFT AC RADRAD, $ 60.00 (Durpetti)
WNOE, 101.1, 100 KW @ 1004, COUNTRY ABC E, $ 50.00 (Mc-Guild) New Market
WQUE, 93.3, 93 KW @ 512, URBAN/CHR, $ 79.00 (Christal) Clear Channel
WQXY, 95.7, 100 KW @ 580, COUNTRY, $ 45.00 (Christal) Stoner
WRNO, 99.5, 100 KW @ 990, AOR ABC F, ABC R, $ 53.00 (MMR)
WYLD, 98.5, 100 KW @ 352, BLACK, $ 54.00 (Banner) Interurban

MISCELLANEOUS COMMENTS: WSLA changes from BUSINESS NEWS to SPORTS (Sept)

NEW YORK

Arbitron Rank/Pop (12+): 1/14,056,500

MSA Rank/Pop: 1/~~1~~5,300,000
ADI # 1
Average Person Ratings: 19.3
Market TSL: 25.00 hours

Stations: 47/46
Diaries: 5230/2672:1/45.6%
Sample Target: 4000
% Below Line: 0.4
% Not Listed: 8.7

1988 Revenue: $294,200,000
HH Inc.: $37,400
Retail $:110.0 Bil
Pop per Station: 305,576
#1 Biller: WINS $22,500,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHTZ-F (CHR)	1550/ 5.7	6.0	5.3	5.6	6.2	5.7	1573/26031	25418/18.1	17.7	17.2	91	6.6	1811	26992	WHTZ-F
2. WLTW-F (AC)	1534/ 5.7	5.3	4.3	4.7	3.8	5.0	1577/19651	19092/13.6	13.2	9.7	132	3.6	983	11435	WLTW-F
3. WPAT-AF (EZ)	1492/ 5.5	5.6	6.2	4.9	5.7	5.5	1515/16964	16382/11.7	12.8	12.7	42	3.8	871	10033	WPAT-AF
4. WINS (N)	1214/ 4.5	4.7	4.3	4.4	4.3	4.5	1224/25855	25414/18.1	19.5	16.8	73	3.8	1046	19228	WINS
5. WOR (T)	1175/ 4.3	3.7	4.5	4.7	4.3	4.3	1298/16252	14306/10.2	9.1	10.1	42	3.6	983	12466	WOR
6. WCBS-F (O)	1150/ 4.2	5.0	4.7	4.3	4.1	4.6	1202/18221	17412/12.4	14.4	11.6	164	3.6	973	11978	WCBS-F
7. WNEW-F (AOR)	1137/ 4.2	4.2	3.5	3.2	4.4	3.8	1234/18690	17386/12.4	11.2	10.7	131	4.6	1264	15455	WNEW-F
8. WRKS-F (B)	1053/ 3.9	4.1	4.2	4.2	4.2	4.1	1063/15119	14799/10.5	10.3	9.4	69	5.6	1523	17934	WRKS-F
9. WQHT-F (CHR)	1049/ 3.9	4.0	4.0	4.0	4.5	4.0	1075/15919	15277/10.9	10.6	11.4	67	5.5	1500	17775	WQHT-F
10. WBLS-F (B)	1016/ 3.7	2.9	3.8	3.6	4.0	3.5	1021/13876	13690/ 9.7	9.4	10.0	143	5.5	1497	15299	WBLS-F
11. WXRK-F (AOR)	967/ 3.6	3.4	3.1	3.4	3.7	3.4	1061/16862	15819/11.3	10.7	11.6	133	3.6	974	15444	WXRK-F
12. WPLJ-F (CHR)	949/ 3.5	3.1	3.5	3.6	4.7	3.4	1035/21725	20027/14.2	13.8	14.9	109	4.1	1112	23355	WPLJ-F
13. WCBS (N)	922/ 3.4	3.0	2.7	3.6	3.5	3.2	1040/21343	18892/13.4	12.0	11.5	68	2.8	772	13040	WCBS
14. WNSR-F (AC)	866/ 3.2	3.5	3.1	3.1	2.7	3.2	882/14372	14082/10.0	11.0	8.5	141	2.5	688	9923	WNSR-F
15. WFAN (N/T)	846/ 3.1	2.5	1.8	2.3	2.5	2.4	956/17451	15162/10.8	10.1	8.5	94	3.0	818	14123	WFAN
16. WYNY-F (C)	834/ 3.1	2.3	2.8	2.9	2.2	2.8	883/10522	9544/ 6.8	7.1	6.3	106	2.1	571	8188	WYNY-F
17. WABC (T)	719/ 2.6	3.2	3.3	3.3	3.5	3.1	854/14484	12281/ 8.7	9.6	10.5	69	2.5	696	10857	WABC
18. WNEW (BB)	668/ 2.5	1.9	2.3	1.9	1.2	2.2	713/9413	8788/ 6.3	5.2	3.6	60	1.3	350	5907	WNEW
19. WQCD-F (J/NA)	585/ 2.2	2.5	2.9	1.8	1.0	2.3	597/9447	9141/ 6.5	7.3	3.9	155	3.4	925	10154	WQCD-F
20. WADO (SP)	462/ 1.7	1.2	1.6	1.9	1.5	1.6	462/4181	4181/ 3.0	2.2	2.8	88	1.0	267	4008	WADO
21. WNCN-F (CL)	387/ 1.4	1.3	1.8	1.3	1.4	1.4	405/6964	6582/ 4.7	4.6	4.5	129	1.4	389	5091	WNCN-F
22. WSKQ-F (SP)	358/ 1.3	2.4	1.7	----	----	1.4	358/3406	3399/ 2.4	3.4	0.0	131	1.6	441	3961	WSKQ-F
23. WLIB (B)	332/ 1.2	1.0	1.4	1.3	1.2	1.2	337/4217	4096/ 2.9	2.7	2.5	117	1.0	283	3211	WLIB
24. WQXR-F (CL)	329/ 1.2	1.2	1.8	1.6	1.3	1.5	365/6509	6004/ 4.3	4.5	4.4	83	1.3	345	4771	WQXR-F
25. WSKQ (SP)	318/ 1.2	0.7	0.7	2.0	1.4	1.1	318/3425	3425/ 2.4	1.8	2.2	117	0.5	148	3354	WSKQ

12+ FM SHARE (METRO): 67.45% (16710 of 24773) (SUM 88: 64.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHTZ-F	1 WNEW-F	1 WHTZ-F	1 WLTW-F<	1 WLTW-F	1 WPAT-AF	1 WINS	1 WLTW-F	1 WLTW-F	1 WFAN	1 WOR >>
2 WRKS-F	2 WHTZ-F	2 WNEW-F<	2 WCBS-F	2 WCBS-F	2 WOR	2 WOR	2 WPAT-AF	2 WHTZ-F	2 WRKS-F	2 WBLS-F>>
3 WQHT-F>	3 WXRK-F	3 WLTW-F	3 WNEW-F	3 WNEW-F<	3 WLTW-F<	3 WXRK-F	3 WHTZ-F	3 WPAT-AF	3 WBLS-F<	3 WINS >>
4 WPLJ-F>	4 WQHT-F	4 WCBS-F<	4 WBLS-F<	4 WBLS-F<	4 WINS	4 WHTZ-F	4 WNEW-F<	4 WCBS-F	4 WHTZ-F	4 WCBS >>
5 WBLS-F>	5 WRKS-F	5 WXRK-F	5 WHTZ-F<	5 WHTZ-F	5 WCBS <	WCBS >	5 WCBS-F	5 WNEW-F	5 WQHT-F	5 WLTW-F
6	WPLJ-F	6 WBLS-F	6 WXRK-F	6 WXRK-F	6 WCBS-F	6 WLTW-F<	6 WNSR-F	6 WRKS-F	6 WPAT-AF<	6 WRKS-F>>
7	7 WBLS-F	7 WQHT-F	7 WNSR-F>	7 WNSR-F	7 WYNY-F<	7 WPAT-AF	7 WPLJ-F	WQHT-F	7 WLTW-F	7 WABC >>
8	8 WLTW-F	WNSR-F	8 WPLJ-F	8 WPLJ-F	8 WNEW	8 WNEW-F<	8 WQHT-F	8 WPLJ-F	8 WOR	8 WQHT-F
9	9 WNSR-F	9 WPLJ-F<	9 WQCD-F	9 WQCD-F	WABC	9 WCBS-F	9 WXRK-F	9 WNSR-F	9 WPLJ-F	9 WNEW-F
10	10 WCBS-F	10 WRKS-F	10 WINS	10 WYNY-F	10 WFAN	10 WBLS-F	WRKS-F	10 WYNY-F	10 WQCD-F	WCBS-F
				WINS				WOR	WCBS-F	
								WABC		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHTZ-F	1 WHTZ-F	1 WLTW-F	1 WLTW-F	1 WLTW-F>	1 WNEW-F<	1 WNEW-F	1 WNEW-F	1 WNEW-F	1 WNEW-F
2 WQHT-F	2 WQHT-F	2 WBLS-F<	2 WHTZ-F	2 WCBS-F	2 WHTZ-F	2 WXRK-F>	2 WXRK-F>	2 WXRK-F>	2 WXRK-F
3 WRKS-F	3 WLTW-F<	3 WNSR-F	3 WCBS-F	3 WHTZ-F<	3 WXRK-F	3 WHTZ-F>	3 WBLS-F	3 WHTZ-F	3 WCBS-F
4 WPLJ-F>	4 WPLJ-F	WHTZ-F<	4 WNSR-F	4 WBLS-F<	4 WQHT-F	4 WBLS-F	4 WCBS-F<	4 WCBS-F<	4 WLTW-F
5 WLTW-F	5 WRKS-F	5 WPLJ-F	WBLS-F<	5 WNSR-F>	5 WRKS-F>	5 WRKS-F<	5 WHTZ-F<	5 WBLS-F	5 WBLS-F<
6 WNSR-F<	6 WNSR-F	6 WQHT-F<	6 WQHT-F	6 WPLJ-F	6 WPLJ-F	6 WQHT-F<	6 WQCD-F	6 WFAN	6 WFAN
7 WNEW-F	7 WBLS-F	7 WNEW-F<	7 WPLJ-F	7 WYNY-F	7 WFAN	7 WPLJ-F	WPLJ-F	7 WLTW-F	7 WHTZ-F
8 WBLS-F>	8 WNEW-F>	8 WRKS-F	8 WRKS-F	WNEW-F	8 WBLS-F>	8 WFAN	8 WNSR-F	8 WRKS-F	8 WQCD-F
9 WXRK-F<	9 WCBS-F	9 WCBS-F	9 WNEW-F>	WINS	9 WBAB-F	9 WCBS-F	9 WFAN	WQHT-F	9 WPLJ-F
10 WQCD-F	10 WXRK-F	10 WXRK-F	10 WINS	10 WPAT-AF	10 WNSR-F	10 WQCD-F	10 WLTW-F	10 WPLJ-F	10 WNSR-F
						WNSR-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBAB-F	102.3	BABYLON	0.8/2.6
WBLI-F	106.1	PATCHOGUE	0.8/2.2
WCTO-F	94.3	SMITHTOWN	0.3/0.8
WDHA-F	105.5	DOVER	0.4/1.4
WDRE-F	92.7	GARDEN CITY/NY	0.6/2.4
WEVD	1050	New York	0.3/1.2
WFME-F	94.7	NEWARK	0.6/1.7
WHLI	1100	HEMPSTEAD	0.4/0.7
WHUD-F	100.7	PEEKSKILL	0.4/1.5
WJIT	1480	NEW YORK	0.3/0.9
WKDM	1380	NEW YORK	0.4/1.0
WKJY-F	98.3	HEMPSTEAD	0.8/2.4
WMCA	570	NEW YORK	0.6/2.6
WMGQ-F	98.3	NEW BRUNSWICK	0.3/0.9
WNJR	1430	NEWARK	0.3/1.2
WQXR	1560	NEW YORK	0.3/1.3
WWDJ	970	HACKENSACK	0.3/1.3
WWRL	1600	NEW YORK	0.7/1.5
WWRV	1330	New York	0.4/0.7
WEZN-F	99.9	BRIDGEPORT	0.4/1.2

RADIO STATIONS

AM STATIONS

WABC	770	50 KW	TALK	ABC I	240.00	(Banner)	Cap Cities/ABC
WADO	1280	5 KW	HISPANIC		140.00	(---)	
WCBS	880	5 KW	NEWS	CBS	370.00	(CBS)	CBS
WEVD	1050	50 KW (DA-1)	BIG BAND		75.00	(Groskin)	
WFAN	660	50 KW	SPORTS TALK	NBC	200.00	(HNWH)	Emmis
WINS	1010	50 KW (DA-1)	NEWS	ABC D	410.00	(Group W)	Westinghouse
WJIT	1480	5 KW (DA-2)	HISPANIC		90.00	(---)	Infinity
WKDM	1380	5 KW (DA-1)	HISPANIC		96.00	(Katz Hisp.)	TA/Shaw
WLIB	1190	10 KW (DAYS,DA)	BLACK NEWS/TALK	SBN	90.00	(Mc-Guild)	Inner City
WMCA	570	5 KW (DA-1)	RELIGION	APR,MBS	60.00	(---)	Salem
WNEW	1130	50 KW (DA-N)	NOSTALGIA		180.00	(Katz)	Westwood One/Legacy
WOR	710	50 KW (DA-1)	TALK	ABC E,US 2	310.00	(Republic)	RKO
WPAT	930	5 KW (DA-2)	BTFL/EZ		N/A	(Katz)	Park
WQXR	1560	50 KW (DA-2)	FINE ARTS		N/A	(Mc-Guild)	NY Times
WSKQ	620	5 KW (DA-2)	HISPANIC		120.00	(SBS)	SBS
WWDJ	970	5 KW (DA-2)	RELIGION		50.00	(---)	Communicom
WWRL	1600	5 KW (DA-2)	GOSPEL	NBN	70.00	(K & P)	

FM STATIONS

WBLS	107.5	5.4 KW @ 1241	BLACK	ABC F	320.00	(Mc-Guild)	Inner City
WCBS	101.1	4.6 KW @ 1300	OLDIES	RADRAD	380.00	(CBS)	CBS
WHTZ	100.3	7.8 KW @ 1220	CHR		425.00	(Christal)	Malrite
WFME	94.7	37 KW @ 570	RELIGION		N/A	(---)	Family
WHUD	100.7	50 KW @ 500	BTFL/EZ		100.00	(Katz)	(PEEKSKILL)
WLTW	106.7	7.6 KW @ 1220	SOFT AC		375.00	(Katz)	Viacom
WNCN	104.3	7.6 KW @ 1220	CLASSICAL	APR	175.00	(CMBS)	GAF
WNEW	102.7	7.8 KW @ 1210	AOR	SOURCE	310.00	(Katz)	Legacy
WNSR	105.1	7.8 KW @ 1220	AC		225.00	(Mc-Guild)	Bonneville
WPAT	93.1	5.3 KW @ 1420	BTFL/EZ		240.00	(Katz)	Park
WPLJ	95.5	7.2 KW @ 1335	CHR	ABC R	295.00	(Banner)	Cap Cities/ABC
WQCD	101.9	5.3 KW @ 1420	JAZZ		215.00	(Christal)	Tribune Co.
WQHT	97.1	6.7 KW @ 1340	CHR/URBAN		230.00	(HNWH)	Emmis
WQXR	96.3	7.8 KW @ 1220	CLASSICAL		170.00	(Mc-Guild)	NY Times
WRKS	98.7	7.8 KW @ 1225	BLACK	US1	288.00	(Republic)	Summit
WSKQ	97.9	7.6 KW @ 1220	HISPANIC		125.00	(SBS)	SBS
WXRK	92.3	5.4 KW @ 1200	CLASSIC AOR	ABC R	300.00	(Torbet)	Infinity

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

NORFOLK

Arbitron Rank/Pop (12+): 32/1,115,200

MSA Rank/Pop: 33/1,3362,100
ADI # 42
Average Person Ratings: 17.9
Market TSL: 23.50 hours

Stations: 27/25
Diaries: 1275/875:1/50.7%
Sample Target: 1230
% Below Line: 0.7
% Not Listed: 9.1

1988 Revenue: $32,200,000
HH Inc.: $34,450
Retail $: 9.4 Bil
Pop per Station: 44,608
#1 Biller: WNOR-AF $4,800,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WNOR-AF (AOR)	156/ 7.9	6.6	10.6	9.0	11.1	8.5	161/2001	1875/16.8	15.7	18.9	97	11.3	249	2542	WNOR-AF
2. WCMS-AF (C)	147/ 7.4	9.9	8.7	8.4	7.7	8.6	187/1995	1610/14.4	17.4	15.7	96	7.6	159	1465	WCMS-AF
3. WOWI-F (B)	138/ 6.9	7.3	8.7	8.0	8.5	7.7	169/2293	1895/17.0	15.2	15.5	97	10.9	241	2459	WOWI-F
4. WAFX-F (AOR)	135/ 6.8	11.7	4.5	2.5	2.8	6.4	155/2114	1819/16.3	19.1	6.0	106	10.1	223	2725	WAFX-F
5. WFOG-F (EZ)	132/ 6.6	9.0	8.6	8.3	9.9	8.1	161/1717	1466/13.2	16.3	15.6	67	5.8	128	1349	WFOG-F
6. WWDE-F (AC)	120/ 6.0	4.4	4.5	6.0	5.4	5.2	126/1619	1460/13.1	12.6	13.9	157	4.8	105	1126	WWDE-F
7. WJQI-AF (AC)	111/ 5.6	5.1	5.5	5.7	3.4	5.5	113/1560	1442/12.9	11.3	9.0	132	5.1	113	1174	WJQI-AF
8. WNVZ-F (CHR)	106/ 5.3	7.6	7.4	6.9	6.7	6.8	118/2318	2091/18.8	21.0	19.4	79	7.1	157	2563	WNVZ-F
9. WGH -F (CHR)	97/ 4.9	3.4	5.7	5.0	6.0	4.8	109/1806	1545/13.9	11.7	56.1	67	4.2	92	1835	WGH -F
10. WLTY-F (O)	93/ 4.7	4.4	5.3	6.8	4.8	5.3	112/1505	1302/11.7	12.9	12.8	166	4.9	107	1199	WLTY-F
11. WZCL-F (O)	86/ 4.3	1.4	1.7	3.2	1.7	2.7	92/1053	949/ 8.5	5.6	4.9	156	2.9	64	873	WZCL-F
12. WMYK-F (B)	77/ 3.9	5.6	4.7	5.9	5.8	5.0	107/1794	1443/12.9	14.4	14.7	92	6.9	153	1907	WMYK-F
13. WNIS (N/T)	69/ 3.5	2.6	2.2	2.5	3.0	2.7	70/798	772/ 6.9	6.5	6.1	69	2.0	43	835	WNIS
14. WRAP (B)	67/ 3.4	2.1	1.8	3.0	3.9	2.6	69/1021	984/ 8.8	7.8	7.7	74	1.9	41	707	WRAP
15. WPCE (REL)	65/ 3.3	2.4	3.0	3.1	2.8	3.0	67/769	734/ 6.6	4.7	5.0	55	2.0	43	500	WPCE
16. WTAR (MOR)	52/ 2.6	2.9	2.7	3.2	4.5	2.8	63/1036	882/ 7.9	8.6	10.4	85	1.6	36	597	WTAR
17. WKEZ-F (C)	40/ 2.0	1.1	1.4	1.2	1.3	1.4	50/546	413/ 3.7	3.0	2.6	125	0.8	18	295	WKEZ-F
18. WOFM-F (AOR)	37/ 1.9	0.6	1.5	0.6	1.4	1.1	37/545	545/ 4.9	2.5	3.4	37	1.4	31	421	WOFM-F
19. WKSV-F (?)	33/ 1.7	----	----	----	----	0.4	33/368	354/ 3.2	0.0	0.0	118				WKSV-F
20.															

12+ FM SHARE (METRO): 82.97% (1501 of 1809) (SUM 88: 82.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNVZ-F	1 WNOR-AF	1 WNOR-AF	1 WWDE-F	1 WWDE-F	1 WFOG-F<	1 WCMS-AF	1 WNOR-AF	1 WNOR-AF	1 WOWI-F>	1 WOWI-F>>
2 WGH -F>	2 WAFX-F	2 WAFX-F	2 WNOR-AF	2 WLTY-F<	2 WCMS-AF>>	2 WNOR-AF	2 WWDE-F<	2 WAFX-F	2 WNOR-AF	2 WNIS >>
3 WRAP	3 WOWI-F>	3 WOWI-F	WLTY-F	3 WNOR-AF<	3 WNIS <	3 WWDE-F	3 WFOG-F	WCMS-AF	3 WAFX-F	3 WRAP
4 WOWI-F	4 WWDE-F	4 WWDE-F	4 WJQI-AF	4 WJQI-AF<	4 WZCL-F	4 WFOG-F	4 WCMS-AF	4 WFOG-F	4 WJQI-AF	4 WCMS-F<
5 WMYK-F	5 WJQI-AF	5 WJQI-AF	WAFX-F	5 WAFX-F<	5 WLTY-F<	5 WAFX-F	5 WAFX-F	5 WWDE-F	WMYK-F	5 WAFX-F
6	WGH -F	6 WLTY-F	6 WOWI-F	6 WCMS-AF	6 WPCE	6 WNVZ-F<	6 WNVZ-F<	WOWI-F<	6 WGH -F	6
7	7 WNVZ-F	7	7 WZCL-F	7 WZCL-F	7 WTAR	7 WOWI-F	WJQI-AF	7 WNVZ-F	7	
				WOWI-F>						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOWI-F	1 WWDE-F	1 WWDE-F>	1 WJQI-AF	1 WWDE-F		1 WNOR-AF	1 WNOR-AF	1 WNOR-AF<	1 WNOR-AF	1 WNOR-AF
2 WGH -F	2 WJQI-AF	2 WJQI-AF	WWDE-F	2 WJQI-AF>		2 WAFX-F>	2 WAFX-F>	2 WAFX-F>	2 WAFX-F>	2 WAFX-F
3 WNVZ-F	WOWI-F	3 WLTY-F	3 WOWI-F	3 WLTY-F		3 WOFM-F	3 WOWI-F>	3 WOWI-F>	3 WOWI-F	3 WLTY-F
4 WJQI-AF	4 WGH -F	4 WNOR-AF	4 WNVZ-F	4 WNVZ-F<		4 WOWI-F>	4 WOFM-F	4 WWDE-F	4 WLTY-F	4 WWDE-F<
5 WAFX-F	5 WNVZ-F	5 WNVZ-F	5 WGH -F<	5 WCMS-AF		5 WGH -F	WMYK-F<	5 WJQI-AF>	5 WZCL-F<	5 WCMS-AF
6 WMYK-F	6 WNOR-AF	6 WGH -F	6 WLTY-F	6 WOWI-F<		6 WNVZ-F	6 WGH -F	6	6 WWDE-F>	WZCL-F<
7	7 WAFX-F	7	7	7 WZCL-F		7 WMYK-F>>	7 WWDE-F	7	7 WMYK-F	7 WOWI-F
				WFOG-F						

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WPEX	1490	Hampton	0.7/1.9
WTJZ	1270	Newport News	0.7/1.3
WZAM	1110	Norfolk	0.4/1.2
WRVA	1140	Richmond	0.4/0.9
WRXL-F	102.1	Richmond	0.3/1.2

AM STATIONS

WNIS,	850,	5 KW/1 KW (DA-2)	, NEWS/TALK	NBC, ABC T,	$ 40.00 (Roslin)	Sinclair
WPCE,	1400,	1 KW	, GOSPEL	SBN,	$ 26.00 (Mc-Guild)	Willis
WRAP,	1350,	5 KW (DA-2)	, BLACK	NBC, ABC F,	$ 34.00 (Roslin)	Ragan Henry
WTAR,	790,	5 KW (DA-1)	, MOR	CBS,	$ 42.00 (Katz)	Landmark

FM STATIONS

WAFX,	106.9,	100 KW @ 964,	CLASSIC AOR	,	$ 50.00 (CBS)	Downs
WCMS,	100.5,	50 KW @ 500,	COUNTRY	ABC E,	$ 97.00 (Eastman)	
WFOG,	92.9,	50 KW @ 480,	BTFL/EZ	,	$ 67.00 (MMR)	Sunshine Wireless
WGH ,	97.3,	74 KW @ 400,	CHR	ABC E,	$ 51.00 (Durpetti)	Susquehanna
WJQI,	94.9,	50 KW @ 500,	SOFT AC	,	$ 44.00 (Torbet)	Coleman
WKEZ,	94.1,	50 KW @ 500,	COUNTRY	US 2,	$ 38.00 (Roslin)	Eure
WLTY,	95.7,	40 KW @ 881,	AC	,	$ 71.00 (Katz)	Landmark
WMYK,	93.7,	100 KW @ 940,	BLACK	,	$ 49.00 (Durpetti)	(ELIZABETH CITY)
WNOR,	98.7,	46 KW @ 520,	AOR	SOURCE,	$ 96.00 (Mc-Guild)	Saga
WNVZ,	104.5,	50 KW @ 480,	CHR	,	$ 70.00 (Republic)	Wilkes-Schwartz
WOFM,	92.1,	2 KW @ 400,	AOR	,	$ 23.00 (K & P)	(MOYOCK, NC)
WOWI,	102.9,	50 KW @ 500,	BLACK	SBN,	$ 53.00 (Mc-Guild)	Ragan Henry
WWDE,	101.3,	50 KW @ 500,	AC	RADRAD,	$ 84.00 (Christal)	Edens
WZCI,	105.3,	50 KW @ 500,	??	,	$ 40.00 (Banner)	ML/WIN

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 46/818,800

MSA Rank/Pop: 46/983,500
ADI # 39
Average Person Ratings: 15.8
Market TSL: 21.45 hours

Stations: 19/19
Diaries: 1224/728:1/50.6%
Sample Target: 1080
% Below Line: 0.0
% Not Listed: 8.8

1988 Revenue: $22,400,000
HH Inc.: $31,351
Retail $: 8.0 Bil
Pop per Station: 43,094
#1 Biller: KXXY-AF $4,400,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KXXY-F	(C)	181/14.0	14.3	13.5	13.3	12.4	13.8	239/2509	1745/21.3	27.1	22.1	124	13.9	193	1765	KXXY-F
2. KKNG-F	(EZ)	113/ 8.8	7.8	9.4	10.0	7.8	9.0	138/1622	1360/16.6	15.9	14.9	60	6.1	85	1010	KKNG-F
3. KTOK	(N/T)	112/ 8.7	5.9	7.4	7.3	6.4	7.3	119/1537	1422/17.4	12.5	15.2	64	4.7	65	1019	KTOK
KJYO-F	(CHR)	112/ 8.7	10.1	11.8	12.3	11.3	10.7	136/2598	2054/25.1	27.9	23.4	53	12.9	178	2698	KJYO-F
5. KOMA	(O)	90/ 7.0	5.7	5.1	4.7	2.5	5.6	151/1581	1087/13.3	12.1	6.3	161	4.8	66	1014	KOMA
6. KRXO-F	(AOR)	88/ 6.8	5.4	6.3	5.0	6.9	5.9	105/1525	1207/14.7	15.4	14.9	141	5.2	72	1266	KRXO-F
7. KZBS-F	(CHR)	76/ 5.9	6.4	8.1	5.0	4.6	6.4	111/2221	1588/19.4	18.7	14.2	49	7.7	106	1770	KZBS-F
8. KEBC-F	(C)	74/ 5.7	6.5	3.6	3.7	6.2	4.9	105/1901	1148/14.0	14.5	12.3	119	6.6	92	1127	KEBC-F
9. KATT-F	(AOR)	61/ 4.7	7.5	7.8	10.0	8.4	7.5	122/2094	1263/15.4	16.9	16.6	83	10.8	149	1614	KATT-F
10. KMGL-F	(AC)	59/ 4.6	6.4	5.1	4.4	6.7	5.1	67/1316	1102/13.5	13.6	12.2	133	3.7	51	792	KMGL-F
11. KLTE-F	(AC)	48/ 3.7	4.0	4.7	4.7	6.0	4.3	60/1328	1116/13.6	12.9	13.3	132	3.2	45	903	KLTE-F
12. KPRW	(B)	44/ 3.4	3.3	2.7	2.9	6.3	3.1	44/420	420/ 5.1	4.8	6.1	97	5.4	75	692	KPRW
13. WKY	(C)	39/ 3.0	2.4	2.8	5.1	3.8	3.3	64/1073	660/ 8.1	7.0	9.2	87	2.2	30	625	WKY
14. KXXY	(C)	20/ 1.6	0.7	0.6	0.6	0.2	0.9	21/249	240/ 2.9	2.0	1.8	69	0.4	0	38	KXXY
15. KJIL-F	(REL)	16/ 1.2	0.7	0.9	1.4	1.1	1.0	16/322	309/ 3.8	2.9	3.9	142	1.7	23	405	KJIL-F

12+ FM SHARE (METRO): 70.83% (833 of 1176) (SUM 88: 77.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F>>	1 KXXY-F	1 KXXY-F>	1 KXXY-F>	1 KXXY-F>	1 KXXY-F<	1 KXXY-F	1 KXXY-F>	1 KXXY-F>	1 KJYO-F<	1 KTOK >>
2 KZBS-F>>	2 KJYO-F	2 KRXO-F	2 KOMA	2 KOMA	2 KTOK <	2 KTOK >	2 KKNG-F	2 KJYO-F	2 KXXY-F	2 KXXY-F
3	3 KRXO-F	3 KOMA	3 KRXO-F>	3 KRXO-F>	3 KKNG-F>	3 KOMA	3 KOMA	3 KKNG-F	3 KZBS-F>	3 KJYO-F>
4	4 KATT-F	4 KJYO-F>	4 KMGL-F	4 KEBC-F	4 KOMA	4 KJYO-F	4 KJYO-F<	4 KRXO-F	4 KRXO-F<	4 KATT-F
5	5 KZBS-F	5 KATT-F<	5 KEBC-F	5 KMGL-F	5 KEBC-F	5 KKNG-F	5 KTOK	5 KOMA <	5 KTOK <	5 KRXO-F
6	6	6 KMGL-F	6	6 KTOK <	6	KEBC-F	6 KRXO-F<	6 KZBS-F<	6 KKNG-F	6
							7 KEBC-F	7 KTOK		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KZBS-F	1 KXXY-F	1 KXXY-F>	1 KXXY-F>	1 KXXY-F>>
KJYO-F>	2 KJYO-F	2 KMGL-F	2 KJYO-F	2 KOMA
3 KXXY-F	3 KZBS-F	3 KLTE-F	3 KMGL-F<	3 KMGL-F<
KRXO-F	4 KMGL-F	4 KRXO-F	4 KOMA	4 KLTE-F<
5 KMGL-F	5 KRXO-F	5 KPRW	KLTE-F<	5 KKNG-F
KLTE-F	KLTE-F	KJYO-F	6 KZBS-F	6
KATT-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KJYO-F	1 KATT-F<	1 KXXY-F	1 KXXY-F	1 KXXY-F
2 KATT-F>	2 KJYO-F	2 KRXO-F	KRXO-F	2 KRXO-F
3 KZBS-F>	3 KXXY-F	3 KOMA >	3 KOMA	3 KOMA >
4 KRXO-F>	KRXO-F>	4 KATT-F>	4 KJYO-F	4 KEBC-F>
5	5 KOMA	5 KEBC-F	5 KATT-F	5 KTOK
6	6	6 KJYO-F	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KQCV	800	Oklahoma City	0.9/2.8
KTLV	1220	Midwest City	1.1/1.5
KTNT-F	97.7	Edmond	0.4/3.4
WWLS	640	Moore/Norman	1.0/2.4

RADIO STATIONS

KOMA,	1520,	50 KW (DA-N)	, OLDIES	NBC,	$ 25.00	(CBS)	Diamond
KPAW,	1140,	1 KW (DAYS)	, BLACK	SBN,	$ 24.00	(Banner)	Surrey
KQCV,	800,	250 W (DAYS)	, RELIGION	IND,	$ 16.00	(---)	Bott
KTOK,	1000,	5 KW (DA-2)	, NEWS/TALK	ABC I,	$ 57.00	(Christal)	Clear Channel
WKY ,	930,	5 KW (DA-N)	, COUNTRY	ABC E,	$ 32.00	(Banner)	Gaylord
KATT-F,	100.5,	97 KW @ 1188,	AOR	SOURCE,	$ 68.00	(Banner)	Surrey
KEBC-F,	94.7,	98 KW @ 1387,	COUNTRY	IND,	$ 39.00	(Durpetti)	Independence
KJIL-F,	104.9,	3 KW @ 300,	RELIGION	UPI,	$ 18.00	(---)	Swaggert (BETHANY)
KJYO-F,	102.7,	98 KW @ 900,	CHR	IND,	$ 54.00	(Christal)	Clear Channel
KKNG-F,	92.5,	98 KW @ 900,	BTFL/EZ	IND,	$ 43.00	(Katz)	Wilks-Schwartz
KLTE-F,	101.9,	98 KW @ 1390,	AC	IND,	$ 42.00	(Katz)	Entercom
KMGL-F,	104.1,	99 KW @ 1400,	AC	TRNSTR, US 1,	$ 35.00	(Eastman)	Renda
KRXO-F,	107.7,	99 KW @ 1027,	CLASSIC AOR	IND,	$ 45.00	(CBS)	Diamond
KXXY-F,	96.1,	98 KW @ 1167,	COUNTRY	MBS,	$ 94.00	(Mc-Guild)	NewMarket
KZBS-F,	98.9,	100 KW @ 1108,	CHR	APR,	$ 36.00	(HNWH)	

OMAHA

Arbitron Rank/Pop (12+): 70/505,300

MSA Rank/Pop: 79/618, 800
ADI # 73
Average Person Ratings: 17.4
Market TSL: 22.75 hours

Stations: 16/13
Diaries: 909/556:1/55.8%
Sample Target:- 870
% Below Line: 1.7
% Not Listed: 10.6

1988 Revenue: $18,200,000
HH Inc.: $36,712
Retail $: 6.5 Bil
Pop per Station: 38,869
#1 Biller: KFAB $4,800,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KQKQ-F	(CHR)	146/16.6	15.0	17.0	13.1	11.6	15.4	183/2369	1814/35.9	36.6	30.7	78				KQKQ-F
2. KEZO-AF	(AOR)	115/13.1	13.1	12.9	12.4	14.7	12.9	146/1642	1269/24.7	22.2	26.5	121				KEZO-AF
3. KFAB	(MOR)	113/12.9	14.3	15.9	17.2	14.8	15.1	195/2555	1340/26.5	28.8	30.9	50				KFAB
4. KGOR-F	(O)	74/ 8.4	6.9	7.0	9.6	11.1	8.0	96/1571	1104/21.8	19.3	30.0	151				KGOR-F
5. KESY-AF	(EZ)	70/ 7.9	8.1	7.6	6.6	6.1	7.6	83/1006	765/14.7	13.8	13.1	84				KESY-AF
6. KEFM-F	(AC)	65/ 7.4	6.7	5.5	5.4	6.5	6.3	84/1456	1058/20.9	18.9	16.8	135				KEFM-F
7. WOW -F	(C)	64/ 7.3	7.7	7.0	9.1	5.7	7.8	93/1193	742/14.7	14.3	11.5	126				WOW -F
8. KOMJ-F	(AC)	34/ 3.9	2.3	2.1	1.4	3.3	2.4	63/733	415/ 8.2	7.8	9.8	113				KOMJ-F
9. KOIL	(O)	33/ 3.8	4.2	4.3	5.7	6.6	4.5	34/603	545/10.8	10.6	14.0	137				KOIL
10. WOW	(C)	32/ 3.6	5.5	6.0	4.8	5.6	5.0	82/1380	543/10.7	13.8	11.5	67				WOW
11. KKAR	(N/T)	17/ 1.9	2.1	1.9	0.9	1.7	1.7	19/336	305/ 6.0	6.7	5.8	84				KKAR
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 73.63% (578 of 785) (SUM 88: 67.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>>	1 KEZO-AF>	1 KEZO-AF	1 KEZO-AF	1 KEZO-AF	1 KFAB >>	1 KFAB >	1 KQKQ-F	1 KQKQ-F	1 KFAB	1 KFAB >>
2	2 KQKQ-F>	2 KQKQ-F>	2 KGOR-F<	2 KQKQ-F<	2 KESY-AF	2 KQKQ-F>	2 KEZO-AF>	2 KEZO-AF>	2 KQKQ-F>	2 KQKQ-F
3	3 KEFM-F	3 KGOR-F	3 KQKQ-F	3 KGOR-F	3 WOW -F>	3 KEZO-AF	3 KESY-AF	3 KEFM-F<	3 KEZO-AF>	3 KGOR-F<
4	4 KGOR-F>	4 KEFM-F>	4 KEFM-F>	4 KEFM-F	4 KQKQ-F<	4 WOW -F<	4 KGOR-F	4 KGOR-F<	4 KGOR-F<	4 KEZO-F
5	5	5 WOW -F	5 WOW -F	5 WOW -F>	5 KGOR-F	5 KGOR-F	5 KFAB <	5 KFAB <	5 KESY-AF	5 WOW -F
6	6	6	6	6	6 WOW	6 KESY-AF	6 KEFM-F	6 KESY-AF	6 KEFM-F	6 KEFM-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQKQ-F>>	1 KQKQ-F>>	1 KEFM-F<	1 KQKQ-F>>	1 KQKQ-F	1 KEZO-AF	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>
2 KEZO-AF	2 KEFM-F	2 KQKQ-F	2 KEFM-F	2 KEFM-F	2 KQKQ-F>>	2 KQKQ-F>	2 KGOR-F	2 KQKQ-F	2 KGOR-F>
3 KEFM-F>>	3 KEZO-AF	3 KGOR-F	3 KEZO-AF<	3 KGOR-F	3 KEFM-F>	3 KGOR-F	3 KEFM-F	KGOR-F>	3 WOW -F
4 KGOR-F>	4 KGOR-F>	4 KEZO-AF>	4 KGOR-F >	4 KESY-AF	4 KGOR-F	KEFM-F	4 KQ6Q-F>	4 KEFM-F>	4 KQKQ-F
5	5	5 WOW -F	5	5 KEZO-AF	5 KOMJ-F	5	5	5 WOW -F	5 KEFM-F
6	6	6 KESY-AF	6	6 WOW -F	6	6	6	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCRO	660	Omaha	0.8/2.1
KFMQ-F	101.9	Lincoln/Omaha	0.9/5.1
KMA	960	Shenandoah	0.3/1.5
KZKX-F	96.9	Seward	0.5/2.2

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, MOR	NBC, $	90.00 (Christal)	Henry
KKAR, 1180, 5 KW/1 KW	, TALK	CBS, MBS, $	20.00 (Eastman)	
KOIL, 1290, 5 KW (DA-N)	, OLDIES	US 2, $	27.00 (Banner)	
WOW , 590, 5 KW	, COUNTRY	ABC I, $	40.00 (Torbet)	Great Empire
KBWH-F, 106.3, 1 KW @ 470	, BLACK	, $	16.00 (---)	(BLAIR)
KEFM-F, 96.1, 100 KW @ 1442	, SOFT AC	, $	43.00 (Mc-Guild)	
KESY-F, 104.5, 100 KW @ 1040	, BTFL/EZ	ABC D, US 2, $	35.00 (Mc-Guild)	SunGroup
KEZO-F, 92.3, 100 KW @ 1210	, AOR	ABC R, $	64.00 (Katz)	Narragansett
KGOR-F, 99.9, 115 KW @ 1227	, OLDIES	NBC, $	65.00 (Christal)	Henry
KOMJ-F, 103.7, 100 KW @ 405	, AC	, $	N/A (Banner)	(ATLANTIC IA)
KQKQ-F, 98.5, 100 KW @ 1099	, CHR	, $	54.00 (Eastman)	
WOW-F , 94.1, 100 KW @ 510	, COUNTRY	ABC E, $	45.00 (Torbet)	Great Empire

MISCELLANEOUS COMMENTS: KGOR changes from CONTEMP to OLDIES...KLNG sold for $250,000 (Chapman)...KOIL, KOMJ-F sold to Ovation for $5,750,000 (Kahil)...

ORLANDO

Arbitron Rank/Pop (12+): 44/826,000

MSA Rank/Pop: 53/959,000
ADI # 27

Average Person Ratings: 17.8
Market TSL: 23.5 hours

Stations: 19/17
Diaries: 966/855:1/48.2%
Sample Target: 1010
% Below Line: 3.0
% Not Listed: 10.5

1988 Revenue: $40,600,000
HH Inc.: $31,813
Retail $: 8.0 Bil
Pop per Station: 48,588
#1 Biller: WWKA-F $6,600,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WWKA-F (C)	130/ 8.8	9.7	8.6	11.9	10.6	9.8	267/3103	1416/17.1	16.4	17.9	116	6.8	102	1369	WWKA-F
2. WHTQ-F (AOR)	127/ 8.6	8.1	4.9	6.2	5.7	7.0	254/2778	1635/17.4	15.4	12.6	79	10.6	159	1329	WHTQ-F
3. WSTF-F (AC)	121/ 8.2	8.6	9.1	7.0	8.0	8.2	194/2533	1572/19.0	17.3	16.9	135	8.0	120	1242	WSTF-F
4. WBJW-AF (CHR)	112/ 7.6	6.3	7.8	7.7	6.8	7.3	221/3718	1886/22.2	21.9	21.8	88	11.1	167	2330	WBJW-AF
5. WJHM-F (B)	108/ 7.3	7.9	6.0	5.3	12.0	6.6	142/1609	1040/12.6	14.7	14.9	92	13.5	203	1705	WJHM-F
6. WOCL-F (AC)	103/ 7.0	5.4	7.7	7.6	7.7	6.9	186/2503	1390/16.8	15.9	15.1	160	7.1	106	1137	WOCL-F
7. WSSP-F (EZ)	97/ 6.6	8.3	8.3	8.6	7.8	8.0	260/2814	1103/13.4	13.9	15.0	56	5.9	89	982	WSSP-F
8. WDIZ-F (AOR)	86/ 5.8	5.2	6.7	5.5	7.6	5.8	134/2066	1273/15.4	15.3	15.5	81	6.3	95	1335	WDIZ-F
9. WJYO-F (AC)	84/ 5.7	4.4	5.5	4.8	5.4	5.1	167/2078	1093/13.2	12.7	12.5	146	2.9	44	813	WJYO-F
10. WHLY-F (CHR)	68/ 4.6	4.2	3.8	5.6	3.9	4.5	114/2005	1152/13.9	13.8	15.5	61	6.0	90	1421	WHLY-F
11. WDBO (MOR)	62/ 4.2	6.7	5.8	5.6	5.8	5.6	80/1144	893/10.8	12.5	13.6	71	4.1	62	925	WDBO
12. WWNZ (N/T)	51/ 3.5	5.2	4.7	4.3	2.7	4.4	61/800	537/ 6.5	9.4	7.5	66	3.7	55	406	WWNZ
WLOQ-F (J/NA)	51/ 3.5	3.8	3.4	2.2	3.3	3.2	55/942	861/10.4	9.4	9.2	151	3.5	52	704	WLOQ-F
14. WWLV-F (EZ)	33/ 2.2	2.5	1.7	1.8	1.1	2.0	191/1872	383/ 4.6	5.2	2.5	50	0.5	8	152	WWLV-F
15. WPRD (REL)	22/ 1.5	1.1	1.9	0.4	1.2	1.2	22/260	260/ 3.1	2.2	2.7	7	0.5	7	146	WPRD

12+ FM SHARE (METRO): 87.01% (1145 of 1316) (SUM 88: 87.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F<	1 WHTQ-F>	1 WHTQ-F	1 WOCL-F	1 WOCL-F<	1 WWKA-F	1 WWKA-F	1 WSTF-F	1 WHTQ-F<	1 WHTQ-F	1 WDBO >>
2 WBJW-AF>	2 WSTF-F<	2 WSTF-F	2 WSTF-F	2 WSTF-F	2 WSSP-F<	2 WSTF-F	2 WWKA-F<	2 WJHM-F	2 WJHM-F	2 WWKA-F
3 WHLY-F>	3 WDIZ-F>	3 WOCL-F	3 WWKA-F	3 WWKA-F	3 WOCL-F>	3 WBJW-AF	3 WOCL-F<	3 WWKA-F	3 WBJW-AF	WSTF-F>>
4 WHTQ-F	4 WJHM-F	4 WDIZ-F	4 WJYO-F	4 WJYO-F	4 WDBO	4 WOCL-F<	4 WJYO-F	WSTF-F	4 WDIZ-F	4 WJHM-F
5 WDIZ-F	5 WBJW-AF	5 WWKA-F<	5 WHTQ-F	5 WHTQ-F<	5 WJYO-F	5 WHTQ-F	5 WBJW-AF	5 WSSP-F<	5 WWKA-F	5 WHTQ-F>
6 WSTF-F	6 WHLY-F	6 WBJW-AF	6 WBJW-AF<	6 WBJW-AF	6	6 WDBO <	6 WHTQ-F	6 WBJW-AF<	6 WDBO <	6 WOCL-F
7	7	WJHM-F	7 WJHM-F	WJHM-F	7	7 WSSP-F	7	7 WJYO-F	7 WSTF-F	7
8	8	8 WJYO-F	8	8	8	8	8	8	8 WHLY-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHTQ-F>	1 WSTF-F>	1 WSTF-F>>	1 WSTF-F>	1 WSTF-F>	1 WHTQ-F	1 WHTQ-F>	1 WHTQ-F>	1 WHTQ-F>	1 WOCL-F
2 WSTF-F	2 WHTQ-F<	2 WBJW-AF	2 WBJW-AF	2 WOCL-F<	2 WDIZ-F>>	2 WDIZ-F>>	2 WDIZ-F	2 WDIZ-F	2 WWKA-F
3 WBJW-AF	3 WBJW-AF	3 WJHM-F	WJYO-F	3 WJYO-F<	3 WJHM-F	3 WJHM-F	3 WWKA-F	3 WOCL-F	3 WHTQ-F>
4 WHLY-F>	4 WJHM-F	4 WJYO-F	4 WHTQ-F<	4 WWKA-F	4 WHLY-F	4 WSTF-F	4 WLOQ-F	4 WWKA-F	4 WJYO-F
5 WJHM-F>	5 WJYO-F	5 WWKA-F	5 WOCL-F	5 WBJW-AF	5 WSTF-F	5 WWKA-F<	5 WSTF-F	5 WJHM-F	5 WSTF-F
6 WJYO-F	WHLY-F	WLOQ-F	6 WJHM-F	6 WJHM-F	6 WBJW-AF>>	6 WHLY-F	6 WWNZ	6 WBJW-AF<	WJHM-F
7 WDIZ-F>>	7	7 WOCL-F	7 WWKA-F	7	7 WWKA-F	7	WJYO-F	7 WSTF-F	7 WBJW-AF
8 WWKA-F	8	WDIZ-F	8	8	WSSP-F	8	WJHM-F	8	WLOQ-F
									WDIZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WONQ	1140	Orlando	1.2/1.1
WXXO	1600	Winter Garden	1.2/3.4
WPCV-F	97.5	Winter Haven/Lk	0.7/3.9

RADIO STATIONS

WDBO, 580, 5 KW (DA-N) , MOR	ABC I, $ 62.00 (Katz)	NewCity
WHOO, 990, 50 KW/5 KW (DA-N) , COUNTRY	, $ 15.00 (Eastman)	TK
WONQ, 1140, 4 KW (DAYS) , HISPANIC	UPI, $ 18.00 (Lotus)	
WPRD, 1440, 5 KW/1 KW (DA-N) , RELIGION	TRNSTR, $ 16.00 (---)	
WWNZ, 740, 5 KW/1 KW (DA-N) , NEWS/TALK	CBS, MBS, $ 55.00 (Christal)	Guy Gannett
WOMX-F, 105.1, 95 KW @ 1310, AC	, $ 108.00 (Banner)	Nationwide
WDIZ-F, 100.3, 100 KW @ 1300, AOR	ABC R, $ ~~90.00 (MMR)~~	Shamrock-Lynett
WHLY-F, 106.7, 100 KW @ 800, CHR	ABC D, $ 66.00 (Durpetti)	Taylor
WHTQ-F, 96.5, 100 KW @ 1609, AOR	, $ 73.00 (Eastman)	TK
WJHM-F, 101.9, 28 KW @ 1650, BLACK/URBAN	, $ 58.00 (HNWH)	Beasley (DAYTONA BEACH)
WJYO-F, 107.7, 100 KW @ 1613, SOFT AC	, $ 80.00 (MMR)	Metroplex
WLOQ-F, 103.1, 3 KW @ 330, JAZZ	, $ 48.00 (Banner)	
WOCL-F, 105.9, 100 KW @ 1650, OLDIES	APR, $ 71.00 (Christal)	American (DELAND)
WSSP-F, 104.1, 100 KW @ 1609, BTFL/EZ	, $ 70.00 (Christal)	Guy Gannett (COCOA BEACH)
WSTF-F, 101.1, 100 KW @ 1598, AC	, $ 100.00 (Republic)	Capitol-Goodman
WWKA-F, 92.3, 100 KW @ 1341, COUNTRY	, $ 130.00 (Katz)	NewCity

MISCELLANEOUS COMMENTS: WBJW-F changed calls in Sept.

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,084,900

MSA Rank/Pop: 4/4,873,100
ADI # 4

Average Person Ratings: 19.2
Market TSL: 25.25 hours

Stations: 29/24
Diaries: 2527/1616:1/51.2%
Sample Target: 2440
% Below Line: 2.2
% Not Listed: 9.9

1988 Revenue: $122,000,000
HH Inc.: $35,793
Retail $: 36.0 Bil
Pop per Station: 170,204
#1 Biller: WMMR-F $14,900,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WMMR-F	(AOR)	635/ 8.1	6.9	8.1	7.7	8.0	7.7	829/11785	8051/19.7	19.2	19.8	112	11.3	958	9032	WMMR-F
2. KYW	(N)	544/ 7.0	7.1	7.2	6.5	6.8	6.9	607/13316	11573/28.3	27.0	25.5	77	5.6	477	9527	KYW
3. WPEN	(BB)	534/ 6.8	5.8	5.3	5.1	6.6	5.8	546/5353	5018/12.3	10.6	11.6	38	4.2	353	2956	WPEN
4. WEAZ-F	(EZ)	493/ 6.3	6.6	5.9	5.7	5.9	6.1	610/8429	6815/16.7	17.0	14.2	92	3.6	304	4277	WEAZ-F
5. WUSL-F	(B)	449/ 5.7	6.9	7.1	7.5	7.1	6.8	584/6149	5218/12.8	14.3	12.9	86	7.8	660	6399	WUSL-F
6. WYSP-F	(AOR)	432/ 5.5	4.5	4.5	4.9	5.8	4.8	571/9396	6681/16.4	15.3	16.7	120	6.0	508	6221	WYSP-F
7. WIOQ-F	(CHR)	379/ 4.8	4.8	3.1	2.5	2.3	3.8	441/8129	6762/16.6	15.9	8.8	60	8.4	709	8821	WIOQ-F
8. WXTU-F	(C)	361/ 4.6	4.0	4.0	4.1	4.5	4.2	500/6058	4266/10.4	10.6	9.2	128	4.3	367	3630	WXTU-F
9. WOGL-F	(O)	350/ 4.5	3.2	3.4	2.4	2.3	3.4	463/7386	5448/13.3	10.7	9.6	144	3.5	298	4156	WOGL-F
10. WEGX-F	(CHR)	338/ 4.3	6.1	7.9	7.9	6.7	6.6	413/8691	7056/17.3	20.6	18.7	72	6.3	531	8902	WEGX-F
11. WKSZ-F	(AC)	336/ 4.3	4.6	4.9	4.8	4.5	4.7	391/5656	4822/11.8	12.0	11.8	121	3.1	258	4165	WKSZ-F
12. WSNI-F	(AC)	300/ 3.8	2.9	3.1	4.0	4.6	3.5	325/5213	4228/10.4	10.8	12.4	145	2.0	165	3483	WSNI-F
WMGK-F	(AC)	300/ 3.8	4.6	4.3	4.7	4.1	4.3	322/5421	4643/11.4	14.0	11.5	150	3.6	301	3283	WMGK-F
14. WCAU	(T)	294/ 3.8	3.4	3.5	3.2	3.4	3.5	338/5869	5084/12.4	12.8	12.8	68	3.7	313	5704	WCAU
15. WWDB-F	(T)	293/ 3.7	4.4	3.6	4.6	4.6	4.1	345/4599	3675/ 9.0	9.8	8.9	68	3.4	286	2985	WWDB-F
16. WDAS-F	(B)	284/ 3.6	3.8	3.3	3.0	3.6	3.4	309/4043	3743/ 9.2	9.3	9.0	139	5.7	481	3972	WDAS-F
17. WFLN-F	(CL)	158/ 2.0	2.3	2.8	2.4	2.2	2.4	211/3485	2482/ 6.1	7.4	6.4	95	2.6	220	2278	WFLN-F
18. WIP	(N/T)	145/ 1.9	1.8	1.8	3.1	1.6	2.1	170/3534	3051/ 7.5	8.3	5.7	111	1.3	114	1666	WIP
19. WDAS	(B)	88/ 1.1	1.0	0.8	1.0	1.1	1.0	88/1275	1275/ 3.1	3.6	3.4	82	0.8	64	1124	WDAS
20.																

12+ FM SHARE (METRO): 74.93% (5283 of 7051) (SUM 88: 75.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>	4 WPEN <	1 KYW >	1 WMMR-F<	1 WMMR-F	1 WUSL-F>	1 WWDB-F
2 WUSL-F	2 WYSP-F	2 WYSP-F	2 WYSP-F	2 WYSP-F<	2 KYW >	2 WMMR-F	2 WEAZ-F	2 WEAZ-F	2 WCAU	2 KYW >>
3 WEGX-F>	3 WUSL-F<	3 WUSL-F	3 WOGL-F	3 WOGL-F	3 WEAZ-F	3 WYSP-F	3 WPEN >	3 WPEN	3 WMMR-F	3 WUSL-F
4 WYSP-F<	6 WIOQ-F	4 WSNI-F<	4 WSNI-F<	4 WXTU-F<	4 WXTU-F	4 WPEN >	4 WUSL-F<	4 WIOQ-F	4 WIOQ-F>	4 WCAU >>
5 WMMR-F	5 WEGX-F<	5 WOGL-F<	5 WMGK-F	5 WEAZ-F<	WCAU <	5 WEAZ-F	5 WKSZ-F<	5 WYSP-F<	5 WYSP-F	5 WMMR-F
6	6 WSNI-F	6 WIOQ-F	6 WDAS-F<	6 WMGK-F<	6 WWDB-F<	6 WXTU-F<	6 WYSP-F<	6 WUSL-F<	WOGL-F	6 WEAZ-F
7	7 WDAS-F<	WDAS-F<	7 WEAZ-F<	7 WSNI-F<	7 WKSZ-F<	7 WUSL-F	7 WXTU-F	7 WOGL-F	KYW <	7 WPEN
8	8 WMGK-F	8 WMGK-F	8 WXTU-F<	8 KYW <	8 WOGL-F>	WMGK-F<	WMGK-F	8 WCAU <	8 WEGX-F	8 WDAS-F
9	9	WEAZ-F<	9	9	9	9	9 WSNI-F	9	9	9
10	10	10	10	10		10	10			10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WIOQ-F	1 WMMR-F<	1 WMGK-F	1 WMMR-F	1 WMGK-F
2 WUSL-F	2 WIOQ-F	2 WSNI-F	WMGK-F	2 WEAZ-F
3 WEGX-F<	3 WUSL-F	WMMR-F>	3 WUSL-F<	3 WKSZ-F
4 WMMR-F>	4 WMGK-F	4 WUSL-F	4 WIOQ-F	4 WSNI-F
5 WSNI-F	5 WSNI-F	5 WDAS-F	5 WSNI-F	5 WMMR-F<
6 WEAZ-F	6 WEGX-F>	6 WIOQ-F<	WEAZ-F	6 WOGL-F<
7 WDAS-F	7 WDAS-F	7 WEAZ-F	7 WEGX-F<	7 WXTU-F
8 WMGK-F	8 WEAZ-F	8 WEGX-F<	8 WDAS-F	WDAS-F<
9	9 WYSP-F	9	9	9 WUSL-F
10	10 WKSZ-F	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMMR-F>	1 WMMR-F>	1 WMMR-F>	1 WMMR-F	1 WMMR-F
2 WYSP-F>	2 WYSP-F>>	2 WYSP-F>>	2 WYSP-F>>	2 WYSP-F>
3 WUSL-F	3 WUSL-F	3 WDAS-F	3 WOGL-F<	3 WOGL-F
4 WIOQ-F	4 WDAS-F<	4 WSNI-F	4 WUSL-F	4 WXTU-F
5 WEGX-F>	5 WIOQ-F	5 WUSL-F	5 WDAS-F	5 KYW
6 WDAS-F>	6 WEGX-F	6 WOGL-F	6 WSNI-F	6 WSNI-F
7 WPEN	7 WSNI-F	7 WEAZ-F<	7 WXTU-F	7 WDAS-F
8	8	8 WXTU-F	8 KYW	8 WUSL-F
	9	9	9	WEAZ-F<
	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCOJ	1420	Coatesville	0.3/0.9
WEAZ	560	Philadelphia	0.4/1.8
WHAT	1340	Philadelphia	0.5/1.5
WPGR	1540	Philadelphia	0.7/1.1
WZZD	990	Philadelphia	0.3/1.2
WFMZ-F	100.7	Allentown	0.5/1.2
WJBR-F	99.5	Wilmington	0.3/2.0
WKXW-F	101.5	Trenton	0.3/1.3
WPST-F	97.5	Trenton/Phily	0.5/2.8
WSTW-F	93.7	Wilmington	0.7/3.1

AM STATIONS

KYW	1060	50 KW (DA-1)	NEWS	NBC, APR	$ 290.00	(Group W)	Westinghouse
WCAU	1210	50 KW	TALK	CBS	$ 150.00	(CBS)	CBS
WDAS	1480	5 KW/1 KW (DA-2)	BLACK	NBN	$ 45.00	(Banner)	
WEAZ	560	5 KW (DA-2)	OLDIES		$ 40.00	(Mc-Guild)	
WHAT	1340	1 KW	BLACK TALK	SBN	$ 47.00	(Roslin)	
WIP	610	5 KW (DA-1)	SPORTS	ABC E, MBS	$ 80.00	(Katz)	
WPEN	950	5 KW (DA-N)	NOSTALGIA	CNN	$ 150.00	(MMR)	Greater Media
WPGR	1540	50 KW (DAYS, DA)	OLDIES	US 1	$ 40.00	(Durpetti)	Pyramid
WZZD	990	50 KW/10 KW(DA-2)	RELIGION		$ 30.00	(---)	Communicom

FM STATIONS

WDAS	105.3	3 KW @ 800	BLACK		$ 90.00	(Banner)	
WEAZ	101.1	14 KW @ 900	EZ		$ 190.00	(Mc-Guild)	
WEGX	106.1	23 KW @ 740	CHR	ABC C	$ 170.00	(Eastman)	Malrite LP
WFLN	95.7	50 KW @ 490	CLASSICAL		$ 95.00	(CMBS)	Marlin
WIOQ	102.1	30 KW @ 650	CHR/URBAN		$ 120.00	(HNWH)	EZ
WKSZ	100.3	35 KW @ 600	SOFT AC		$ 160.00	(Katz)	
WMGK	102.9	9 KW @ 1140	AC		$ 200.00	(MMR)	Greater Media
WMMR	93.3	25 KW @ 670	AOR	SOURCE	$ 320.00	(Katz)	Legacy
WOGL	98.1	12 KW @ 1000	OLDIES	CBS	$ 145.00	(CBS)	CBS
WSNI	104.5	13 KW @ 873	AC	US 1	$ 167.00	(Durpetti)	Pyramid
WUSL	98.9	18 KW @ 830	BLACK/URBAN	ABC F	$ 190.00	(Mc-Guild)	Tak
WWDB	96.5	17 KW @ 829	TALK	ABC I	$ 100.00	(Republic)	Panache
WXTU	92.5	15 KW @ 900	COUNTRY	MBS	$ 145.00	(Republic)	Beasley
WYSP	94.1	16 KW @ 900	CLASSIC AOR	APR	$ 166.00	(Torbet)	Infinity

CALL LETTER CHANGES

FORMAT CHANGES

WHAT changed to BLACK TALK in Sept.

STATION SALES

(Crisler & Americom).

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

PHOENIX

Arbitron Rank/Pop (12+): 23/1,683,300
MSA Rank/Pop: 20/2,023,100
ADI # 25
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 30/30
Diaries: 1504/1119:1/50.9%
Sample Target: 1460
% Below Line: 0.0
% Not Listed: 5.9

1988 Revenue: $68,500,000
HH Inc.: $32,627
Retail $: 14.4 Bil
Pop per Station: 56,110
#1 Biller: KNIX-AF $11,600,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KNIX-AF (C)	327/11.4	12.2	12.3	14.0	11.6	12.5	441/4583	3624/21.5	22.0	21.9	107	11.7	324	3681	KNIX-AF
2. KTAR (N/T)	237/ 8.3	7.9	7.7	8.3	10.3	8.1	246/3552	3290/19.5	18.7	19.7	83	5.3	157	2209	KTAR
3. KMEO-AF (EZ)	211/ 7.4	6.6	9.0	9.7	9.8	8.2	223/2710	2412/14.3	14.7	17.2	68	4.0	146	1573	KMEO-AF
4. KZZP-AF (CHR)	210/ 7.3	9.0	8.9	9.5	10.7	8.7	231/4075	3855/22.9	23.3	25.4	67	10.0	291	4993	KZZP-AF
5. KUPD-F (AOR)	206/ 7.2	7.7	6.5	7.1	7.3	7.1	218/2907	2670/15.9	15.9	14.9	82	9.4	281	2654	KUPD-F
6. KKLT-F (AC)	197/ 6.9	5.5	5.2	6.1	4.6	5.9	213/2866	2522/15.0	14.3	11.4	139	3.7	109	1490	KKLT-F
7. KOY -F (CHR)	137/ 4.8	4.4	4.4	4.8	4.1	4.6	164/3258	2923/17.4	15.8	13.7	79	5.5	164	3510	KOY -F
8. KSLX-AF (AOR)	124/ 4.3	4.5	4.4	3.2	4.2	4.1	131/2003	1874/11.1	11.4	9.5	158	3.9	115	1943	KSLX-AF
9. KKFR-F (CHR)	112/ 3.9	2.6	2.9	2.9	3.3	3.1	132/2217	1973/11.7	11.1	11.0	46	6.7	200	2447	KKFR-F
10. KMLE-F (C)	105/ 3.7	3.3	2.5	0.7	0.4	2.5	107/1670	1568/ 9.3	7.0	1.9	141	4.0	119	1275	KMLE-F
11. KFYI (N/T)	103/ 3.6	3.3	2.6	3.3	4.1	3.2	105/1260	1201/ 7.1	7.1	7.9	83	4.6	138	947	KFYI
12. KDKB-F (AOR)	100/ 3.5	3.4	3.7	3.0	3.9	3.4	110/2418	2182/13.0	12.0	12.1	137	5.0	148	2300	KDKB-F
13. KOOL-F (O)	95/ 3.3	3.0	2.3	4.6	2.8	3.3	101/2078	1913/11.4	10.3	8.7	164	3.9	115	1658	KOOL-F
14. KESZ-F (AC)	76/ 2.7	3.0	3.4	3.4	2.0	3.1	80/1532	1471/ 8.7	8.1	6.6	144	3.5	104	986	KESZ-F
15. KAMJ-F (AC)	66/ 2.3	2.7	2.2	2.8	3.2	2.5	77/1174	1018/ 6.0	7.8	8.4	126	1.0	29	701	KAMJ-F
16. KOY (BB)	64/ 2.2	3.0	2.4	1.0	1.2	2.2	69/1281	1186/ 7.0	8.1	5.0	41	1.0	30	609	KOY
17. KOOL (O)	63/ 2.2	2.2	2.0	2.6	1.7	2.3	69/1105	1001/ 5.9	5.7	3.1	141	1.4	43	657	KOOL
18. KLFF (BB)	52/ 1.8	2.1	1.5	2.0	1.7	1.8	52/738	738/ 4.4	4.3	3.5	28	2.1	62	774	KLFF
19. KONC-F (CL)	41/ 1.4	1.2	1.5	0.9	0.8	1.3	41/614	604/ 3.6	2.6	2.4	36	1.5	46	337	KONC-F
20. KGRX-F (J/NA)	37/ 1.3	1.0	1.6	1.0	1.4	1.2	38/658	602/ 3.6	3.0	4.3	146	1.5	45	646	KGRX-F

12+ FM SHARE (METRO): 74.94% (2016 of 2690) (SUM 88: 73.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZP-AF>>	1 KUPD-F>	1 KNIX-AF<	1 KNIX-AF	1 KNIX-AF	1 KNIX-AF	1 KTAR	1 KNIX-AF	1 KNIX-AF	1 KZZP-AF	1 KTAR >>
2 KKFR-F	2 KZZP-AF<	KUPD-F	2 KKLT-F	2 KKLT-F	2 KTAR	2 KNIX-AF	2 KKLT-F	2 KZZP-AF<	2 KNIX-AF	2 KNIX-F>>
3 KOY -F	3 KKLT-F	3 KKLT-F	3 KSLX-AF	3 KTAR <	3 KMEO-AF>	3 KUPD-F>	3 KMEO-AF	3 KKLT-F	3 KUPD-F<	3 KMEO-F
4	4 KSLX-AF	4 KZZP-AF	4 KUPD-F	4 KSLX-AF	4 KKLT-F	4 KMEO-AF	4 KTAR	4 KMEO-AF<	4 KTAR	4 KUPD-F>>
5	5 KDKB-F<	5 KSLX-AF	5 KOOL-F	5 KUPD-F	5 KFYI >	5 KZZP-AF	5 KUPD-F	5 KTAR	5 KKFR-F	5 KKLT-F>>
6	6 KNIX-AF	6 KDKB-F	6 KMLE-F	6 KOOL-F<	6 KOY	KKLT-F	6 KZZP-AF	6 KUPD-F	6 KMEO-AF<	6 KOY -F
7	7 KOY -F	7 KOY -F<	7 KTAR	7 KMLE-F<	KMLE-F	7 KOY -F	7 KSLX-AF	7 KSLX-AF	7 KOY -F	7 KDKB-F
8	8	8 KMLE-F	KDKB-F	8 KMEO-AF<	8	8	8	KOY -F	KFYI >	8
9	9	9	9	9	9	9	9	9	9	
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KZZP-AF	1 KZZP-AF	1 KKLT-F	1 KKLT-F<	1 KNIX-AF
KUPD-F>	2 KUPD-F<	2 KNIX-AF	2 KNIX-AF	2 KKLT-F>
3 KKFR-F	3 KKLT-F>	3 KZZP-AF	3 KZZP-AF	3 KZZP-AF
4 KOY -F>	4 KNIX-AF	KESZ-F	4 KUPD-F	4 KESZ-F
5 KKLT-F	5 KOY -F	5 KUPD-F>	5 KOY -F	5 KMEO-AF
6 KAMJ-F>	6 KKFR-F	6 KDKB-F	6 KESZ-F	6 KTAR
7 KDKB-F	7 KDKB-F	KAMJ-F	KAMJ-F	KMLE-F
8	8	8 KSLX-AF	8	8
9	9	KOY -F	9	9
	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KUPD-F>>	1 KUPD-F>	1 KSLX-AF	1 KUPD-F	1 KSLX-AF<
2 KZZP-AF<	2 KSLX-AF>	2 KUPD-F>	2 KSLX-AF	2 KNIX-AF
3 KNIX-AF	3 KDKB-F	3 KDKB-F>	3 KNIX-AF	3 KTAR
4 KKLT-F	4 KKLT-F<	4 KOOL-F	4 KKLT-F	4 KKLT-F
5 KDKB-F	5 KZZP-AF	5 KTAR <	5 KDKB-F	5 KUPD-F<
6 KSLX-AF	6 KNIX-AF	6 KKLT-F>	6 KOOL-F	6 KOOL-F
7 KOY -F	7 KOOL-F	7 KMLE-F	7 KTAR	7 KDKB-F
8 KKFR-F	8	8 KZZP-AF	8	8
9	9	9	9	9
10	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAMJ	1230	Phoenix	0.4/0.9
KCKY	1150	Coolidge	0.4/1.8
KPHX	1480	Phoenix	0.7/1.3
KSUN	1400	Phoenix	0.4/1.7
KUKQ	1060	Tempe	1.0/2.8
KVVA	860	Phoenix	1.2/2.8
KVVA-F	107.1	Apache Junction	0.3/1.2

AM STATIONS

KASA	1540	10 KW (DAYS,DA)	RELIGION		$ 14.00	(---)	Ostrander-Wilson
KFNN	1510	10 KW (DAYS)	??		$ 25.00	(---)	
KFYI	910	5 KW (DA-N)	NEWS/TALK	CBS	$ 60.00	(Republic)	Broadcast Group
KLFF	1360	5 KW/1 KW (DA-N)	NOSTALGIA	ABC D	$ 33.00	(---)	
KNIX	1580	50 KW (DA-1)	SIMULCAST WITH KNIX-F				
KOOL	960	5 KW (DA-N)	OLDIES		$ 43.00	(HNWH)	Adams
KOY	550	5 KW/1 KW	NOSTALGIA	ABC E, TRNSTR	$ 28.00	(Christal)	Edens
KPHX	1480	1 KW/500 W(DA-2)	HISPANIC	CRC	$ 28.00	(Caballero)	
KRDS	1190	5 KW/250 W(DA-2)	RELIGION		$ 16.00	(---)	
KSUN	1400	1 KW	HISPANIC		$ 25.00	(Caballero)	
KTAR	620	5 KW (DA-N)	NEWS/TALK	ABC I	$ 170.00	(CBS)	Pulitzer
KUKQ	1060	5 KW/500 W(DA-N)	??		$ 36.00	(Banner)	
KVVA	860	1 KW (DA-N)	HISPANIC		$ 35.00	(Lotus)	
KXEG	1010	1 KW/250 W	RELIGION		$ 10.00	(---)	Mid America

FM STATIONS

KAMJ	101.5	100 KW @ 1740	SOFT AC		$ 78.00	(Banner)	EZ
KDKB	93.3	100 KW @ 1480	AOR		$ ---	(Torbet)	Sandusky
KESZ	99.9	100 KW @ 1670	AC		$ 65.00	(Eastman)	
KGRX	100.3	90 KW @ 210	JAZZ/NAC	ABC C	$ 40.00	(Roslin)	First Cities (GLOBE)
KKFR	92.3	100 KW @ 1646	CHR		$ 63.00	(Republic)	Broadcast Group
KKLT	98.7	115 KW @ 1650	AC		$ 80.00	(CBS)	Pulitzer
KMEO	96.9	100 KW @ 1556	BTFL/EZ		$ 103.00	(Group W)	Westinghouse
KMLE	107.9	100 KW @ 1000	COUNTRY		$ 60.00	(Durpetti)	Shamrock (CHANDLER)
KNIX	102.5	100 KW @ 1610	COUNTRY		$ 200.00	(Katz)	Buck Owens
KONC	106.3	3 KW @ 330	CLASSICAL	ABC D	$ 37.00	(---)	(SUN CITY)
KOOL	94.5	100 KW @ 1620	OLDIES		$ 109.00	(HNWH)	Adams
KSLX	100.7	100 KW @ 1847	CLASSIC AOR		$ 85.00	(MMR)	Cook Inlet
KOY	95.5	100 KW @ 1550	CHR		$ 77.00	(Christal)	Edens
KUPD	97.9	100 KW @ 1620	AOR		$ 96.00	(Banner)	
KVVA	107.1	3 KW @ 330	HISPANIC		$ 35.00	(Lotus)	(APPACHE JUNCTION)
KZZP	104.7	100 KW @ 1550	CHR		$ 157.00	(Mc-Guild)	Nationwide

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KLFF, KONC-F (Glendale) sold for $2,300,000.

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

PITTSBURGH

Arbitron Rank/Pop (12+): 18/1,964,400
MSA Rank/Pop: 19/2,100,400
ADI # 16
Average Person Ratings: 18.1
Market TSL: 24.0 hours

Stations: 33/32
Diaries: 2034/699:1/57.3%
Sample Target: 1760
% Below Line: 0.3
% Not Listed: 8.2

1988 Revenue: $48,000,000
HH Inc.: $31,461
Retail $: 13.0 Bil
Pop per Station: 61,387
#1 Biller: KDKA $9,000,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KDKA	(MOR)	483/13.6	14.1	12.3	13.4	16.9	13.4	592/7873	6096/31.0	33.7	34.6	65	11.2	403	5645	KDKA
2. WDVE-F	(AOR)	331/ 9.3	7.1	7.6	8.0	6.4	8.0	473/5290	3870/19.7	17.2	16.3	116	9.6	346	4954	WDVE-F
3. WBZZ-F	(CHR)	330/ 9.3	9.9	8.7	8.4	10.4	9.1	382/5919	4980/25.4	26.1	23.9	111	11.0	396	5805	WBZZ-F
4. WSHH-F	(EZ)	272/ 7.6	9.4	11.1	8.2	7.7	9.1	325/3724	2984/15.2	18.4	15.0	62	7.9	282	3005	WSHH-F
5. WWSW-F	(O)	236/ 6.6	7.3	5.4	6.1	5.6	6.3	312/4282	3281/16.7	17.4	13.1	156	5.3	192	2612	WWSW-F
6. WAMO-F	(B)	219/ 6.1	5.5	5.5	4.6	6.3	5.4	230/2577	2387/12.2	11.3	11.7	108	10.5	377	3116	WAMO-F
7. WMYG-F	(AOR)	189/ 5.3	4.4	5.2	3.6	5.5	4.6	210/3231	2867/14.6	11.3	12.0	126	7.3	263	3399	WMYG-F
8. WJAS	(BB)	158/ 4.4	3.1	2.8	4.2	2.9	3.6	161/1637	1563/ 8.0	7.2	6.9	23	2.8	102	1166	WJAS
9. WHTX-F	(AC)	140/ 3.9	2.6	3.5	4.4	4.7	3.6	155/2599	2318/11.8	10.4	11.4	174	2.8	102	2059	WHTX-F
10. WLTJ-F	(AC)	135/ 3.8	4.7	6.1	4.9	4.8	4.9	159/2120	1759/ 9.0	11.4	9.5	166	3.6	131	1267	WLTJ-F
11. WDSY-F	(C)	129/ 3.6	4.2	3.9	4.5	3.7	4.1	184/2359	1607/ 8.2	8.9	8.5	125	4.8	172	2480	WDSY-F
12. WTAE	(N/T)	104/ 2.9	3.9	3.8	5.0	3.6	3.9	109/2033	1924/ 9.8	12.1	12.2	76	2.9	105	1414	WTAE
13. WNRJ-F	(CHR)	87/ 2.4	1.7	1.3	1.9	2.9	1.8	118/2457	1964/10.0	8.8	10.9	75	3.0	106	1954	WNRJ-F
14. KQV	(N/T)	70/ 2.0	2.6	2.0	2.2	1.9	2.2	72/1242	1224/ 6.2	9.3	6.8	70	1.3	48	1405	KQV
15. WMXP-F	(AC)	69/ 1.9	2.1	2.5	1.7	0.7	2.0	106/1852	1312/ 6.7	7.4	2.4	132	1.3	45	1105	WMXP-F

12+ FM SHARE (METRO): 68.80% (2249 of 3269) (SUM 88: 66.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F>>	1 WDVE-F>	1 WDVE-F	1 WDVE-F	1 WDVE-F<	1 KDKA >	1 KDKA >>	1 WDVE-F	1 WDVE-F	1 KDKA >	1 KDKA >>
2 WAMO-F	2 WBZZ-F	2 WBZZ-F	2 WBZZ-F	2 WWSW-F	2 WSHH-F>	2 WDVE-F	2 WBZZ-F<	2 WBZZ-F<	2 WBZZ-F	2 WAMO-F
3 WDVE-F	3 WMYG-F	3 WWSW-F<	3 WWSW-F>	WBZZ-F	3 WJAS <	3 WBZZ-F>	3 KDKA	3 KDKA	3 WDVE-F	3 WDVE-F
4 WNRJ-F	4 WAMO-F>	4 WMYG-F	4 WMYG-F<	4 KDKA	4 WWSW-F>	4 WSHH-F	4 WSHH-F	4 WSHH-F	4 WAMO-F	4 WSHH-F
5 WWSW-F	5 WWSW-F	5 WAMO-F>	5 KDKA	5 WHTX-F<	5 WLTJ-F<	5 WWSW-F	5 WWSW-F	5 WWSW-F	5 WSHH-F	WBZZ-F
6	6 WHTX-F	6 WHTX-F	6 WHTX-F	6 WMYG-F<	6 WDSY-F	WHTX-F	6 WAMO-F	6 WAMO-F	6 WWSW-F	6 WTAE
7	7 WNRJ-F	KDKA	7 WAMO-F	7 WAMO-F<	7 WTAE	7 WMYG-F	7 WLTJ-F	7 WMYG-F	7	7
				8 WLTJ-F>	WBZZ-F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WBZZ-F	1 WBZZ-F>	1 WBZZ-F>	1 WBZZ-F>	1 WBZZ-F
2 WAMO-F<	2 WDVE-F<	2 WDVE-F	2 WDVE-F	2 KDKA <
3 WDVE-F>	3 WAMO-F>	3 WAMO-F	3 WWSW-F	3 WWSW-F
4 WNRJ-F	4 WMYG-F	4 WWSW-F	WAMO-F	4 WHTX-F<
WMYG-F>	5 WWSW-F	5 WHTX-F<	5 WHTX-F	5 WLTJ-F
6	6 WHTX-F	6 WMYG-F	6 WLTJ-F	6 WDVE-F
7	7 WMXP-F	7 WMXP-F	7 KDKA	7 WSHH-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>	1 WDVE-F>	1 WDVE-F
2 WMYG-F>	2 WMYG-F>	2 WMYG-F>	2 WMYG-F	2 WWSW-F
3 WAMO-F	3 WBZZ-F	3 WBZZ-F	3 WBZZ-F<	3 WMYG-F
4 WBZZ-F>>	4 WAMO-F	4 WAMO-F>	4 WWSW-F	4 WBZZ-F
5 WNRJ-F	5	5 WHTX-F	5 WAMO-F>	5 KDKA >
6	6	6	6 KDKA	6 WAMO-F<
7	7		7 WHTX-F	7 WDSY-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMO	860	Pittsburgh	0.5/1.7
WASP	1130	Brownsville	0.5/1.1
WBVP	1230	Beaver Falls	0.7/0.0
WEDO	810	McKeesport	0.3/1.8
WEEP	1080	Pittsburgh	0.3/1.8
WELA-F	104.3	E Liverpl/Pitts	0.4/1.0
WESA-F	98.3	Charleroi	0.3/1.7
WHJB	620	Greensburg	0.6/1.9
WLSW-F	103.9	Scottsdale	0.7/1.6
WMBS	590	Uniontown	1.3/2.6
WPIT	730	Pittsburgh	0.4/1.6
WPIT-F	101.5	Pittsburgh	0.9/3.1
WPQR-F	99.3	Uniontown	0.3/0.7
WWCS	540	Canonsburg	0.3/0.9
WWKS-F	106.7	Beaver Falls	0.3/1.6
WWSW	970	Pittsburgh	0.6/3.4
WXVX	1510	Monroeville	0.3/0.5
WOVK-F	98.7	Wheeling	0.3/0.5

AM STATIONS

KDKA,	1020,	50 KW	, MOR	NBC,	$ 180.00	(Group W)	Westinghouse
KQV ,	1410,	5 KW (DA-2)	, NEWS	CBS, US 2,	$ 40.00	(Roslin	
WEEP,	1080,	50 KW (DAYS, DA)	, COUNTRY	US 2,	$ N/A	(Republic)	Entercom
WJAS,	1320,	5 KW (DA-N)	, NOSTALGIA	UPI, CNN,	$ 44.00	(Eastman)	Renda
WMBS,	590,	1 KW (DA-N)	, MOR	CBS,	$ 14.00	(Regional)	(UNIONTOWN)
WPIT,	730,	5 KW/24 W	, RELIGION	,	$ N/A	(---)	Pyramid
WTAE,	1250,	5 KW (DA-N)	, NEWS/TALK	ABC E, US 2,	$ 65.00	(Katz)	Hearst
WWSW,	970,	5 KW (DA-2)	, OLDIES	ABC I, ABC D,	$ N/A	(Mc-Guild)	Shamrock

FM STATIONS

WAMO,	105.9,	72 KW @ 420,	BLACK	SBN,	$ 56.00	(HNWH)	Sheridan
WBZZ,	93.7,	41 KW @ 547,	CHR	,	$ 144.00	(Banner)	EZ
WDSY,	107.9,	50 KW @ 500,	COUNTRY	US 1,	$ 59.00	(Republic)	Entercom
WDVE,	102.5,	55 KW @ 820,	AOR	SOURCE,	$ 104.00	(Christal)	Great American
WHTX,	96.1,	50 KW @ 500,	AC	ABC E,	$ 97.00	(Katz)	Hearst
WLTJ,	92.9,	47 KW @ 890,	SOFT AC	,	$ 53.00	(Durpetti)	
WMXP,	100.7,	20 KW @ 500,	AC	,	$ 40.00	(HNWH)	Signature
WMYG,	96.9,	45 KW @ 162,	CLASSIC AOR	,	$ 60.00	(MMR)	
WNRJ,	104.7,	50 KW @ 500,	CHR	ABC F,	$ 40.00	(Roslin)	
WPIT,	98.5,	48 KW @ 510,	RELIGION	,	$ N/A	(---)	Pyramid
WSHH,	99.7,	11 KW @ 930,	BTFL/EZ	UPI,	$ 75.00	(Eastman)	Renda
WWSW,	94.5,	50 KW @ 800,	OLDIES	ABC D,	$ 120.00	(Mc-Guild)	Shamrock

CALL LETTER CHANGES

WYDD-F changes calls to WNRJ
(May)

FORMAT CHANGES

STATION SALES

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,334,200
Stations: 24/24
Diaries: 1452/919:1/48.7%
Sample Target: 1420
% Below Line: 0.0
% Not Listed: 13.0
1988 Revenue: $43,800,000
HH Inc.: $32,454
Retail $: 10.0 Bil
Pop per Station: 55,591
#1 Biller: KINK-F $5,800,000

MSA Rank/Pop: 42/1,174,100
ADI # 11
Average Person Ratings: 15.4
Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKRZ-F (CHR)	190/ 9.2	8.9	8.5	8.2	9.3	8.7	201/3046	2805/21.0	22.2	22.6	60	12.2	262	3091	KKRZ-F
2. KKCW-F (AC)	179/ 8.7	8.6	9.5	6.6	6.0	8.4	198/2605	2245/16.8	18.9	13.4	139	7.1	[illegible]53	2260	KKCW-F
3. KXYQ-F (CHR)	144/ 7.0	6.2	6.2	7.3	8.0	6.7	211/3000	2297/17.2	15.3	16.8	66	8.7	187	2814	KXYQ-F
4. KGON-F (AOR)	133/ 6.5	6.3	6.0	4.6	5.0	5.8	139/1981	1793/13.4	12.1	12.1	120	9.7	209	1763	KGON-F
5. KXL -F (EZ)	127/ 6.2	4.9	7.0	7.7	5.7	6.4	156/1768	1469/11.0	10.7	12.3	53	3.1	66	994	KXL -F
KUPL-F (C)	127/ 6.2	6.5	6.5	5.2	8.1	6.1	158/1856	1508/11.3	10.3	10.7	90	6.3	135	1681	KUPL-F
7. KXL (N/T)	124/ 6.0	6.3	6.5	6.2	7.3	6.3	136/1992	1664/12.5	14.4	14.6	75	6.1	132	1278	KXL
8. KEX (MOR)	114/ 5.5	7.5	4.7	5.5	5.7	5.8	119/2096	1907/14.3	15.7	13.1	111	6.1	131	1654	KEX
9. KINK-F (AOR)	83/ 4.0	6.8	6.4	7.1	7.2	6.1	107/1844	1578/11.8	15.2	14.0	152	5.5	119	2023	KINK-F
10. KKSN-F (O)	81/ 3.9	4.0	3.9	3.4	3.9	3.8	98/1818	1504/11.3	9.8	10.1	149	3.9	84	1032	KKSN-F
11. KMJK-F (AOR)	76/ 3.7	3.8	3.5	4.3	5.2	3.8	101/1619	1326/ 9.9	9.0	10.4	138	4.9	106	1719	KMJK-F
12. KWJJ-F (C)	75/ 3.6	2.9	3.4	1.6	2.3	2.9	102/1444	1090/ 8.2	7.1	6.6	103	3.1	66	932	KWJJ-F
13. KKSN (BB)	54/ 2.6	2.4	1.6	0.3	0.7	1.7	56/744	715/ 5.4	5.7	2.0	77	2.2	47	528	KKSN
14. KKCY-F (J/NA)	46/ 2.2	1.7	2.7	3.6	3.8	2.5	47/838	777/ 5.8	5.0	8.7	168	1.7	37	693	KKCY-F
15. KWJJ (C)	38/ 1.8	2.0	1.2	0.9	0.9	1.5	41/699	596/ 4.5	5.0	3.4	94	0.6	12	397	KWJJ
16. KGW (T)	35/ 1.7	2.0	2.7	2.1	1.8	2.1	44/1159	933/ 7.0	7.7	8.7	118	1.6	35	1076	KGW
17. KZRC (AOR)	34/ 1.7	1.0	2.0	2.6	----	1.8	34/210	195/ 1.5	1.9	0.0	76	1.3	27	364	KZRC
18. KPDQ-F (REL)	31/ 1.5	1.8	2.1	2.2	1.5	1.9	39/759	650/ 4.9	4.6	5.2	107	2.3	50	698	KPDQ-F
19. KYTE (CL)	28/ 1.4	1.0	1.1	3.4	3.7	1.7	31/454	409/ 3.1	3.0	6.7	57	0.7	14	331	KYTE
20. KUPL (C)	23/ 1.1	0.8	1.0	1.0	1.3	1.0	23/358	353/ 2.6	2.7	3.2	27	0.3	7	291	KUPL

12+ FM SHARE (METRO): 72.26% (1292 of 1788) (SUM 88: 73.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRZ-F>>	1 KKCW-F	1 KKCW-F>	1 KKCW-F>	1 KKCW-F>	1 KXL -F	1 KKCW-F	1 KKCW-F	1 KKCW-F	1 KKRZ-F>	1 KXL
2 KXYQ-F>>	2 KGON-F<	2 KGON-F	2 KGON-F	2 KGON-F	2 KXL	2 KEX <	2 KKRZ-F	2 KKRZ-F	2 KXYQ-F	2 KKCW-F
3	3 KKRZ-F<	3 KKRZ-F	3 KINK-F<	3 KINK-F	3 KUPL-F<	3 KXL	3 KXYQ-F<	3 KGON-F	3 KXL <	3 KUPL-F
4	4 KXYQ-F>>	4 KXYQ-F>	4 KKSN-F	KEX <	4 KEX	4 KKRZ-F	4 KGON-F	4 KXYQ-F	4 KXL -F<	4 KEX
5	5 KMJK-F	5 KINK-F	5 KKRZ-F<	5 KKSN-F<	5 KKCW-F	5 KUPL-F	5 KUPL-F<	5 KXL -F<	5 KGON-F	5 KKRZ-F<
6	6 KINK-F	6 KMJK-F	6 KMJK-F<	6 KUPL-F<	6 KKSN-F>	6 KXYQ-F<	6 KXL -F	6 KUPL-F	6 KKCW-F	6 KGON-F
7	7	KKSN-F<	7 KEX <	7 KKRZ-F	7	7 KGON-F<	7 KXL	7 KEX	7 KUPL-F	7 KXYQ-F
	8	8	8 KUPL-F	8	8	8 KXL -F	8	8	KEX	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRZ-F	1 KKCW-F	1 KKCW-F>>	1 KKCW-F>	1 KKCW-F>>	1 KXYQ-F	1 KGON-F>	1 KGON-F>	1 KGON-F>	1 KGON-F<
2 KXYQ-F<	2 KKRZ-F	2 KKRZ-F	2 KKRZ-F	2 KUPL-F<	2 KGON-F	2 KXYQ-F	2 KKCW-F	2 KKCW-F	2 KKCW-F>
3 KKCW-F>>	3 KXYQ-F>	3 KXYQ-F	3 KXYQ-F	3 KEX	3 KKRZ-F	3 KKRZ-F	3 KKRZ-F<	3 KXYQ-F	3 KXL
4 KINK-F	4 KGON-F<	4 KGON-F	4 KUPL-F	4 KKRZ-F	4 KZRC >>	4 KKCW-F	4 KMJK-F	4 KKRZ-F	4 KINK-F<
5 KGON-F	5 KINK-F	5 KINK-F	KINK-F	KINK-F	5 KMJK-F	5 KZRC	5 KINK-F	5 KMJK-F	5 KKSN-F<
6 KWJJ-F	6 KWJJ-F	6 KMJK-F	6 KGON-F	6 KKSN-F	6 KKCW-F>	6 KMJK-F>	6 KXYQ-F	6 KINK-F<	6 KMJK-F
7 KUPL-F	7 KMJK-F	7	7	7	7	7 KINK-F	7 KEX	7 KKSN-F	7 KEX

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBMS	1480	Vancouver/Prtln	0.6/1.3
KFXX	1520	Oregon City	0.6/2.1
KPDQ	800	Portland	0.6/2.6
KYKN	1430	Keizer/Salem	0.5/1.0

AM STATIONS

KEX	1190	50 KW (DA-1)	MOR	ABC I	$ 85.00	(Katz)	Great American
KGW	620	5 KW (DA-N)	TALK	APR	$ 70.00	(MMR)	King
KKEY	1150	5 KW (DAYS, DA)	TALK	MBS	$	(---)	
KKSN	910	5 KW (DA-2)	NOSTALGIA	US 2	$ 30.00	(Eastman)	Heritage
KKUL	1410	5 KW (DAYS)	??		$ 22.00	(---)	
KPDQ	800	1 KW (DAYS,DA)	RELIGION		$ 25.00	(---)	
KFXX	1520	50 KW/10KW (DA-1)	CHR/AOR	CNN, TRNSTR	$ 30.00	(HNWH)	Ackerly
KUPL	1330	5 KW (DA-1)	BASICALLY SIMULCASTED WITH KUPL-F				
KWJJ	1080	50 KW/10KW (DA-N)	COUNTRY	ABC E	$ 34.00	(Republic)	Park
KXL	750	50 KW/20KW (DA-1)	NEWS/TALK	NBC	$ 73.00	(Mc-Guild)	Alexander
KYTE	970	5 KW (DA-N)	CLASSICAL		$ 35.00	(Christal)	Henry
KZRC	1010	5 KW/500W (DA-N)	AOR	SMN	$ 26.00	(Banner)	

FM STATIONS

KGON	92.3	100 KW @ 920	AOR		$ 92.00	(HNWH)	Ackerly
KINK	101.9	100 KW @ 1611	AOR		$ 120.00	(MMR)	Kink
KKCW	103.3	100 KW @ 1654	AC		$ 99.00	(Durpetti)	Trumper
KKCY	101.1	100 KW @ 1635	JAZZ/NAC		$ 50.00	(Christal)	Henry
KKRZ	100.3	100 KW @ 1435	CHR	ABC F	$ 95.00	(Katz)	Great American
KKSN	97.1	100 KW @ 1266	OLDIES	US 2	$ 63.00	(Eastman)	Heritage
KMJK	106.7	94 KW @ 877	CLASSIC AOR	NBC, SOURCE	$ 56.00	(Christal)	Fairmont
KPDQ	93.7	100 KW @ 930	RELIGION		$ 24.00	(---)	
KUPL	98.5	100 KW @ 1100	COUNTRY	APR	$ 70.00	(Banner)	Scripps-Howard
KWJJ	99.5	100 KW @ 920	COUNTRY	ABC E	$ 47.00	(Republic)	Park
KXL	95.5	100 KW @ 990	BTFL/EZ		$ 60.00	(Mc-Guild)	Alexander
KXYQ	105.1	100 KW @ 1099	CHR	ABC C	$ 61.00	(Banner)	First Cities (SALEM)

CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES
	KFXX-F changed to CHR/AOR in August	

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,259,400

MSA Rank/Pop: 58/904,800
ADI # 43
Average Person Ratings: 18.4
Market TSL: 24.25 hours

Stations: 40/39
Diaries: 1475/853:1/48.7%
Sample Target: 1370
% Below Line: 14.1
% Not Listed: 9.2

1988 Revenue: $9,800,000
HH Inc.: $38,647
Retail $: 3.2 Bil
Pop per Station: 32,292
#1 Biller: WPRO-F $3,200,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPRO-F (CHR)	302/13.0	12.8	11.3	12.8	14.3	12.5	314/4034	3880/30.8	31.2	33.0	110	14.0	346	4145	WPRO-F
2. WLKW-F (EZ)	245/10.6	9.5	9.5	8.9	8.0	9.6	254/2553	2373/18.8	16.8	17.4	46	8.4	208	1642	WLKW-F
3. WHJY-F (AOR)	213/ 9.2	9.8	8.1	8.4	8.2	8.9	249/3006	2422/19.2	19.3	18.8	75	11.9	296	2940	WHJY-F
4. WWLI-F (AC)	157/ 6.8	6.4	7.1	6.1	6.1	6.6	180/2333	1995/15.8	13.9	12.4	159	4.7	116	1391	WWLI-F
5. WSNE-F (AC)	119/ 5.1	4.3	6.1	6.1	4.0	5.4	125/1948	1847/14.7	13.0	12.4	143	4.3	107	1822	WSNE-F
6. WPRO (N/T)	115/ 5.0	5.0	6.3	3.6	4.8	5.0	117/1893	1859/14.8	15.6	15.9	86	4.3	107	1871	WPRO
7. WHJJ (N/T)	92/ 4.0	5.3	7.6	5.3	6.9	5.6	93/1291	1260/10.0	12.0	10.5	63	4.2	103	1313	WHJJ
8. WWRX-F (AOR)	78/ 3.4	1.9	2.3	2.3	2.6	2.5	115/1769	1122/ 8.9	6.5	7.9	132	3.9	96	1333	WWRX-F
9. WWKX-F (B)	70/ 3.0	4.4	2.2	1.8	2.3	2.8	70/902	902/ 7.2	8.8	4.2	50	6.1	151	1840	WWKX-F
10. WBRU-F (AOR)	63/ 2.7	2.9	2.9	2.8	3.8	2.8	65/1351	1265/10.0	9.1	10.9	111	2.8	70	1312	WBRU-F
11. WODS-F (AC)	55/ 2.4	3.9	2.6	2.3	4.0	2.8	120/1860	1022/ 8.1	9.9	8.0	187	2.3	56	1137	WODS-F
12. WPLM-F (BB)	54/ 2.3	1.4	1.5	1.8	1.1	1.8	92/1460	713/ 5.7	3.7	3.6	26	1.6	40	604	WPLM-F
13. WFHN-F (CHR)	53/ 2.3	1.2	----	----	----	0.9	58/553	502/ 4.0	3.0	0.0	126	2.5	61	609	WFHN-F
WCTK-F (AC)	53/ 2.3	2.1	2.4	3.0	1.7	2.5	58/1014	851/ 6.8	6.8	6.0	157				WCTK-F
15. WHIM (?)	51/ 2.2	2.2	2.2	2.6	1.9	2.3	52/596	563/ 4.5	4.5	2.8	132	2.0	50	536	WHIM

12+ FM SHARE (METRO): 78.35% (1650 of 2106) (SUM 88: 70.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRO-F>>	1 WHJY-F	1 WPRO-F	1 WPRO-F>	1 WPRO-F	1 WLKW-F>	1 WPRO-F	1 WPRO-F	1 WPRO-F>	1 WPRO-F	1 WHJJ >>
2 WHJY-F>	2 WPRO-F>	2 WHJY-F>	2 WWLI-F	2 WWLI-F>	2 WWLI-F	2 WLKW-F	2 WLKW-F	2 WLKW-F	2 WHJY-F>	2 WPRO
3 WWKX-F	3 WSNE-F	3 WWLI-F	3 WSNE-F	3 WSNE-F	3 WPRO	3 WHJY-F	3 WHJY-F	3 WHJY-F>	3 WPRO	WHJY-F
4	4 WWRX-F>	WSNE-F>	4 WHJY-F>	4 WHJY-F>	4 WPRO-F	4 WPRO	4 WWLI-F>	4 WWLI-F	4 WPLM-F<	4 WLKW-F
5	5 WBRU-F	5 WWRX-F	5 WODS-F	5 WLKW-F	5 WHJJ	5 WWLI-F	5 WSNE-F	5 WSNE-F	5 WLKW-F	5 WPRO-F
6	6 WWKX-F	6	WWRX-F	6 WODS-F	6	6 WSNE-F	6	6 WHJJ	6	6 WBZ >
7	7	7	7	WWRX-F	7	WHJJ	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPRO-F>	1 WPRO-F>	1 WPRO-F	1 WPRO-F>	1 WPRO-F	1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F>	1 WHJY-F>	1 WPRO-F
2 WHJY-F>	2 WSNE-F	2 WSNE-F>	2 WWLI-F	2 WWLI-F>	2 WWRX-F>	2 WWRX-F<	2 WPRO-F	2 WPRO-F>	2 WHJY-F>
3 WWKX-F	3 WHJY-F>	3 WWLI-F>	3 WSNE-F>	3 WSNE-F>	3 WZLX-F	3 WPRO-F>	3 WWRX-F	3 WWRX-F	3 WWLI-F
4 WSNE-F>	4 WWLI-F	4 WHJY-F	4 WHJY-F	4 WLKW-F	WPRO-F	4 WSNE-F	4 WBRU-F>	4 WSNE-F	4 WWRX-F
5 WBRU-F	WWKX-F	WFHN-F	5	5	5 WWKX-F	WBRU-F<	5 WAAF-F	5 WWLI-F	5 WODS-F<
6	6 WBRU-F	6 WWRX-F	6	6	WSNE-F>	6 WZLX-F	WSNE-F	6	6 WSNE-F
	7	7	7	7	7	7	7	7	WPRO

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WADK	1540	Newport	0.3/0.6
WALE	1400	Fall River	0.6/1.3
WARA	1320	Attleboro	0.4/1.1
WARV	1590	Warwick	0.5/0.9
WBSM	1420	New Bedford	0.8/1.9
WERI	1230	Westerly	0.3/1.0
WHTB	1400	Fall River	0.5/1.6
WICE	550	Pawtucket/Prov	0.5/1.6
WJFD-F	97.3	New Bedford	0.3/0.9
WNBH	1340	New Bedford	0.4/2.0
WNRI	1380	Woonsocket	0.5/1.0
WOTB-F	100.3	Middletown/Prov	0.6/2.2
WPEP	1570	Taunton	0.6/1.0
WWAZ	790	Providence	0.9/3.2
WAAF-F	107.3	Worcester/Bstn	1.1/3.3
WBCN-F	104.1	Boston	0.8/2.9
WBZ	1030	Boston	1.3/3.5
WCRB-F	102.5	Waltham/Boston	0.5/2.1
WHDH	850	Boston	0.6/1.8
WJIB-F	96.9	Boston	0.5/2.5
WRKO	680	Boston	0.5/1.1
WVBF-F	105.7	Framington	0.6/1.7
WXKS-F	107.9	Medford/Boston	1.3/4.4
WZLX-F	100.7	Boston	1.6/3.3
WZOU-F	94.5	Boston	0.8/4.3

RADIO STATIONS

WHIM,	1110,	5 KW (DAYS)	, COUNTRY	CBS,	$ 24.00 (Durpetti)	
WHJJ,	920,	5 KW (DA-N)	, NEWS/TALK	ABC I,	$ 51.00 (Katz)	Merv Griffin
WPRO,	630,	5 KW (DA-N)	, TALK	ABC I,	$ 75.00 (Banner)	Cap Cities/ABC
WBRU-F,	95.5,	20 KW @ 440,	AOR	APR,	$ 42.00 (MMR)	
WHJY-F,	94.1,	50 KW @ 415,	AOR	ABC R,	$ 95.00 (Katz)	Merv Griffin
WLKW-F,	101.5,	50 KW @ 500,	BTFL/EZ	,	$ 74.00 (Christal)	Wilkes-Schwartz
WMYS-F,	98.1,	47 KW @ 470,	COUNTRY	,	$ 26.00 (Torbet)	Hall (NEW BEDFORD)
WPRO-F,	92.3,	39 KW @ 550,	CHR	ABC C,	$107.00 (Banner)	Cap Cities/ABC
WSNE-F,	93.3,	30 KW @ 590,	AC	,	$ 65.00 (Eastman)	Beck-Ross
WWKX-F,	106.3,	3 KW @ 196,	BLACK	,	$ 35.00 (Republic)	
WWLI-F,	105.1,	50 KW @ 500,	SOFT AC	,	$ 72.00 (Mc-Guild)	
WWRX-F,	103.7,	50 KW @ 500,	CLASSIC AOR	ABC R,	$ 37.00 (Durpetti)	

WODS - See Boston; WBSM - See New Bedford

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

RALEIGH

Arbitron Rank/Pop (12+): 60/575,000

MSA Rank/Pop: 70/679,000
ADI # 34
Average Person Ratings: 17.1
Market TSL: 22.75 hours

Stations: 27/22
Diaries: 910/632:1/50.9%
Sample Target: 890
% Below Line: 4.3
% Not Listed: 14.2

1988 Revenue: $27,200,000
HH Inc.: $34,512
Retail $: 4.7 Bil
Pop per Station: 26,136
#1 Biller: WRAL-F $4,700,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPTF	(N/T)	88/ 8.9	7.8	8.1	7.9	9.0	8.2	131/1740	944/16.4	16.4	17.8	65	6.7	76	915	WPTF
2. WRDU-F	(AOR)	86/ 8.7	10.1	7.4	10.5	10.9	9.2	159/1875	1021/17.8	20.1	19.6	105	12.6	144	1451	WRDU-F
3. WQOK-F	(B)	74/ 7.5	7.2	7.2	8.2	7.1	7.5	145/1436	807/14.0	14.3	13.9	75	11.5	131	1181	WQOK-F
4. WDCG-F	(CHR)	70/ 7.1	8.1	9.0	8.5	10.3	8.2	159/2462	1107/19.3	21.2	23.5	49	9.3	106	1177	WDCG-F
5. WZZU-F	(CHR)	64/ 6.5	3.0	2.7	2.8	2.4	3.8	118/1891	798/13.9	11.5	11.2	51	4.7	53	900	WZZU-F
6. WQDR-F	(C)	61/ 6.2	6.4	9.3	8.8	6.0	7.7	168/2149	718/12.5	12.6	10.7	144	6.0	68	639	WQDR-F
7. WRAL-F	(AC)	59/ 6.0	8.1	7.3	6.8	7.5	7.1	180/2654	995/17.3	18.9	17.4	152	6.1	69	896	WRAL-F
8. WTRG-F	(O)	55/ 5.6	5.5	2.6	2.3	2.5	4.0	154/2464	900/15.7	15.5	10.0	159	5.8	66	815	WTRG-F
WFXC-F	(B)	55/ 5.6	5.8	9.2	5.5	6.1	6.5	59/935	759/13.2	15.0	11.4	100	7.9	90	853	WFXC-F
10. WLLE	(B)	42/ 4.3	1.7	2.5	1.2	2.1	2.4	45/456	393/ 6.8	4.6	6.7	67	1.0	11	255	WLLE
11. WDUR	(B)	30/ 3.0	3.4	1.8	2.7	2.1	2.7	32/312	272/ 4.7	5.4	3.0	143	2.1	24	238	WDUR
12. WYLT-F	(AC)	24/ 2.4	3.6	4.7	4.6	5.7	3.8	47/862	398/ 6.9	10.9	13.8	154	2.6	30	398	WYLT-F
13. WNND-F	(J/NA)	22/ 2.2	1.8	1.4	1.4	0.9	1.7	22/380	339/ 5.9	4.6	2.7	177	2.1	24	229	WNND-F
14. WPCM-F	(C)	19/ 1.9	1.1	0.5	1.4	2.4	1.2	81/1215	314/ 5.5	4.8	4.9	74	1.2	14	181	WPCM-F
15. WDNC	(BB)	14/ 1.4	1.8	2.9	2.2	2.6	2.1	18/364	297/ 5.2	6.1	5.8	43	1.5	17	266	WDNC

12+ FM SHARE (METRO): 72.34% (612 of 846) (SUM 88: 74.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQOK-F>>	1 WRDU-F	1 WRDU-F	1 WRDU-F<	1 WRDU-F	1 WPTF >	1 WPTF >	1 WRDU-F	1 WDCG-F	1 WQOK-F	1 WPTF >>
2 WDCG-F>	2 WZZU-F	2 WZZU-F	2 WTRG-F	WRAL-F<	2 WQDR-F>	2 WRDU-F	2 WPTF	2 WRDU-F	2 WDCG-F	2 WQDR-F
3 WLLE >	3 WDCG-F	3 WDCG-F	3 WRAL-F	3 WTRG-F	3 WTRG-F	3 WRAL-F>	3 WDCG-F	WPTF	3 WZZU-F	3 WQOK-F>
4 WZZU-F	4 WQOK-F	4 WQOK-F<	4 WQDR-F	WQDR-F>	WRAL-F	4 WQDR-F<	4 WZZU-F	4 WQOK-F	WFXC-F	4 WFXC-F
WRDU-F	5 WFXC-F	5 WTRG-F	5 WQOK-F	5 WPTF <	5 WLLE	5 WDCG-F<	5 WTRG-F<	WQDR-F	5 WPTF	5 WTRG-F
WFXC-F	6	6 WFXC-F<	WFXC-F	6 WQOK-F	WDUR	6 WQOK-F	6 WRAL-F	6 WZZU-F<	6 WRDU-F>	6 WRAL-F
7	7	7 WRAL-F	7	WFXC-F	7	7	WQOK-F<	7 WTRG-F	7	7 WDCG-F>
							8 WQDR-F	WRAL-F>>		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDCG-F>>	1 WDCG-F>	1 WRDU-F	1 WDCG-F	1 WRAL-F	1 WZZU-F>>	1 WRDU-F	1 WRDU-F>>	1 WRDU-F	1 WRDU-F
2 WFXC-F	2 WRDU-F	WRAL-F	2 WRAL-F	2 WTRG-F	2 WRDU-F	2 WZZU-F>	2 WFXC-F>	2 WZZU-F>	2 WQDR-F
3 WQOK-F	WQOK-F	3 WQOK-F	3 WTRG-F	3 WQDR-F	3 WDCG-F	3 WQOK-F	3 WQOK-F	3 WQOK-F	3 WTRG-F
4 WRDU-F	WFXC-F	4 WTRG-F	4 WFXC-F	4 WDUR	4 WQOK-F>	4 WFXC-F	4 WTRG-F	4 WTRG-F	4 WPTF
5 WZZU-F>	5 WRAL-F	5 WFXC-F	5 WRDU-F	5 WRDU-F	5 WFXC-F>>	5 WDCG-F	WQDR-F	WQDR-F	5 WRAL-F
6	6 WZZU-F	6 WDCG-F	WQOK-F	WFXC-F	6	6	6 WZZU-F	6 WFXC-F	6 WQOK-F
7	7 WTRG-F	7	7	7	7	7	WRAL-F	7 WDCG-F	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAUG	750	NewHope/Raleig	1.2/1.9
WCHL	1360	Chapel Hill	0.5/1.6
WCLY	1550	Raleigh	0.7/1.6
WKIX	850	Raleigh	1.2/3.4
WPJL	1240	Raleigh	0.3/1.0
WSRC	1410	Durham	0.6/2.6
WTIK	1310	Durham	0.3/1.3
WYRN	1480	Louisburg	1.2/1.8

WKRR-F	92.3	Ashboro/Greens	1.0/4.2
WKTC-F	96.9	Taraboro/Rocky Mt	0.4/1.4
WMAG-F	99.5	High Point	2.4/1.6
WQMG-F	97.1	Greensboro	0.5/2.0

RADIO STATIONS

WDNC,	620,	5 KW/1 KW (DA-2)	, NOSTALGIA	CBS, $	25.00 (Republic)	
WDUR,	1490,	1 KW	, GOSPEL	ABC R, NBN, $	17.00 (Eastman)	Pinnacle
WKIX,	850,	10 KW/5 KW (DA-N)	, OLDIES	MBS, $	20.00 (Christal)	Universal
WLLE,	570,	500 W/55 W	, BLACK	SBN, $	18.00 (---)	
WPTF,	680,	50 KW (DA-N)	, MOR/TALK	ABC I, NBC, $	73.00 (Mc-Guild)	Durham Life
WSRC,	1410,	5 KW (DA-2)	, BLACK	NBN, $	15.00 (Savalli)	Willis
WDCG-F,	95.1,	99 KW @ 1016,	CHR	ABC F, $	65.00 (Republic)	
WFXC-F,	107.1,	3 KW @ 300,	BLACK	IND, $	41.00 (Eastman)	Pinnacle
WNND-F,	103.9,	3 KW @ 300,	JAZZ/NAC	NBC, $	23.00 (---)	(FUQUAY)
WQDR-F,	94.7,	99 KW @ 1025,	COUNTRY	ABC E, $	62.00 (Mc-Guild)	Durham Life
WQOK-F,	97.5,	100 KW @ 1020,	BLACK	ABC C, $	40.00 (HNWH)	Ragan Henry (S.BOSTON, VA)
WRAL-F,	101.5,	97 KW @ 1900,	AC	IND, $	103.00 (Katz)	Capitol-Goodman
WRDU-F,	106.1,	100 KW @ 1350,	AOR	SOURCE, $	88.00 (MMR)	Voyager
WTRG-F,	100.7,	100 KW @ 1950,	OLDIES	IND, $	56.00 (Banner)	Capitol-Johnson (ROCKY MOUNT)
WYLT-F,	96.1,	98 KW @ 930,	SOFT AC	IND, $	50.00 (Christal)	Universal
WZZU-F,	93.9,	100 KW @ 1280,	CHR	IND, $	47.00 (Torbet)	Village (BURLINGTON)

RICHMOND

Arbitron Rank/Pop (12+): 54/700,200
MSA Rank/Pop: 62/830, 900
ADI # 58
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 20/18
Diaries: 1039/674:1/55.0%
Sample Target: 1020
% Below Line: 0.8
% Not Listed: 13.1

1988 Revenue: $25,500,000
HH Inc.: $33,611
Retail $: 6.6 Bil
Pop per Station: 38,900
#1 Biller: WRVA $5,500,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRVQ-F	(CHR)	145/12.2	9.4	11.7	13.0	14.2	11.6	191/2564	1915/27.3	25.2	29.5	100	11.6	160	2366	WRVQ-F
2. WRVA	(MOR)	136/11.4	14.7	15.9	12.3	11.7	13.6	146/1881	1716/24.5	26.1	23.4	77	9.4	130	1683	WRVA
3. WCDX-F	(B)	121/10.2	11.1	7.9	10.4	9.2	9.9	151/1326	1163/16.6	17.4	14.3	98	11.9	164	1531	WCDX-F
4. WRXL-F	(AOR)	115/ 9.7	9.9	11.6	11.2	13.9	10.6	128/1553	1357/19.4	20.9	22.6	103	13.8	191	1679	WRXL-F
5. WMXB-F	(AC)	95/ 8.0	8.3	6.7	7.9	8.7	7.7	99/1463	1260/18.0	19.0	21.2	148	4.3	60	982	WMXB-F
6. WKHK-F	(C)	89/ 7.5	9.3	5.3	6.0	3.3	7.0	113/1215	929/13.3	15.0	6.9	120	12.0	165	1274	WKHK-F
7. WPLZ-F	(B)	86/ 7.2	7.8	7.8	8.2	7.7	7.8	92/1068	893/12.8	16.1	18.0	117	8.3	115	1052	WPLZ-F
8. WTVR-F	(EZ)	79/ 6.6	5.4	8.1	4.6	5.2	6.2	89/1107	998/14.3	12.0	12.7	65	5.6	77	1111	WTVR-F
9. WVGO-F	(EZ)	36/ 3.0	5.4	8.1	4.6	5.2	5.3	43/1050	868/12.4	12.0	12.7	127				WVGO-F
10. WFTH	(REL)	29/ 2.4	1.4	1.1	1.1	1.1	1.5	30/204	193/ 2.8	2.1	2.1	100	1.3	18	184	WFTH
11. WGCV	(REL)	20/ 1.7	1.1	1.1	1.3	0.6	1.3	21/260	235/ 3.4	2.3	2.7	106	0.6	8	105	WGCV
WANT	(B)	20/ 1.7	1.0	1.2	1.3	1.2	1.3	20/336	336/ 4.2	4.2	5.2	88	1.0	14	291	WANT
13. WRNL	(AC)	14/ 1.2	0.9	1.8	0.7	1.3	1.1	16/367	320/ 4.6	5.5	4.3	108	1.0	14	228	WRNL
14. WQSF-F	(EZ)	12/ 1.0	1.3	2.6	3.3	4.2	2.0	19/506	382/ 5.5	5.2	8.5	150	0.7	10	214	WQSF-F

12+ FM SHARE (METRO): 77.25% (798 of 1033) (SUM 88: 75.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRVQ-F>>	1 WRXL-F	1 WRXL-F	1 WRVQ-F	1 WRVQ-F<	1 WRVA >>	1 WRVA >	1 WRXL-F	1 WRVQ-F	1 WCDX-F	1 WCDX-F>>
2 WCDX-F>	2 WCDX-F>	2 WRVQ-F<	2 WRXL-F<	2 WMXB-F	2 WKHK-F<	2 WRVQ-F>	2 WRVQ-F<	2 WCDX-F<	2 WRVQ-F	2 WRVA
3 WPLZ-F	3 WRVQ-F	3 WCDX-F>	3 WCDX-F<	3 WRXL-F	3 WTVR-F>	3 WRXL-F	3 WMXB-F	3 WRXL-F	3 WRVA	3 WRVQ-F
4	4 WMXB-F>	4 WPLZ-F<	4 WMXB-F	WCDX-F	4 WRVQ-F	4 WCDX-F<	4 WCDX-F	4 WMXB-F	4 WPLZ-F>	4 WKHK-F>>
5	5 WPLZ-F	5 WMXB-F	5 WPLZ-F	5 WKHK-F<	5 WMXB-F	5 WKHK-F	5 WTVR-F<	5 WRVA <	5 WRXL-F<	5
6	6	6	6 WKHK-F	6 WRVA	6 WPLZ-F	6 WMXB-F>>	6 WRVA >>	6 WKHK-F	6 WKHK-F	6
7	7	7	7	7 WPLZ-F>	7	7	7	WPLZ-F	WTVR-F	7
								8 WTVR-F>		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCDX-F>>	1 WCDX-F>	1 WRVQ-F	1 WRVQ-F<	1 WRVQ-F	1 WRXL-F>>	1 WRXL-F>>	1 WRXL-F>	1 WRXL-F>	1 WRXL-F
2 WRXL-F	2 WRXL-F	WCDX-F	2 WCDX-F>	2 WMXB-F	2 WPLZ-F>>	2 WCDX-F	2 WCDX-F	2 WPLZ-F<	2 WMXB-F
3 WRVQ-F>>	WRVQ-F>	3 WRXL-F	3 WMXB-F<	3 WRVA <	3 WRVQ-F	3 WPLZ-F	3 WMXB-F>	3 WRVQ-F<	3 WCDX-F
4 WMXB-F	4 WMXB-F	4 WMXB-F>>	4 WRXL-F	4 WKHK-F	4 WFTH >	4 WRVQ-F	4 WRVQ-F>	4 WCDX-F>	4 WRVQ-F
5 WVGO-F>	5	5 WPLZ-F>	5 WPLZ-F	WCDX-F	5 WCDX-F>	WMXB-F	5 WPLZ-F	5 WMXB-F	5 WKHK-F
6	6	6	6 WKHK-F	6 WPLZ-F	6	6	6	6	6 WPLZ-F<
									7 WRVA

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCLM	1450	Highland	0.3/1.6
WDYL-F	92.1	Chester/Richmnd	0.9/4.0
WKIE	1540	Richmond	0.3/0.1
WTVR	1380	Richmond	0.8/3.6
WAFX-F	106.9	Suffolk/Norfolk	0.3/0.4
WMYK-F	93.7	Elizabeth City	0.4/1.0

RADIO STATIONS

WANT, 990, 1 KW/16 W , BLACK NBN, $ 15.00 (---)
WFTH, 1590, 5 KW (DAYS) , RELIGION , $ 15.00 (---)
WRNL, 910, 5 KW (DA-N) , OLDIES MBS, $ 29.00 (Katz) Capitol-Goodman
WRVA, 1140, 50 KW (DA-1) , MOR NBC, CBS, $ 97.00 (Christal) Edens
WTVR, 1380, 5 KW (DA-2) , NOSTALGIA ABC E, $ 20.00 (Republic) Park

WCDX-F, 92.7, 2.8 KW @ 340, BLACK , $ 40.00 (Eastman) Sinclair
WDYL-F, 92.1, 1 KW @ 300, RELIGION , $ 15.00 (---) (CHESTER)
WKHK-F, 95.3, 1.6 KW @ 550, COUNTRY , $ 35.00 (Banner) ABS (COLONIAL HEIGHTS)
WMXB-F, 103.7, 20 KW @ 720, AC APR, $ 72.00 (Durpetti) Radio Ventures
WPLZ-F, 99.3, 3 KW @ 328, BLACK US 1, $ 60.00 (Mc-Guild) (PETERSBURG)

WQSF-F, 96.5, 50 KW @ 500, SOFT AC , $ 34.00 (HNWH) Keymarket (WILLIAMSBURG)
WRVQ-F, 94.5, 200 KW @ 355, CHR ABC C, $ 101.00 (Christal) Edens
WRXL-F, 102.1, 140 KW @ 120, AOR , $ 93.00 (Katz) Capitol-Goodman
WTVR-F, 98.1, 50 KW @ 840, BTFL/EZ ABC E, $ 44.00 (Republic) Park
WVMX-F, 106.5, 8 KW @ 240, CHR/AOR SOURCE, $ 37.00 (Banner) First Cities

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 35/1,074,800

MSA Rank/Pop: 18/2,142,700
Los Angeles ADI
Average Person Ratings: 3.0
Market TSL: 24.25 hours

Stations: 45/18
Diaries: 1279/840:1/48.0%
Sample Target: 1280
% Below Line: 51.8
% Not Listed: 8.7

1988 Revenue: $16,000,000
HH Inc.: $33,611
Retail $: 13.1 Bil
Pop per Station: 59,711
#1 Biller: KGGI-F $3,400,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGGI-F (CHR)	169/ 8.5	7.0	8.9	7.7	8.9	8.0	204/2838	2262/21.0	18.1	20.3	79	16.4	320	2723	KGGI-F
2. KDUO-F (EZ)	148/ 7.5	8.2	10.0	8.0	5.6	8.4	186/1911	1354/12.6	13.9	9.9	47	4.8	93	843	KDUO-F
3. KQLZ-F (CHR)	122/ 6.1	6.7	1.1	1.4	1.4	3.8	215/2422	1390/12.9	14	4.8	66	9.7	190	1551	KQLZ-F
4. KLOS-F (AOR)	91/ 4.6	4.3	5.4	4.4	5.6	4.7	151/1943	1209/11.2	10.6	10.5	150	6.3	124	1614	KLOS-F
5. KOST-F (AC)	90/ 4.5	4.6	4.4	3.5	3.6	4.3	148/1947	1367/12.7	12.5	8.9	142	3.4	67	865	KOST-F
6. KRTH-F (AC)	78/ 3.9	4.8	5.8	5.8	6.5	5.1	103/1735	1238/11.5	13.4	15.4	156	3.6	71	691	KRTH-F
7. KCAL-F (AOR)	77/ 3.9	3.5	2.9	4.7	3.6	3.8	84/1249	1002/ 9.3	8.7	8.9	95	4.2	83	916	KCAL-F
8. KCKC (C)	74/ 3.7	2.8	2.4	2.3	5.1	2.8	79/662	619/ 5.8	6.2	5.3	92	2.5	48	635	KCKC
9. KFI (N/T)	68/ 3.4	3.9	4.3	3.4	3.2	3.8	114/1647	830/ 7.7	10.6	9.1	124	2.6	51	876	KFI
10. KODJ-F (AC)	65/ 3.3	2.8	1.0	2.0	1.2	2.3	93/1351	997/ 9.3	7.6	4.7	167	2.7	52	691	KODJ-F
11. KIIS-AF (CHR)	64/ 3.2	3.3	4.4	5.3	4.8	4.1	127/2169	1366/12.7	13.2	14.9	106	4.1	80	1709	KIIS-A
12. KNX (N/T)	51/ 2.6	3.4	1.8	3.5	2.8	2.8	76/1475	967/ 9.0	11.2	9.2	46	1.2	23	1149	KNX
13. KWDJ-F (?)	49/ 2.5	1.4	2.9	2.3	2.2	2.3	49/611	605/ 5.6	4.5	4.0	144	1.9	38	461	KWDJ-F
14. KBIG-F (EZ)	46/ 2.3	2.2	2.7	2.4	2.0	2.4	81/956	523/ 4.9	6.8	5.9	161	1.8	35	549	KBIG-F
15. KQLH-F (AC)	40/ 2.0	2.3	1.6	1.0	1.0	1.7	57/923	670/ 6.2	5.6	0.9	130	2.1	42	576	KQLH-F

12+ FM SHARE (METRO): 75.48% (1367 of 1811) (SUM 88: 69.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F	1 KGGI-F>	1 KGGI-F	1 KLOS-F<	1 KLOS-F<	1 KDUO-F>>	1 KDUO-F	1 KDUO-F	1 KGGI-F	1 KGGI-F	1 KNX
2 KQLZ-F	2 KQLZ-F	2 KQLZ-F	2 KGGI-F	2 KGGI-F	2 KCKC	2 KGGI-F	2 KGGI-F	2 KQLZ-F<	2 KOST-F	2 KLAC <
3	3 KLOS-F	KLOS-F	3 KOST-F	3 KOST-F	3 KFI	3 KLOS-F	3 KQLZ-F>	3 KDUO-F>	3 KCAL-F	3 KDUO-F
4	4 KCAL-F	4 KOST-F<	4 KRTH-F	4 KRTH-F	4 KNX <	4 KOST-F	4 KOST-F	4 KLOS-F	4 KCAL-F	4 KOST-F
5	5 KOST-F	5 KRTH-F<	5 KODJ-F>	5 KODJ-F	5 KRTH-F	5 KCKC	KLOS-F	5 KRTH-F	5 KRSO	KCAL-F
6	6	6 KCAL-F	6 KQLZ-F<	6 KFI	6 KOST-F<	6 KNX	6 KRTH-F	KOST-F	6 KFI	6 KFI

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQLZ-F	1 KGGI-F>	1 KGGI-F	1 KGGI-F	1 KOST-F	1 KGGI-F	1 KLOS-F	1 KLOS-F>	1 KLOS-F>	1 KLOS-F>
2 KGGI-F>	2 KQLZ-F	2 KOST-F>>	2 KOST-F	2 KGGI-F>	2 KQLZ-F>	2 KQLZ-F	2 KQLZ-F	2 KGGI-F<	2 KRTH-F
3 KCAL-F>	3 KOST-F	3 KLOS-F	3 KQLZ-F>	3 KRTH-F<	3 KCAL-F	3 KGGI-F	KCAL-F>	3 KQLZ-F	KODJ-F>
4 KIIS-AF	4 KCAL-F	KBIG-F	4 KRTH-F	4 KDUO-F	4 KLOS-F	4 KCAL-F>>	4 KGGI-F>	4 KCAL-F<	4 KCAL-F
5 KOLA-F	5 KIIS-AF	5 KRTH-F	5 KIIS-AF<	5 KFI	5 KROQ-F>	5	5 KIIS-AF	5 KRTH-F	5 KQLZ-F
6 KROQ-F	6 KLOS-F	6 KIIS-AF	6 KCAL-F	KCKC	6 KCAL	6	KLSX-F	6 KODJ-F>	6
KPWR-F>	7	KCAL-F	7	7	7	7	7	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBON-F	101.9	Lake Arrowhead	1.1/3.6	KFWB	980	Los Angeles	0.6/2.8
KCAL	1410	Redlands	1.6/3.1	KIIS	1150	Los Angeles	
KDIF	1440	Riverside/SB	1.1/1.9	KJOI-F	98.7	Los Angeles	0.5/1.7
KHSJ	1320	Hemet	0.8/1.2	KKGO-F	105.1	Los Angeles	1.2/3.5
KHYE-F	105.7	Hemet	0.7/1.6	KLAC	570	Los Angeles	1.6/2.9
KMEN	[illegible]290	San Bernardino	0.8/3.4	KLSX-F	97.1	Los Angeles	0.8/2.2
KNTF-F	93.5	Ontario	1.5/3.8	KLVE-F	107.5	Los Angeles	0.4/1.[illegible]
KOLA-F	99.9	San Bernardino	1.6/7.7	KMPC	710	Los Angeles	1.8/4.6
KRSO	590	San Bernardino	1.3/4.5	KNAC-F	105.5	Lng Bch/LA	0.4/0.9
KWRM	1370	Corona	0.4/0.7	KPWR-F	105.9	Los Angeles	1.3/5.9
				KRLA	1110	Pasadena	0.3/1.6
KABC	790	Los Angeles	1.5/4.2	KROQ-F	106.7	Pasadena	1.7/4.8
KBRT	740	Avalon	0.5/1.0	KTWV-F	94.7	Los Angeles	1.8/5.0
KEDG-F	101.9	Glendale	0.7/3.0	KZLA-F	93.9	Los Angeles	0.9/2.8
KFAC-F	92.3	Los Angeles	1.6/3.5	XTRA	690	Tijuana	0.5/1.2

RADIO STATIONS

KCAL, 1410, 5 KW/4 KW (DA-N), HISPANIC , $ 23.00 (Lotus)
KCKC, 1350, 5 KW/500 W(DA-2), COUNTRY ABC I, $ 33.00 (HNWH)
KDIF, 1440, 1 KW (DA-1) , HISPANIC UPI, $ 19.00 (Katz Hisp.)
KMEN, 1290, 5 KW (DA-2) , BLACK , $ 15.00 (Mc-Guid) American
KRSO, 590, 1 KW (DA-2) , NEWS/TALK ABC E,TALKNT, $ 27.00 (Katz) Henry

KBON-F, 101.9, .4 KW # 2500, OLDIES , $ 26.00 (HNWH)
KCAL-F, 96.7, 3 KW # 300, AOR , $ 45.00 (Torbet) Anaheim
KDUO-F, 97.5, 72 KW # 360, BTFL/EZ ABC D, $ 65.00 (Katz) Henry
KGGI-F, 99.1, 3 KW # 1530, CHR , $ 87.00 (Mc-Guild) American
KHYE-F, 105.5, 3 KW # -245, COUNTRY ABC E, $ 15.00 (---)
KNTF-F, 93.5, 3 KW # -165, COUNTRY , $ 12.00 (---)
KOLA-F, 99.9, 11 KW # 1630, AC ABC R, $ 4[illegible].00 (Banner) Keymarket
KQLH-F, 95.1, 50 KW # 130, SOFT AC MBS, $ 40.00 (MMR)
KWDJ-F, 92.7, 1 KW # 300, COUNTRY MBS, $ 28.00 (Banner)
KOLA changed formats in Sept.

ROCHESTER

Arbitron Rank/Pop (12+): 43/832,200
MSA Rank/Pop: 47/983,200
ADI # 72
Average Person Ratings: 16.6
Market TSL: 21.75 hours

Stations: 17/14
Diaries: 1035/804:1/43.4%
Sample Target: 1130
% Below Line: 2.5
% Not Listed: 14.5

1988 Revenue: $24,500,000
HH Inc.: $38,832
Retail $: 6.8 Bil
Pop per Station: 59,442
#1 Biller: WVOR-F $5,300,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCMF-F (AOR)	215/15.6	17.4	15.3	17.1	16.5	16.4	238/2470	2218/26.7	28.8	25.3	92	22.2	349	3104	WCMF-F
2. WPXY-AF (CHR)	150/10.8	11.6	10.9	12.5	14.5	11.5	173/2488	2240/26.9	28.8	29.7	70	13.4	209	3203	WPXY-A
3 WVOR-F (AC)	140/10.1	11.0	9.0	9.2	8.2	9.8	155/2075	1818/21.8	23.9	21.3	150	7.6	119	1438	WVOR-F
4. WBEE-F (C)	125/ 9.0	8.9	8.5	9.6	7.9	9.0	161/1873	1545/18.6	18.6	12.8	121	9.0	142	1208	WBEE-F
5. WHAM (MOR)	102/ 7.4	8.7	9.5	8.5	8.9	8.5	113/1675	1493/17.9	20.4	19.7	77	5.8	91	1548	WHAM
6. WKLX-F (O)	97/ 7.0	5.8	6.0	4.3	7.0	5.8	111/1629	1373/16.5	18.6	17.3	144	6.7	106	1500	WKLX-F
7. WZSH-F (EZ)	92/ 6.7	4.7	7.4	5.9	6.2	6.2	113/1250	959/11.5	11.4	12.5	55	3.9	62	575	WZSH-F
8. WRMM-F (AC)	81/ 5.9	5.5	6.1	7.8	6.9	6.3	83/1458	1338/16.1	17.6	18.0	131	3.2	51	1101	WRMM-F
9. WDKX-F (B)	78/ 5.6	6.2	5.2	4.6	4.6	5.4	78/711	711/ 8.5	10.5	9.6	82	9.5	149	1204	WDKX-F
10. WEZO (BB)	37/ 2.7	2.9	3.0	3.4	2.2	3.0	40/625	595/ 7.1	7.5	6.0	41	2.1	33	475	WEZO

12+ FM SHARE (METRO): 85.52% (1010 of 1181) (SUM 88: 83.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXY-AF>	1 WCMF-F>>	1 WCMF-F>	1 WCMF-F<	1 WVOR-F<	1 WHAM	1 WCMF-F>	1 WCMF-F>	1 WCMF-F>	1 WCMF-F	1 WHAM
2 WCMF-F>>	2 WPXY-AF	2 WVOR-F	2 WVOR-F>	2 WCMF-F	2 WZSH-F<	2 WVOR-F	2 WVOR-F	2 WPXY-AF<	2 WPXY-AF>	2 WCMF-F>>
3 WDKX-F>	3 WVOR-F	3 WPXY-AF	3 WKLX-F	3 WBEE-F	3 WBEE-F	3 WBEE-F<	3 WPXY-AF	3 WVOR-F	3 WHAM	3 WVOR-F
4 WKLX-F	4 WRMM-F	4 WKLX-F	4 WBEE-F	4 WKLX-F	4 WVOR-F>	4 WHAM <	WBEE-F	4 WBEE-F	4 WKLX-F	WPXY-F
5	5 WBEE-F<	5 WRMM-F<	5 WPXY-AF	5 WRMM-F<	5 WKLX-F	5 WPXY-AF	5 WZSH-F	5 WKLX-F	5 WVOR-F<	5 WDKX-F
6	6 WDKX-F	6 WBEE-F	WRMM-F	6 WPXY-AF>	6	6	WHAM	6 WRMM-F	6 WDKX-F	6 WBEE-F
7	7 WKLX-F	7 WDKX-F	7	7 WHAM	7	7	7 WKLX-F<	7	7 WBEE-F	7 WKLX-F
8	8	8	8	8 WDKX-F	8	8	8 WRMM-F	8	8	8 WZSH-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPXY-AF	1 WCMF-F	1 WCMF-F<	1 WPXY-AF	1 WVOR-F>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>
2 WCMF-F>	2 WPXY-AF>	2 WVOR-F	2 WCMF-F	2 WBEE-F	2 WPXY-AF>	2 WPXY-AF	2 WBEE-F	2 WVOR-F	2 WVOR-F
3 WDKX-F	3 WRMM-F	3 WPXY-AF	3 WVOR-F>	3 WPXY-AF	3 WVOR-F>	WVOR-F>	3 WVOR-F	3 WKLX-F>	3 WKLX-F
4 WRMM-F>>	4 WVOR-F	WRMM-F>	4 WRMM-F	4 WCMF-F	4 WKLX-F	4 WBEE-F	4 WRMM-F>	4 WPXY-AF	4 WBEE-F>
5 WVOR-F	5 WDKX-F	5 WBEE-F	5 WBEE-F	5 WRMM-F	5 WDKX-F>>	5 WKLX-F	5 WPXY-AF	5 WBEE-F	5 WRMM-F
6 WBEE-F	6 WBEE-F	6 WKLX-F	6 WDKX-F<	6 WKLX-F	6 WRMM-F	6 WRMM-F	WKLX-F>	6 WRMM-F	6
7	7	7 WMJQ-F>	7 WKLX-F	7	WBEE-F	7	7 WMJQ-F	7	7
8	8	8 WDKX-F	8	8	8	8	WDKX-F>	8	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBBF	950	Rochester	0.9/3.7
WGVA	1240	Geneva	0.4/1.0
WWWG	1460	Rochester	0.9/2.1
WBMW-F	107.7	Weathersfield	0.4/1.7
WMJQ-F	102.5	Buffalo	1.5/4.1
WPCX-F	106.9	Auburn	0.6/2.1

RADIO STATIONS

WBBF, 950, 1 KW (DA-2) , COMBINATION WITH WBEE-F
WEZO, 990, 5 KW/2.5 KW (DA-2), NOSTALGIA ABC I, $ 22.00 (Christal) Atlantic Ventures
WHAM, 1180, 50 KW , MOR CBS, TALKNT, $ 59.00 (Mc-Guild) Lincoln
WWWG, 1460, 5 KW (DA-2) , RELIGION , $ 12.00 (---) Brandon

WBEE-F, 92.5, 50 KW @ 500, COUNTRY CS 2, $ 60.00 (Katz) Heritage
WCMF-F, 96.5, 50 KW @ 457, AOR , $ 95.00 (Torbet) Stoner
WDKX-F, 103.9, 1 KW @ 500, BLACK NBN, $ 26.00 (Roslin)
WKLX-F, 98.9, 37 KW @ 560, OLDIES , $ 48.00 (Durpetti)
WPXY-F, 97.9, 50 KW @ 456, CHR , $ 78.00 (MMR) Pyramid
WRMM-F, 101.3, 27 KW @ 637, SOFT AC ABC E, $ 50.00 (Christal) Atlantic Ventures
WVOR-F, 100.5, 50 KW @ 490, AC , $ 106.00 (Mc-Guild) Lincoln
WZSH-F, 95.1, 11 KW @ 993, BTFL/EZ , $ 29.00 (Republic) (BRISTOL CENTER)

SACRAMENTO

Arbitron Rank/Pop (12+): 31/1157300
MSA Rank/Pop: 34/1352100
ADI # 20
Average Person Ratings: 16.6
Market TSL: 22.25 hours

Stations: 26/19
Diaries: 1243/931:1/48.2%
Sample Target: 1240
% Below Line: 2.9
% Not Listed: 11.4

1988 Revenue: $47,200,000
HH Inc.: $35,054
Retail $: 10.1 Bil
Pop per Station: 60,910
#1 Biller: KRAK-AF $9,300,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KFBK (N)	155/ 8.1	9.3	8.2	8.8	8.8	8.6	197/2693	2099/18.1	18.4	17.3	83	7.1	148	1794	KFBK
2. KXOA-F (AC)	150/ 7.8	6.9	6.1	5.9	6.8	6.7	168/2557	2184/18.9	17.0	15.1	141	5.6	116	1438	KXOA-F
3. KCTC-F (EZ)	147/ 7.6	7.9	8.3	7.0	7.5	7.7	186/2111	1671/14.4	13.8	14.1	54	4.5	93	950	KCTC-F
4. KSFM-F (CHR)	137/ 7.1	7.4	6.0	5.2	5.6	6.4	219/3167	2150/18.6	20.7	20.0	72	8.3	174	2765	KSFM-F
5. KRAK-F (C)	129/ 6.7	7.0	7.6	7.1	9.0	7.1	156/2237	1718/14.8	14.2	16.7	115	8.1	170	2014	KRAK-F
6. KZAP-F (AOR)	124/ 6.4	6.0	5.5	5.2	6.2	5.8	188/2421	1710/14.8	14.6	13.9	144	7.0	147	1872	KZAP-F
7. KRXQ-F (AOR)	108/ 5.6	5.8	7.1	5.8	5.8	6.1	154/1707	1454/12.6	13.7	11.8	77	9.5	199	2425	KRXQ-F
8. KHYL-F (O)	105/ 5.5	5.1	3.8	5.1	4.2	4.9	127/1920	1591/13.7	13.1	10.9	164	4.4	92	1319	KHYL-F
9. KQPT-F (J/NA)	95/ 4.9	4.1	6.4	7.0	4.3	5.6	-98/1533	1454/12.6	11.4	8.9	153	4.6	96	1388	KQPT-F
10. KAER-F (AC)	91/ 4.7	3.4	3.7	3.3	3.0	3.8	105/1796	1404/12.1	10.6	8.7	128	4.5	93	1292	KAER-F
11. KRAK (C)	68/ 3.5	4.3	4.1	4.2	3.5	4.0	112/1254	700/ 6.0	8.0	7.9	86	3.4	71	753	KRAK
12. KWOD-F (CHR)	65/ 3.4	3.8	3.7	4.1	3.5	3.8	77/1912	1398/12.1	12.7	14.6	65	4.0	84	1802	KWOD-F
13. KROY-F (CHR)	64/ 3.3	3.1	4.8	5.5	5.3	4.2	77/1860	1519/13.1	12.6	15.2	61	6.2	129	2231	KROY-F
14. KFRC (BB)	46/ 2.4	1.5	1.4	1.0	0.7	1.6	85/953	502/ 4.3	3.6	2.0	46	1.4	29	337	KFRC
15. KNBR (MOR)	32/ 1.7	1.8	1.1	0.7	2.1	1.3	94/1734	688/ 5.9	5.6	6.2	65	1.4	29	531	KNBR

12+ FM SHARE (METRO): 75.21% (1238 of 1646) (SUM 88: 69.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFM-F>>	1 KXOA-F<	1 KXOA-F	1 KXOA-F	1 KXOA-F	1 KCTC-F<	1 KFBK >>	1 KXOA-F	1 KXOA-F	1 KSFM-F	1 KRAK-F
2 KWOD-F	2 KZAP-F<	2 KZAP-F	2 KZAP-F	2 KZAP-F<	2 KFBK >	2 KRAK-F	2 KCTC-F	2 KCTC-F	2 KRXQ-F	2 KFBK
3 KROY-F>	3 KRXQ-F	3 KHYL-F<	3 KHYL-F	3 KHYL-F	3 KRAK-F	3 KXOA-F	3 KFBK	3 KSFM-F	3 KCTC-F	3 KRXQ-F>>
4 KRXQ-F>>	4 KSFM-F	4 KRXQ-F	4 KRAK-F<	4 KRAK-F<	4 KHYL-F	4 KSFM-F	4 KRAK-F	4 KZAP-F<	4 KQPT-F	4 KXOA-F
5 KZAP-F	5 KAER-F>	5 KRAK-F<	5 KQPT-F	5 KQPT-F	5 KXOA-F<	5 KCTC-F	5 KZAP-F	5 KRAK-F<	5 KXOA-F	KROY-F
6 KHOP-F	6 KRAK-F	6 KSFM-F<	6 KAER-F	6 KFBK	6 KRAK	6 KHYL-F	6 KSFM-F	6 KHYL-F<	6 KFBK <	KHYL-F<
KAER-F	7	7 KAER-F	7 KFBK	7 KAER-F	7 KQPT-F	7	7	7	7 KNBR <	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSFM-F>	1 KXOA-F	1 KXOA-F	1 KXOA-F	1 KXOA-F>	1 KRXQ-F>>	1 KZAP-F<	1 KZAP-F>	1 KZAP-F>	1 KZAP-F>
2 KWOD-F	2 KSFM-F	2 KAER-F>	2 KSFM-F	2 KAER-F	2 KZAP-F	2 KRXQ-F>	2 KXOA-F	2 KRXQ-F	2 KHYL-F<
3 KRXQ-F	3 KAER-F	3 KSFM-F	3 KAER-F	3 KHYL-F	3 KXOA-F	3 KXOA-F>	3 KFBK	3 KXOA-F	3 KQPT-F<
4 KXOA-F	4 KROY-F	4 KRAK-F	4 KHYL-F<	4 KRAK-F	KSFM-F	4 KFBK	4 KRXQ-F	4 KHYL-F<	4 KFBK
KAER-F	5 KRXQ-F	5 KZAP-F	5 KRAK-F	5 KSFM-F	5 KAER-F	5 KQPT-F	5 KQPT-F>	5 KQPT-F	5 KXOA-F
6 KCTC-F	6 KRAK-F<	6 KHYL-F	6 KROY-F	6 KCTC-F	6 KRAK-F	6 KSFM-F	6 KRAK-F	6 KFBK	6 KRAK-F>
7 KZAP-F	7 KZAP-F	7 KRXQ-F	7 KCTC-F<	7 KQPT-F	7 KWOD-F	7 KRAK-F	7 KAER-F	7 KRAK-F>	7
KRAK-F	8	KQPT-F>	8	8	8	KAER-F	8	8	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFIA	710	Carmichael	0.7/3.1
KGNR	1320	Sacramento	0.8/3.5
KRCX	1110	Roseville/Scrmn	0.8/1.9
KSAC	1240	Sacramento	0.4/2.3
KSMJ	1380	Sacramento	0.8/3.8
KYLO-F	105.5	Davis/Sacrament	0.3/2.0
KCBS	740	San Francisco	0.6/2.9
KGO	810	San Francisco	1.4/3.7
KHOP-F	104.5	Modesto	0.4/1.3
KMEL-F	106.1	San Francisco	0.5/2.4
KRQR	97.3	San Francisco	0.5/1.6

AM STATIONS

KFBK,	1530,	50 KW (DA-2)	, NEWS	NBC, ABC I, $ 100.00 (Group W)	Westinghouse	
KFIA,	710,	10 KW/250 W(DA-2)	, RELIGION	, $ 24.00 (---)		
KGNR,	1320,	5 KW (DA-2)	, NOSTALGIA	CBS, $ 30.00 (Christal)	Tribune Co.	
KRAK,	1140,	50 KW (DA-2)	, COUNTRY	, $ 72.00 (Katz)	EZ	
KRCX,	1100,	5 KW/500 W(DA-2)	, HISPANIC	, $ 42.00 (Lotus)	Fuller-Jeffrey	
KSAC,	1240,	1 KW	, CLASSICAL	, $ 32.00 (CMBS)		
KSMJ,	1380,	5 KW (DA-2)	, OLDIES	SMN, $ 28.00 (MMR)	Booth/Genesis	
KXOA,	1470,	5 KW/1 KW (DA-2)	, NEWS/TALK	, $ 35.00 (Banner)	Brown	

FM STATIONS

KAER,	92.5,	50 KW @ 500,	AC	, $ 55.00 (Group W)	Westinghouse	
KCTC,	96.1,	50 KW @ 476,	BTFL/EZ	, $ 88.00 (Christal)	Tribune Co.	
KHYL,	101.1,	36 KW @ 567,	OLDIES	, $ 40.00 (Eastman)	Parker	(PAUBURN)
KQPT,	100.5,	115 KW @ 380,	JAZZ/NAC	SOURCE, $ 95.00 (Republic)	Duchossois	
KRAK,	105.1,	50 KW @ 500,	COUNTRY	, $ 110.00 (Katz)	EZ	
KROY,	96.9,	50 KW @ 500,	CHR	SOURCE, $ 60.00 (Christal)	Great American	
KRXQ,	93.7,	25 KW @ 306,	AOR	, $ 70.00 (Torbet)	Fuller-Jeffrey	
KSFM,	102.5,	50 KW @ 500,	CHR	, $ 90.00 (MMR)	Booth/Gen.	(WOODLAND)
KWOD,	106.5,	50 KW @ 310,	CHR	RADRAD ABC F, $ 59.00 (CBS)		
KXOA,	107.9,	50 KW @ 420,	AC/OLDIES	, $ 124.00 (Banner)	Brown	
KZAP,	98.5,	50 KW @ 495,	AOR	, $ 94.00 (Mc-Guild)	Nationwide	

ST. LOUIS

Arbitron Rank/Pop (12+): 15/2,037,500

MSA Rank/Pop: 13/2,462,200
ADI # 18
Average Person Ratings: 18.7
Market TSL: 24.50 hours

Stations: 30/29
Diaries: 1777/1147:1/56.6%
Sample Target: 1740
% Below Line: 0.3
% Not Listed: 6.9

1988 Revenue: $65,400,000
HH Inc.: $35,349
Retail $: 16.9 Bil
Pop per Station: 70,258
#1 Biller: KMOX $20,500,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMOX	(T)	850/22.3	21.2	18.7	17.1	23.5	19.8	923/9885	8709/42.7	39.9	40.3	85	20.7	825	8961	KMOX
2. KSHE-F	(AOR)	353/ 9.3	9.7	8.3	9.9	9.9	9.3	487/5871	4502/22.1	21.3	20.5	104	14.0	559	5560	KSHE-F
3. WKBQ-F	(CHR)	323/ 8.5	6.1	6.4	3.6	3.7	6.2	344/4885	4351/21.4	17.9	11.6	55	11.4	453	4734	WKBQ-F
4. KMJM-F	(B)	290/ 7.6	5.7	5.5	6.5	5.6	6.3	290/2523	2489/12.2	10.3	11.0	95	10.0	397	3283	KMJM-F
5. KEZK-F	(EZ)	244/ 6.4	8.1	7.7	8.4	7.0	7.7	280/3555	2866/14.1	15.8	14.8	77	4.0	161	1431	KEZK-F
6. KYKY-F	(AC)	210/ 5.5	4.7	5.0	5.1	2.9	5.1	218/3395	3215/15.8	14.5	11.1	144	3.9	156	2905	KYKY-F
7. KSD -F	(AOR)	188/ 4.9	5.1	4.7	6.8	5.6	5.4	194/3025	2800/13.7	15.0	13.3	143	5.1	202	3402	KSD -F
8. WIL -F	(C)	169/ 4.4	5.8	4.9	5.8	5.3	5.2	219/2823	2162/10.6	12.9	12.9	125	4.8	191	2015	WIL -F
9. KLOU-F	(O)	135/ 3.5	5.2	7.0	5.8	5.4	5.4	155/3453	3021/14.8	16.1	16.7	157	4.9	197	2650	KLOU-F
10. KRJY-F	(AC)	95/ 2.5	2.5	3.0	3.5	2.5	2.9	97/1819	1723/ 8.5	7.2	7.1	152	0.8	32	948	KRJY-F
11. KFUO-F	(CL)	76/ 2.0	1.6	1.2	1.3	1.1	1.5	77/1243	1186/ 5.8	5.1	3.5	95	0.8	33	735	KFUO-F
12. WKKX-F	(C)	66/ 1.7	1.8	3.0	2.4	3.0	2.2	78/1394	1269/ 6.2	6.5	6.8	129	1.9	76	1245	WKKX-F
13. KATZ	(B)	60/ 1.6	2.1	1.6	2.0	1.6	1.8	60/929	929/ 4.6	4.6	4.1	138	0.9	37	700	KATZ
14. KUSA	(C)	58/ 1.5	2.0	1.8	1.4	1.7	1.7	97/1565	1046/ 5.1	5.6	5.9	93	1.4	54	602	KUSA
15. KSTZ-F	(AC)	54/ 1.4	1.2	1.8	1.6	1.7	1.5	86/2082	1602/ 7.9	7.5	6.1	93	1.1	44	1254	KSTZ-F

12+ FM SHARE (METRO): 66.33% (2352 of 3546) (SUM 88: 62.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKBQ-F>>	1 KSHE-F>	1 KSHE-F<	1 KMOX >	1 KMOX >	1 KMOX >>	1 KMOX >>	1 KMOX >	1 KMOX >	1 KMOX >>	1 KMOX >>
2 KMJM-F>>	2 WKBQ-F	2 KMOX	2 KSHE-F	2 KSHE-F	2 KEZK-F>	2 KSHE-F	2 KSHE-F	2 KSHE-F	2 KMJM-F	2 KMJM-F
3 KSHE-F	3 KMJM-F	3 KMJM-F	3 KYKY-F	3 KYKY-F	3 WIL -F	3 WKBQ-F	3 WKBQ-F<	3 WKBQ-F<	3 WKBQ-F	3 KEZK-F>>
4	4 KSD -F	4 WKBQ-F	4 KMJM-F	4 KMJM-F<	4 KLOU-F	4 KMJM-F	4 KEZK-F>	4 KMJM-F	4 KSHE-F	4 KSHE-F
5	5 KMOX	5 KYKY-F	5 KSD -F	5 KSD -F	5 KYKY-F	5 KYKY-F	5 KMJM-F	5 KYKY-F<	5	5 WKBQ-F
6	6 KYKY-F	6 KSD -F	6 KLOU-F	6 WIL -F	6	KSD -F	6 KYKY-F	6 KEZK-F<	6	6 WIL -F
7	7	7	7 WKBQ-F<	KLOU-F	7	KEZK-F	7 KSD -F	7 KSD -F	7	7 -F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKBQ-F	1 KYKY-F>	1 KYKY-F	1 KMJM-F<	1 KMOX >
2 KSHE-F>	2 WKBQ-F	2 KMJM-F<	2 WKBQ-F	2 KYKY-F
3 KMJM-F>	KSHE-F	3 KSHE-F	KYKY-F<	3 KMJM-F>
4 KYKY-F>	4 KMJM-F>	4 WKBQ-F	4 KMOX	4 KSHE-F
5 WIL -F	5 KSD -F	5 KSD -F	5 KSHE-F	KEZK-F
KSTZ-F	6 KRJY-F	6 KMOX >	6	6 WKBQ-F
KSD -F>>	7 KMOX >	7 KRJY-F>	7	KSD -F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSHE-F>>	1 KSHE-F>>	1 KSHE-F>	1 KSHE-F	1 KMOX >
2 KMJM-F	2 KMOX	2 KMOX	2 KMOX >	2 KSHE-F>
3 WKBQ-F>	3 KSD -F	3 KSD -F>	3 KSD -F	3 KSD -F
4 KSD -F>	4 KMJM-F	4 KMJM-F	4 KMJM-F	4 WIL -F
5 KMOX >>	5 WKBQ-F	WIL -F	5 WKBQ-F	5 KYKY-F<
6 KRJY-F	6	6 WKBQ-F	6 KYKY-F	6 KMJM-F<
7 KYKY-F	7	KYKY-F>	7 WIL -F	7 KLOU-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KATZ-F	100.3	Alton	1.1/5.5
KGLD	1380	St. Louis	0.3/1.9
KHTK-F	97.1	Florissant/St L	0.6/2.9
KSIV	1320	Clayton/St. L.	0.6/1.7
KSTL	690	St. Louis	0.4/0.9
KXOK	630	St. Louis	0.7/3.7
WCBW-F	104.9	Columbia/St. L.	0.7/2.4
WESL	1490	E. St. Louis	1.0/2.1
WEW	770	St. Louis	1.3/3.0
WGNU	920	Granite City	0.6/2.3
WIBV	1260	Belleville	0.3/1.2
WIL	1430	St. Louis	0.6/2.5
WKLL	590	Wood River/St.L	0.3/1.3
WSNL-F	101.1	E./St.Louis/StL	1.2/5.3
KTJJ-F	98.5	Farmington	0.3/0.6

AM STATIONS

KATZ	1600	5 KW (DA-N)	BLACK	NBN	$ 45.00	(K & P)	Interurban
KGLD	1380	5 KW/1 KW (DA-2)	OLDIES	US 1	$ 35.00	(Katz)	Chase
KMOX	1120	50 KW	TALK	CBS	$ 325.00	(CBS)	CBS
KSIV	1320	5 KW/125 W(DA-2)	RELIGION		$ 18.00	(---)	Bott
KXEN	1010	50 KW (DAYS, DA)	RELIGION		$ 13.00	(---)	Mid American Gospel
KUSA	550	5 KW (DA-N)	COUNTRY OLDIES	ABC I	$ 50.00	(Mc-Guild)	Gannett
KXOK	630	5 KW (DA-2)	TALK	SUN, TALKNT	$ 35.00	(HNWH)	
WESL	1490	1 KW/250 W(DA-1)	BLACK	SBN	$ 25.00	(K & P)	
WEW	770	1 KW (DAYS)	NOSTALGIA		$ 27.00	(---)	
WIL	1430	5 KW (DA-2)	COUNTRY OLDIES	ABC E	$ N/A	(Banner)	Heritage
WKLL	590	1 KW (DA-1)	NOSTALGIA	NBC	$ 40.00	(MMR)	Adams

FM STATIONS

KATZ	100.3	50 KW @ 495	BLACK	NBN	$ 37.00	(K & P)	Interurban	
KEZK	102.5	100 KW @ 500	BTFL/EZ		$ 93.00	(MMR)	Adams	
KFUO	99.1	100 KW @ 557	CLASSICAL	MBS	$ 46.00	(CMBS)		
KLOU	103.3	100 KW @ 900	OLDIES	CBS	$ 85.00	(CBS)	CBS	
LKTH	97.1	100 KW @ 560	JAZZ/NAC		$ 45.00	(HNWH)		
KMJM	107.7	100 KW @ 575	BLACK		$ 95.00	(Christal)	Noble	
KRJY	96.3	100 KW @ 540	SOFT AC	NBC	$ 54.00	(Banner)		
KSD	93.7	100 KW @ 850	CLASSIC AOR		$ 100.00	(Mc-Guild)	Gannett	
KSHE	94.7	100 KW @ 1019	AOR		$ 155.00	(HNWH)	Emmis	
KSTZ	105.7	100 KW @ 285	AC	SOURCE	$ N/A	(---)		(ST.GENEVIEVE)
KYKY	98.1	100 KW @ 580	AC		$ 125.00	(MMR)	EZ	
WCBW	104.9	3 KW @ 235	RELIGION		$ 20.00	(---)	Universal	
WIL	92.3	97 KW @ 900	COUNTRY	ABC E	$ 75.00	(Banner)	Heritage	
WKBQ	106.5	93 KW @ 1015	CHR		$ 73.00	(Katz)	Chase	
WKKX	104.1	50 KW @ 500	COUNTRY		$ 41.00	(Roslin)		(JERSEY)
WSNL	101.1	50 KW @ 550	AC	SOURCE	$ 40.00	(Torbet)		

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 75/487,600
ADI # 106
MSA Rank/Pop: Santa Cruz - NA
Salinas-Monterey: 133/355,600
Average Person Ratings: 16.9
Market TSL: 22.00 hours

Stations: 37/21
Diaries: 873/558:1/47.9%
Sample Target: 860
% Below Line: 31.4
% Not Listed: 14.5

1988 Revenue: $11,500,000
HH Inc.: $38,420
Retail $: 3.6 Bil
Pop per Station: 23,219
#1 Biller: KWAV-F $1,700,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KDON-F (CHR)	62/ 7.5	11.2	8.7	8.7	9.2	9.0	68/1224	1133/23.2	28.0	21.9	72	11.0	96	1147	KDON-F
2. KGO (N/T)	61/ 7.4	6.6	7.9	7.5	7.5	7.3	66/852	782/16.0	16.2	15.1	64	6.4	56	740	KGO
3. KTOM-AF (C)	60/ 7.3	6.0	7.4	5.8	5.8	6.6	61/718	698/14.3	16.2	10.0	115	9.9	70	631	KTOM-AF
4. KMBY-F (AOR)	46/ 5.6	4.8	5.3	5.0	4.2	5.2	46/678	671/13.8	12.1	9.7	125	9.6	84	775	KMBY-F
5. KWSS-F (CHR)	44/ 5.3	5.8	6.3	6.8	8.8	6.1	45/993	945/19.4	20.9	20.0	62	7.1	62	1006	KWSS-F
6. KBAY-F (EZ)	42/ 5.1	4.9	5.9	3.4	4.0	4.8	43/508	484/ 9.9	10.2	9.8	31	3.2	28	359	KBAY-F
7. KWAV-F (AC)	41/ 5.0	3.8	5.3	5.9	3.0	5.0	41/761	746/15.3	14.9	11.8	122	4.3	38	403	KWAV-F
8. KPIG-F (C)	34/ 4.1	1.0	2.1	3.2	2.5	2.6	34/271	265/ 5.4	3.5	5.0	149	1.3	11	147	KPIG-F
9. KBOQ-F (CL)	32/ 3.9	2.8	3.8	3.4	2.5	3.5	32/456	452/ 9.3	7.6	5.8	113	2.7	24	392	KBOQ-F
10. KLRS-F (J/NA)	24/ 2.9	2.4	2.3	1.6	1.3	2.3	24/440	416/ 8.5	9.0	4.8	145	2.3	20	341	KLRS-F
11. KHIP-F (AOR)	22/ 2.7	1.4	1.2	2.2	1.8	1.9	22/452	412/ 8.4	6.6	6.2	130	2.9	25	332	KHIP-F
KCTY (SP)	22/ 2.7	3.1	2.1	3.3	3.1	2.8	22/514	314/ 6.4	7.5	6.1	96	2.5	22	277	KCTY
13. KOCN-F (AC)	21/ 2.5	3.8	4.0	5.2	3.0	3.9	21/351	347/ 7.1	8.4	7.2	160	2.2	19	307	KOCN-F
14. KXDC-AF (EZ)	20/ 2.4	2.0	3.1	4.3	2.3	3.0	20/247	247/ 5.1	4.9	3.6	67	1.5	8	105	KXDC-AF
15.															

12+ FM SHARE (METRO): 72.95% (515 of 706) (SUM 88: 65.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KMBY-F	1 KMBY-F	1 KTOM-AF	1 KTOM-AF	1 KGO	1 KGO	1 KMBY-F	1 KDON-F	1 KGO	1 KGO >>
2 KWSS-F	2 KWSS-F	2 KWAV-F	KMBY-F	2 KMBY-F	2 KTOM-AF	2 KTOM-AF	2 KDON-F<	2 KTOM-AF	2 KDON-F	2 KWSS-F
3	KPIG-F	3 KDON-F<	3 KPIG-F	3 KWAV-F	3 KBAY-F>	3 KDON-F	3 KTOM-AF	3 KMBY-F<	3 KBOQ-F	3 KWAV-F
4	4 KDON-F	4 KTOM-AF	4 KWAV-F	KPIG-F	4 KBOQ-F>	4 KWSS-F	4 KGO	4 KWSS-F	4 KTOM-AF	4 KTOM-F
5	5 KWAV-F	KWSS-F	5 KDON-F	5 KDON-F	5 KXDC-AF	5 KBAY-F	5 KWAV-F	5 KWAV-F	KLFA-F	KCTY >
6	6	KPIG-F	6	6	KOMY	KMBY-F	6	6	6	6 KRAY-F
7	7	7	7	7	7	7	7	7	7	KDON-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWSS-F>	1 KWSS-F	1 KWAV-F	1 KWAV-F	1 KWAV-F>	1 KMBY-F	1 KMBY-F	1 KMBY-F	1 KMBX-F	1 XMBY-F
2 KWAV-F	2 KWAV-F>	2 KOCN-F	2 KWSS-F	2 KTOM-AF	2 KWSS-F	2 KPIG-F>	2 KPIG-F>	2 KPIG-F	2 KTOM-AF
3 KDON-F>	3 KDON-F	3 KWSS-F	3 KDON-F	3 KBOQ-F	3 KPIG-F	3 KDON-F	3 KDON-F>>	KTOM-AF	3 KPIG-F>
4 KTOM-AF	4 KTOM-AF	KDON-F	4 KTOM-AF	4 KLRS-F	4 KWAV-F	4 KWSS-F>	4 KTOM-AF	KDON-F	4 KDON-F
5 KLRS-F	5 KLRS-F	KBOQ-F	5 KLRS-F	KOCN-F	KDON-F>	5 KWAV-F	KWSS-F	5	5 KGO
KRAY-F>	KOCN-F	6	6	KDON-F	6	6	KLRS-F	6	6
7	7		7	7		7	KHIP-F	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKMC	880	Gonzales/Salina	0.6/2.1	KATD-F	95.3	Los Gatos	1.2/3.9
KLAU	1540	Capitola/Mntrey	1.1/3.7	KAZA	1290	Gilroy	0.6/1.5
KLFA-F	93.9	King City/Salns	2.2/3.4	KCBS	740	San Francisco	2.1/6.8
KNRY	1240	Monterey	0.5/2.9	KEZR-F	106.5	San Jose	0.4/1.1
KOMY	1340	Watsonville	2.3/5.7	KFRC	610	San Francisco	0.5/2.4
KRAY-F	103.9	Salinas	1.2/4.6	KLOK	1170	San Jose/SF	0.4/2.0
KRKC-F	102.1	King City	0.5/1.1	KMEL-F	106.1	San Francisco	1.0/3.8
KTGE	1570	Salinas	1.3/4.4	KNBR	680	San Francisco	1.7/6.7
KZXR	1460	Salinas	0.8/2.2	KOME-F	98.5	San Jose/SF	1.0/4.8
				KRQR-F	97.3	San Francisco	0.6/2.2
KARA-F	105.7	Santa Clara/SJ	0.6/2.7	KSJO-F	92.3	San Jose	0.7/5.2

RADIO STATIONS

KCTY, 980, 1 KW/247 W (DA-1), HISPANIC , $ 23.00 (Lotus)
KOMY, 1340, 1 KW , NOSTALGIA MBS, $ 12.00 (Radio Time) (WATSONVILLE)
KTGE, 1570, 250 W/8 W , HISPANIC , $ 13.00 (---)

KBOQ-F, 92.7, 1 KW @ 570, CLASSICAL , $ 22.00 (Durpetti)
KDON-F, 102.5, 19 KW @ 2270, CHR , $ 39.00 (Katz) Henry
KHIP-F, 93.5, 1 KW @ 1500, CLASSIC AOR , $ 17.00 (Eastman) (HOLLISTER)
KLFA-F, 93.9, 5 KW @ 667, HISPANIC , $ 16.00 (Caballero) (KING CITY)
KMBY-F, 107.1, 1 KW @ 1570, AOR , $ 32.00 (Banner)
KOCN-F, 104.9, 1 KW @ 500, AC MBS,TRNSTR, $ 24.00 (Torbet)
KPIG-F, 95.9, 3 KW @ 335, COUNTRY , $ 17.00 (Republic) (WATSONVILLE)
KRAY-F, 103.9, 3 KW @ 165, HISPANIC , $ 23.00 (Lotus)
KTOM-F, 100.7, 1 KW @ 2575, COUNTRY ABC E, $ 30.00 (MMR) Comm. Service
KWAV-F, 96.9, 18 KW @ 2500, AC APR, $ 35.00 (HNWH) Buckley
KXDC-F, 101.7, 1 KW @ 590, BTFL/EZ , $ 15.00 (Christal)
KLRS-F, 99.1, 1 KW @ 2618, JAZZ/NAC , $ 28.00 (Mc-Guild) Fuller-Jeffrey

OTHER RANKED STATIONS -- See San Francisco or San Jose

MISCELLANEOUS COMMENTS: KNZS, KMBY-F sold by Frankhouser to Adams for $3,600,000 (Kalil).

American Radio Summer 1989 Supplement, copyright 1989

SALT LAKE CITY

Arbitron Rank/Pop (12+): 38/999,300

MSA Rank/Pop: 45/1,061,100
ADI # 41
Average Person Ratings: 15.6
Market TSL: 20.5 hours

Stations: 31/31
Diaries: 1285/778:1/58.3%
Sample Target: 1240
% Below Line: 0.0
% Not Listed: 8.0

1988 Revenue: $28,200,000
HH Inc.: $30,695
Retail $: 6.0 Bil
Pop per Station: 32,235
#1 Biller: KSL $4,500,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KSFI-F (EZ)	146/ 9.4	7.3	9.8	10.0	7.0	9.1	169/2207	1840/18.4	18.8	16.0	85	5.1	89	1238	KSFI-F
2. KKAT-F (C)	141/ 9.1	9.3	8.6	9.6	11.4	9.2	159/2254	1932/19.3	18.9	20.0	116	10.5	183	1790	KKAT-F
3. KISN-F (CHR)	124/ 8.0	7.3	6.9	7.9	9.3	7.5	134/2401	2065/20.7	23.4	28.3	100	7.0	121	2216	KISN-F
4. KCPX-F (CHR)	107/ 6.9	7.2	7.9	7.3	8.3	7.3	125/2762	2361/23.6	23.0	22.4	78	8.6	149	2386	KCPX-F
5. KSOP-AF (C)	87/ 5.6	8.3	8.0	4.2	8.2	6.5	135/2033	1464/14.7	18.1	14.5	121	6.7	106	1332	KSOP-AF
6. KBER-F (AOR)	82/ 5.3	5.0	4.5	4.1	2.2	4.7	97/1120	995/10.0	9.3	6.9	58	7.4	128	1453	KBER-F
7. KZHT-F (CHR)	77/ 4.9	2.6	1.7	0.8	0.4	2.5	81/1317	1283/12.8	8.0	1.4	41	5.7	100	1414	KZHT-F
8. KSL (MOR)	71/ 4.6	6.7	7.0	7.0	7.4	6.3	103/2323	1862/18.6	22.0	22.4	104	4.8	83	1555	KSL
9. KJQN-F (AOR)	59/ 3.8	2.2	3.3	3.2	2.8	3.1	59/722	711/ 7.1	6.3	6.0	50	4.7	81	1176	KJQN-F
10. KRSP-F (AOR)	57/ 3.7	5.3	5.6	6.3	7.6	5.2	66/1402	1190/11.9	15.4	19.4	114	4.4	77	1313	KRSP-F
11. KLZX-AF (AOR)	47/ 3.0	5.0	3.6	4.8	4.4	4.1	51/1069	1022/10.5	13.4	12.3	140	4.9	84	1029	KLZX-AF
KTKK (T)	47/ 3.0	1.7	3.1	3.4	1.8	2.8	47/537	537/ 5.4	3.2	4.2	33	2.4	41	558	KTKK
13. KMGR-F (AC)	45/ 2.9	2.6	3.2	4.0	3.6	3.2	48/789	732/ 7.3	7.4	8.3	148	2.3	40	426	KMGR-F
14. KZOL-AF (O)	40/ 2.6	2.2	1.3	1.1	2.1	1.8	40/766	751/ 7.5	8.7	6.1	154	2.2	39	557	KZOL-AF
15. KDYL (BB)	38/ 2.4	2.3	1.6	1.0	1.6	1.8	38/395	380/ 3.8	3.8	3.2	29	2.1	36	469	KDYL
16. KALL (AC)	37/ 2.4	2.4	2.3	3.7	2.4	2.7	38/910	895/ 9.0	7.8	8.4	125	2.7	47	703	KALL
17. KLVV-F (AC)	34/ 2.2	1.2	0.5	0.6	----	1.1	36/753	722/ 7.2	5.0	0.0	95	1.6	27	414	KLVV-F
KLCY-F (AC)	34/ 2.2	3.7	3.0	3.2	3.2	3.0	45/1156	910/ 9.1	10.2	8.1	141	0.7	13	544	KLCY-F
19. KKWY-F (AOR)	33/ 2.1	2.2	1.0	1.1	1.7	1.6	35/886	803/ 8.0	7.5	4.7	100	1.8	31	423	KKWY-F
20. KDAB-F (J/NA)	27/ 1.7	2.2	2.3	2.1	1.8	2.1	27/551	534/ 5.3	5.1	5.5	159	1.8	31	502	KDAB-F

12+ FM SHARE (METRO): 81.79% (1172 of 1433) (SUM 88: 78.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCPX-F>>	1 KISN-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KSFI-F>	1 KKAT-F	1 KSFI-F	1 KKAT-F	1 KCPX-F>	1 KSFI-F>>
2 KISN-F	2 KKAT-F	2 KISN-F	2 KISN-F	2 KSFI-F	2 KSL	2 KSFI-F	2 KKAT-F	2 KSFI-F	2 KBER-F	2 KKAT-F
3 KZHT-F	3 KBER-F<	3 KCPX-F	3 KSOP-AF	KISN-F	3 KKAT-F	3 KISN-F	3 KISN-F	KISN-F<	3 KZHT-F	3 KTKK
4 KBER-F	4 KCPX-F	4 KBER-F	4 KSFI-F	4 KSOP-AF	4 KSOP-AF	4 KSL	4 KCPX-F	4 KCPX-F>	KKAT-F	KSL
5 KJQN-F	5 KZHT-F	5 KSFI-F<	5 KCPX-F	5 KCPX-F	5 KTKK	5 KALL <	5 KSOP-AF	5 KSOP-AF	5 KJQN-F<	KBER-F
6 KKAT-F	6 KRSP-F	6 KSOP-AF	6	6 KSL	6	6 KSOP-AF	6 KZHT-F	6 KBER-F	6 KSFI-F	6 KZHT-F
7	KJQN-F	7 KZHT-F	7	7	7	7	7	7	KISN-F	7 KLZX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KZHT-F	1 KKAT-F>	1 KKAT-F>	1 KKAT-F	1 KKAT-F>
2 KKAT-F	2 KISN-F	2 KISN-F	2 KISN-F	2 KSFI-F
3 KCPX-F	KCPX-F	3 KCPX-F	3 KCPX-F	3 KISN-F
4 KISN-F	4 KZHT-F	4 KSOP-AF>	4 KSOP-AF	4 KSOP-AF
5 KBER-F>	5	5 KLCY-F	KSFI-F	5 KCPX-F
6 KRSP-F	6	6 KJQN-F>	6 KZHT-F	6
KJQN-F	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBER-F	1 KBER-F	1 KRSP-F	1 KISN-F	1 KKAT-F
2 KJQN-F	2 KISN-F	2 KLZX-AF	2 KBER-F	2 KISN-F
3 KZHT-F	3 KRSP-F	KISN-F>	3 KLZX-AF	3 KRSP-F
KISN-F>	4 KLZX-AF	4 KKAT-F	KRSP-F	4 KLZX-AF<
5 KCPX-F	5 KJQN-F	KBER-F>	KKAT-F	5 KSFI-F
6 KLZX-AF	6 KZHT-F	6 KCPX-F	6 KJQN-F<	6 KSOP-AF
7	7	7 KSOP-AF	7 KZHT-F	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KANN	1120	Ogden	0.4/0.9
KCGL-F	105.7	Salt Lake City	0.4/0.9
KFAM	700	N Salt Lake Cit	0.5/2.0
KISN	570	Salt Lake City	0.7/4.4
KLO	1430	Ogden	0.3/2.0
KRPN-F	107.9	Roy/Salt Lake C	1.0/2.8
KRSP	1060	S Salt Lake	1.6/4.3
KSOS-F	106.9	Brigham	1.1/3.5
KSRR	1400	Provo	0.4/1.4

AM STATIONS

KALL,	910,	5 KW/1 KW (DA-N)	, AC	ABC I, MBS,	$ 30.00	(Eastman)	Hatch
KDYL,	1280,	5 KW/500 W (DA-N)	, NOSTALGIA	SMN,	$ 22.00	(CBS)	
KISN,	570,	5 KW (DA-1)	, ??	,	$ 26.00	(Mc-Guild)	
KRSP,	1060,	10 KW/1 KW (DA-N)	, OLDIES	ABC D,	$ 20.00	(Durpetti)	
KSL ,	1160,	50 KW	, MOR	CBS,	$ 90.00	(MMR)	Bonneville
KTKK,	630,	1 KW/500 W (DA-2)	, TALK	ABC T,	$ 23.00	(K & P)	
KUTR,	860,	50 KW/196 W	, RELIGION	NBC,	$ 20.00	(Christal)	Citadel

FM STATIONS

KBER,	106.3,	7 KW @ 2710,	AOR	,	$ 26.00	(Torbet)		
KCGL,	105.7,	14 KW @ 650,	RELIGION	,	$ 12.00	(---)	Mid America Gospel	
KCPX,	98.7,	27 KW @ 2930,	CHR	,	$ 60.00	(Katz)	John Price	
KDAB,	101.1,	25 KW @ 3740,	AOR	US 2,	$ 33.00	(HNWH)		(OGDEN)
KZOL,	96.1,	55 KW @ 2620,	OLDIES	TRNSTR,	$ 27.00	(HNWH)	Cook Inlet	(PROVO)
KISN,	97.1,	26 KW @ 3650,	CHR	,	$ 60.00	(Mc-Guild)		
KJQN,	95.5,	100 KW @ 680,	AOR	,	$ 27.00	(---)		(OGDEN)
KKAT,	101.9,	26 KW @ 3740,	COUNTRY	,	$ 74.00	(Banner)	Brown	(OGDEN)
KKWY,	97.9,	26 KW @ 3770,	AOR	TRNSTR,	$ 20.00	(CBS)		(OGDEN)
KLCY,	94.1,	24 KW @ 3030,	AC	ABC E,	$ 46.00	(Eastman)	Hatch	
KLVV,	99.5,	40 KW @ 2953,	AC	,	$ 21.00	(K & P)		(BOUNTIFUL)
KLZX,	93.3,	26 KW @ 3740,	CLASSIC AOR	,	$ 30.00	(Christal)	Citadel	
KMGR,	107.5,	49 KW @ 2850,	SOFT AC	,	$ 34.00	(HNWH)		(OREM)
KRPN,	107.9,	67 KW @ 2383,	OLDIES	,	$ N/A	(Christal)	Bonneville	(ROY)
KRSP,	103.5,	27 KW @ 3630,	AOR	ABC R,	$ 58.00	(Durpetti)		
KSFI,	100.3,	26 KW @ 3740,	BTFL/EZ	,	$ 65.00	(CBS)		
KSOP,	104.3,	25 KW @ 3650,	COUNTRY	,	$ 56.00	(MMR)		
KSOS,	106.9,	68 KW @ 2369,	??	,	$ 20.00	(Moore)		(BRIGHMAN)
KZHT,	94.9,	47 KW @ 2730,	CHR	,	$ 31.00	(Durpetti)		(PROVO)

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

SAN ANTONIO

Arbitron Rank/Pop (12+): 36/1,027,900

MSA Rank/Pop: 38/1,306,000
ADI # 44
Average Person Ratings: 17.7
Market TSL: 23.25 hours

Stations: 25/25
Diaries: 1286/799:1/51%
Sample Target: 1200
% Below Line: 0.0
% Not Listed: 6.6

1988 Revenue: $36,800,000
HH Inc.: $31,204
Retail $: 7.7 Bil
Pop per Station: 41,116
#1 Biller: WOAI $4,200,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KCYY-F (C)	164/ 9.0	8.4	9.5	10.3	5.8	9.3	204/2434	1940/18.9	20.2	13.1	111	9.7	200	1739	KCYY-F
2. KITY-F (CHR)	138/ 7.6	6.8	6.2	7.0	9.2	6.9	147/2225	1995/19.4	19.2	19.8	61	11.1	230	2466	KITY-F
3. KSMG-F (AC)	132/ 7.3	6.4	3.9	5.4	5.1	5.8	145/1964	1733/16.9	17.3	13.1	148	5.8	119	1676	KSMG-F
4. KTFM-F (B)	120/ 6.6	6.0	7.2	5.7	6.8	6.4	129/2314	2136/20.8	21.3	18.8	77	6.6	136	2402	KTFM-F
5. KISS-F (AOR)	100/ 5.5	5.1	5.0	4.7	5.6	5.1	117/1824	1531/14.9	16.0	14.3	71	6.8	141	2133	KISS-F
6. KAJA-F (C)	96/ 5.3	5.6	5.1	5.5	4.6	5.4	112/1543	1331/12.9	13.8	10.5	125	5.4	111	1415	KAJA-F
7. KKYX (C)	92/ 5.1	5.4	4.2	3.9	4.3	4.7	226/2294	1098/10.7	8.6	8.9	88	4.3	88	1036	KKYX
8. WOAI (N/T)	86/ 4.7	6.0	7.9	6.4	6.4	6.3	146/1997	1357/13.2	14.1	14.8	94	4.3	88	1281	WOAI
9. KMMX-F (AC)	81/ 4.5	5.1	4.4	3.4	3.8	4.3	84/1485	1355/13.2	13.9	9.8	140	4.5	93	1177	KMMX-F
10. KSAQ-F (CHR)	80/ 4.4	3.1	3.3	3.4	3.2	3.5	81/1537	1479/14.4	13.1	11.9	66	4.0	82	1389	KSAQ-F
11. KZEP-F (AOR)	77/ 4.2	3.1	3.5	4.5	3.3	3.8	89/1259	1155/11.2	10.4	9.2	155	4.8	100	1064	KZEP-F
12. KTSA (MOR)	76/ 4.2	3.4	2.5	3.5	2.0	3.4	98/1302	957/ 9.3	9.5	6.5	36				KTSA
KQXT-F (EZ)	76/ 4.2	4.7	6.3	7.6	4.8	5.7	91/1426	1161/11.3	13.1	11.5	107	2.5	52	1201	KQXT-F
14. KCOR (SP)	66/ 3.6	5.2	5.6	7.0	6.0	5.3	68/867	831/ 8.1	7.6	7.7	92	3.4	71	854	KCOR
15. KONO (AC)	60/ 3.3	3.1	3.3	2.9	4.1	3.2	69/980	836/ 8.1	8.6	10.8	139	3.4	70	793	KONO
16. KZVE-F (SP)	54/ 3.0	3.1	2.1	2.2	3.2	2.6	55/542	505/ 4.9	5.3	8.7	87	2.4	50	464	KZVE-F
17. KSJL (CHR)	37/ 2.0	1.2	1.6	0.8	0.7	1.4	42/589	484/ 4.7	3.4	1.8	25	2.7	56	566	KSJL
18. KEDA (SP)	35/ 1.9	2.8	2.2	2.0	2.7	2.2	35/471	450/ 4.4	3.7	6.1	68	1.9	39	447	KEDA
19. KFAN-F (AC)	31/ 1.7	0.8	1.3	1.1	1.8	1.2	31/669	566/ 5.5	5.1	4.3	129	1.4	29	364	KFAN-F
20. KSAH (SP)	24/ 1.3	1.0	----	1.0	1.1	0.8	25/273	268/ 2.6	2.2	2.4	123	0.7	14	319	KSAH

12+ FM SHARE (METRO): 67.63% (1149 of 1699) (SUM 88: 60.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KITY-F>	1 KISS-F	1 KSMG-F<	1 KSMG-F	1 KSMG-F	1 KKYX <	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KITY-F>	1 KSJL
2 KTFM-F>	2 KCYY-F<	2 KCYY-F>	2 KCYY-F>	2 KCYY-F>	2 KCYY-F	2 KTFM-F<	2 KSMG-F>	2 KSMG-F	2 KISS-F	2 KQXT-F
3 KSAQ-F>	3 KITY-F	3 KISS-F<	3 KZEP-F<	3 KAJA-F<	3 KTSA <	3 KSMG-F	3 KITY-F	3 KITY-F<	3 KTFM-F	3 KCYY-F
4	4 KSMG-F	4 KITY-F	4 KAJA-F<	4 KZEP-F<	4 WOAI	4 WOAI	4 KMMX-F<	4 KTFM-F	4 KCYY-F>	4 KSMG-F
5	5 KZEP-F	5 KMMX-F	5 KMMX-F	5 KMMX-F	5 KSMG-F	KKYX <	5 KAJA-F	5 KISS-F	5 KSAQ-F<	5 KISS-F<
6	6 KMMX-F	KAJA-F<	6 KTFM-F	6 KTFM-F	6 KQXT-F<	6 KITY-F	6 KTFM-F	KAJA-F	6 KQXT-F<	6 WOAI <
7	7	7 KZEP-F<	7 KITY-F	7	7	7	7 KQXT-F	7 KKYX <	7 KTSA	7
							KISS-F<			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KCYY-F	1 KSMG-F	1 KSMG-F	1 KSMG-F	1 KSMG-F>
2 KITY-F	2 KMMX-F	2 KMMX-F>	2 KCYY-F	2 KCYY-F
KISS-F	KCYY-F<	3 KITY-F	3 KAJA-F<	3 KAJA-F
4 KSAQ-F	4 KITY-F	4 KTFM-F	4 KMMX-F<	4 KMMX-F
5 KSMG-F	5 KTFM-F	5 KZEP-F	5 KTFM-F	5 KTFM-F
6 KTFM-F	KISS-F	KCYY-F>	6 KITY-F>	6 KITY-F<
KMMX-F	7 KSAQ-F	7	7	7 KQXT-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KISS-F>	1 KISS-F	1 KZEP-F>	1 KCYY-F	1 KCYY-F
2 KITY-F	2 KZEP-F	2 KISS-F<	2 KISS-F	2 KZEP-F<
3 KSJL >	3 KCYY-F<	3 KCYY-F	3 KSMG-F<	3 KSMG-F>
4 KSAQ-F	4 KITY-F>	4 KSMG-F	4 KZEP-F	4 WOAI
KCYY-F	5 KSMG-F	5 KMMX-F	5 KITY-F	5 KKYX
6 KTFM-F>	6 KSAQ-F	6 KITY-F	6 KMMX-F	6 KISS-F<
7	7 KSJL	7	7 KAJA-F	7 KMMX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCHL	1480	San Antonio	0.9/1.5
KGNB	1420	New Braunfels	0.4/1.4
KSLR	630	San Antonio	1.0/2.8
KWED	1580	Seguin	0.7/1.1
KXTN	1310	San Antonio	1.1/3.7

AM STATIONS

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KCHL, 1480, 2.5 KW (DAYS, DA)  , BLACK                            , $  20.00 (Mc-Guild)
KCOR, 1350,   5 KW (DA-N)      , HISPANIC                         , $  67.00 (Katz Hisp.)   Tichenor
KDRY, 1100,  11 KW/1 KW (DA-N) , RELIGION                         , $  12.00 (---)
KEDA, 1540,   5 KW/1 KW (DA-N) , HISPANIC                         , $  38.00 (Caballero)
KFHM, 1160,  10 KW/1 KW (DA-2) , HISPANIC                           $  19.00 (---)
KKYX,  680,  50 KW/10 KW (DA-N), COUNTRY                   ABC I, $  53.00 (Katz)         NewCity

KONO,  860,   5 KW/1 KW        , OLDIES                      NBC, $  36.00 (Christal)     Genesis/Booth
KRIA,  930,   5 KW/1 KW (DA-N) , OLDIES                         , $  26.00 (Lotus)        Adams
KRNS, 1250,   1 KW (DA-N)      , NEWS/TALK                      , $  35.00 (Torbet)       Lotus
KSAH,  720,  10 KW/1 KW (DA-2) , HISPANIC                       , $  22.00 (Caballero)
KSJL,  760,  50 KW/1 KW (DA-1) , AOR                         SMN, $   N/A  (Eastman)      Inner City
KSLR,  630,   5 KW (DA-2)      , RELIGION                       , $  19.00 (---)
KXTN, 1310,   5 KW (DA-N)      , MOR                            , $  29.00 (Banner)
KXTN, 1310,   5 KW/280 W (DA-1), HISPANIC                       , $  29.00 (Lotus)        TK
WOAI, 1200,  50 KW             , NEWS/TALK                   CBS, $  80.00 (Christal)     Clear Channel
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FM STATIONS

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KAJA,  97.3, 100 KW @  472, COUNTRY                             , $  65.00 (Christal)     Clear Channel
KCYY, 100.3,  98 KW @  570, COUNTRY                             , $  84.00 (Katz)         NewCity
KFAN, 101.1, 100 KW @  620, AC                                  , $   N/A  (Eastman)        (FREDERICKSBURG)
KISS,  99.5, 100 KW @ 1084, AOR                          SOURCE, $  70.00 (MMR)          Adams
KITY,  92.9, 100 KW @ 1016, CHR                                 , $  64.00 (Christal)     Genesis/Booth

KMMX, 106.7, 100 KW @ 1030, SOFT AC                             , $  58.00 (Mc-Guild)
KQXT, 101.9, 100 KW @  700, BTFL/EZ                             , $  59.00 (Group W)      Westinghouse
KSAQ,  96.1, 100 KW @  480, CHR                       NBC, US 1, $  45.00 (Eastman)      Inner City
KSMG, 105.3, 100 KW @ 1240, OLDIES                         US 1, $  60.00 (CBS)          Rusk
KTFM, 102.7, 100 KW @  670, CHR                                 , $  70.00 (Banner)
KZEP, 104.5, 100 KW @  660, CLASSIC AOR                      MBS, $  50.00 (Torbet)       Lotus
KZVE, 107.5, 100 KW @ 1514, HISPANIC                            , $  44.00 (Eastman)      TK
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MISCELLANEOUS COMMENTS: KRIA changed from HISPANIC to OLDIES in Sept.

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**************************************************** F O R M A T   C O D E S ****************************************************
*                                                                                                                                 *
*  CHR - Contemporart Hit Radio, Top 40, Contemporary                  T    - Talk                                                *
*  AC  - Adult Contemporary                                            N    - News                                                *
*  O   - Oldies (1955 to near 1988)                                    SP   - Hispanic/Spanish                                    *
*  B   - Black (audience predominantly Black - over 75%)               BB   - Big Band, Nostalgia                                 *
*  U   - Urban (majority of audience is non-white                      M    - Middle of Road (MOR), Full                          *
*             although a large segment is white)                              Service, Variety                                    *
*  EZ  - EZ listening, Beautiful Music                                 J/NA - Jazz and New Age                                    *
*  AOR - Album Oriented Rock, also includes Classic Rock               R    - Religion, Christian, Christian Music*
*  CL  - Classical                                                     G    - Gospel                                              *
*  C   - Country                                                       E    - Ethnic                                              *
*                                                                      ?    - Others or Unknown                                   *
*                                                                                                                                 *
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SAN DIEGO

Arbitron Rank/Pop (12+): 16/1,985,100
MSA Rank/Pop: 16/2,310,600
ADI # 24
Average Person Ratings: 16.8
Market TSL: 22.0 hours

Stations: 42/30
Diaries: 2014/986:1/50.2%
Sample Target: 1610
% Below Line: 6.1
% Not Listed: 7.6

1988 Revenue: $78,000,000
HH Inc.: $39,167
Retail $: 16.8 Bil
Pop per Station: 66,170
#1 Biller: KFMB $10,000,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKLQ-AF (CHR)	319/ 9.6	8.8	8.9	9.5	8.9	9.2		4888/24.6	22.3	20.8	74	15.1	522	5972	KKLQ-AF
2. KFMB (MOR)	275/ 8.3	6.7	4.4	5.3	7.1	6.2		3673/18.5	17.8	17.2	100	6.3	218	2884	KFMB
3. KSDO (N/T)	205/ 6.2	6.0	5.6	6.2	6.8	6.0		2652/13.4	12.9	14.0	65	6.1	212	2016	KSDO
4. KSON-AF (C)	203/ 6.1	7.0	6.1	7.1	6.7	6.6		2774/14.0	14.4	11.9	110	8.6	277	2196	KSON-AF
5. XTRA-F (AOR)	185/ 5.6	4.6	5.0	5.1	5.2	5.1		3043/15.3	14.3	15.5	63	6.9	240	3733	XTRA-F
6. KFMB-F (CHR)	181/ 5.4	5.7	5.2	6.3	6.3	5.7		3659/18.4	18.7	20.9	122	5.1	178	2949	KFMB-F
7. KJQY-F (EZ)	180/ 5.4	6.6	8.3	6.2	6.9	6.6		2368/11.9	13.3	12.6	87	3.3	113	1474	KJQY-F
8. KGB -F (AOR)	166/ 5.0	8.8	5.3	9.2	5.8	7.1		2855/14.4	16.0	7.3	122	8.2	284	3546	KGB -F
9. KCBQ-AF (AC)	126/ 3.8	3.0	3.5	2.9	4.1	3.3		2325/11.7	11.8	11.7	158	2.5	83	1627	KCBQ-AF
10. KYXY-F (AC)	120/ 3.6	3.6	5.2	3.6	5.4	4.0		2088/10.5	10.2	11.7	153	2.9	99	1354	KYXY-F
11. KIFM-F (J/NA)	118/ 3.5	3.1	3.2	2.9	4.7	3.2		1924/ 9.7	10.7	10.7	166	2.9	101	1659	KIFM-F
12. XHRM-F (B)	108/ 3.2	3.2	3.8	2.8	2.2	3.3		1592/ 8.0	8.5	7.2	81	6.0	208	2192	XHRM-F
13. KKYY-F (AC)	102/ 3.1	3.5	3.8	3.2	2.6	3.4		1720/ 8.7	9.3	8.5	123	1.7	60	1142	KKYY-F
14. KPOP (N/T)	101/ 3.0	2.5	3.7	4.3	2.8	3.4		1353/ 6.8	6.9	6.8	47	1.3	45	918	KPOP
KFSD-F (CL)	101/ 3.0	2.6	3.4	2.8	2.7	3.0		1548/ 7.8	6.9	7.1	80	1.7	58	1247	KFSD-F
16. KGMG-F (AOR)	75/ 2.3	1.8	2.0	2.0	2.3	2.0		1129/ 5.7	5.1	5.8	109	2.8	98	1264	KGMG-F
17. KSDO-F (AOR)	68/ 2.0	1.9	1.8	1.6	1.5	1.8		1291/ 6.5	6.9	6.3	135				KSDO-F
18. XHTZ-F (AOR)	63/ 1.9	1.1	1.3	1.5	1.1	1.5		1404/ 7.1	7.4	6.5	111	1.4	48	1068	XHTZ-F
19. XTRA (N/T)	37/ 1.1	0.8	0.9	1.0	1.0	0.9		969/ 4.9	4.5	5.2	73	0.4	15	664	XTRA
20. KNX (N/T)	35/ 1.1	1.6	1.6	1.4	1.7	1.4		1065/ 5.4	6.4	6.0	73	0.7	24	997	KNX

NOTE: San Diego's Metro & TSA are the same

12+ FM SHARE (METRO): 70.97% (2186 of 3080) (SUM 88: 73.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKLQ-AF>>	1 KKLQ-AF	1 KKLQ-AF>	1 KKLQ-AF	1 KFMB	1 KFMB	1 KKLQ-AF	1 KKLQ-AF	1 KKLQ-AF	1 KFMB >	1 KSDO >>
2 XTRA-F>	2 XTRA-F	2 KGB -F<	KFMB	2 KKLQ-AF	2 KSDO	2 KFMB <	2 KSDO <	2 KFMB >	2 KKLQ-AF>	2 KGB -F
3 KFMB-F	3 KGB -F	3 XTRA-F	3 KFMB-F<	3 KSON-AF<	3 KJQY-F	3 KSDO	3 KJQY-F	3 KSON-AF	3 XTRA-F	3 KJQY-F<
4 XHRM-F	4 KFMB-F	4 KFMB-F	4 KGB -F<	4 KFMB-F	4 KSON-AF>	4 KSON-AF	4 KSON-AF	4 KFMB-F<	4 KGB -F	4 KKLQ-F
5	5 KKYY-F	5 KFMB	5 KCBQ-AF	5 KGB -F<	5 KPOP	5 KFMB-F	5 XTRA-F<	5 KSDO <	5 XHRM-F	5 KFMB <
6	6 KIFM-F<	6 KCBQ-AF	6 KIFM-F<	6 KCBQ-AF<	6 KFSD-F	6 KJQY-F	6 KFMB-F<	6 XTRA-F<	6 KFMB-F	6 KIFM-F
7	7 XHRM-F	7 KSON-AF<	7 KSON-AF	7 KIFM-F	7 KYXY-F	7 XTRA-F<	7 KGB -F	7 KGB -F	7 KSDO	7 KNX
8	8 KSON-AF	8 KIFM-F	8 KYXY-F	8 KYXY-F	8 KCBQ-AF	8 KGB -F	8 KYXY-F	8 KJQY-F	8	8
							KFMB			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKLQ-AF>	1 KKLQ-AF	1 KFMB-F>	1 KKLQ-AF	1 KFMB-F
2 XTRA-F	2 KFMB-F>	2 KKLQ-AF	2 KFMB-F>	2 KKLQ-AF
3 XHRM-F	3 XTRA-F	3 KIFM-F	3 KIFM-F	3 KSON-AF
4 KFMB-F	4 KKYY-F	4 KSON-AF	4 KSON-AF<	4 KFMB
5 KKYY-F	KIFM-F<	KKYY-F	5 XHRM-F	5 KIFM-F
KGB -F>	6 XHRM-F<	6 KGB -F	KFMB <	6 KYXY-F
7 XHKY-F	7 KGB -F	7 KYXY-F	7 KGB -F	7 KJQY-F<
8 KIFM-F	8 KSON-AF	8	8 KYXY-F	8 KCBQ-AF

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKLQ-AF	1 XTRA-F<	1 KGB -F>	1 KKLQ-AF	1 KFMB
2 XTRA-F>	2 KKLQ-AF	2 XTRA-F	2 XTRA-F<	2 KGB -F
3 KGB -F	3 KGB -F>	3 KKLQ-AF	3 KGB -F	3 KCBQ-AF
4 KGMG-F>	4 KKYY-F	4 KKYY-F	4 KCBQ-AF	4 KSON-AF<
5 KCBQ-AF	KGMG-F	KIFM-F	KFMB >	5 KKLQ-AF
6 XHRM-F	6 KCBQ-AF<	6 KSON-AF	6 KGMG-F<	6 KYXY-F
KKYY-F	7 KFMB-F	7 KCBQ-AF	7 KSON-AF	KIFM-F<
8 KFMB-F	8 KSON-AF	KFMB-F	8 KKYY-F	8 XTRA-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGMG	1320	OCEANSIDE	0.6/1.4
KKOS-F	95.9	CARLSBAD	0.5/1.8
KOWA	1450	Escondido/SD	0.4/1.1
KOWF-F	92.1	ESCONDIDO/SNDGO	0.4/1.4
KPRZ	1210	SAN MARCOS/SD	0.5/2.3
KVSD	1000	VISTA	0.5/1.9
XHKY-F	95.7	TIJUANA/SD	0.8/1.3
XLTN-F	104.5	TIJUANA	0.6/2.2
KABC	790	LOS ANGELES	0.5/1.1
KBRT	740	Avalon	0.4/1.1
KFI	640	LOS ANGELES	0.8/3.3
KLOS-F	95.5	LOS ANGELE	0.3/1.7
KPWR-F	105.9	LOS ANGELES	0.4/2.4
KQLZ-F	100.3	Los Angeles	0.4/1.7
KRTH-F	101.1	Los Angeles	0.5/2.0
KWVE-F	107.0	San Clemente	0.5/1.8
XEAZ	1270	San Ysidro	0.4/0.6
XEMO	860	TIJUANA	0.6/1.7
XEXX	1420	Tijuana	0.3/0.9

AM STATIONS

KCBQ	1170	50 KW/1.5 KW (DA-2)	OLDIES		$ N/A	(Republic)	Adams
KFMB	760	5 KW (DA-N)	MOR	CBS	$ 170.00	(Mc-Guild)	Midwest TV
KKLQ	600	5 KW (DA-1)	CHR	APR, MBS	$ N/A	(Christal)	Edens
KPOP	1360	5 KW/ 1 KW	NOSTALGIA	NBC	$ 43.00	(Katz)	Brown
KSDO	1130	10 KW (DA-2)	NEWS/TALK	ABC I	$ 128.00	(Durpetti)	Gannett
KSON	1240	1 KW	COUNTRY	MBS	$ N/A	(Banner)	Jeff-Pilot
KVSD	1000	2.5 KW/500 W (DA-2)	TALK	ABC D	$ 28.00	(---)	
XTRA	690	50 KW (DS-2)	NEWS	ABC E	$ 40.00	(MMR)	Noble

FM STATIONS

KCBQ	105.3	29 KW @ 620	OLDIES		$ 75.00	(Republic)	Adams
KFMB	100.7	30 KW @ 620	CONTEMP/AC		$ 128.00	(Mc-Guild)	Midwest TV
KFSD	94.1	100 KW @ 641	CLASSICAL		$ 71.00	(HNWH)	Lotus
KGB	101.5	50 KW @ 470	AOR		$ 153.00	(Katz)	Brown
KGMG	102.1	10 KW @ 980	CLASSIC AOR	SOURCE	$ 44.00	(Banner)	
KIFM	98.1	28 KW @ 640	JAZZ/NAC		$ 79.00	(CBS)	
KJQY	103.7	36 KW @ 650	EZ		$ 90.00	(Group W)	Westinghouse
KKLQ	106.5	50 KW @ 442	CHR		$ 128.00	(Christal)	Edens
KKOS	95.9	3 KW @ 305	AC		$ 40.00	(---)	
KKYY	94.9	22 KW @ 710	AC		$ 70.00	(Torbet)	Sandusky
KSON	97.3	50 KW @ 442	COUNTRY		$ 99.00	(Banner)	Jeff-Pilot
KSDO	102.9	32 KW @ 590	CLASSIC AOR	SMN	$ 60.00	(Durpetti)	Gannett
KYXY	96.5	41 KW @ 540	AC		$ 70.00	(HNWH)	
XHRM	92.5	50 KW @ 600	BLACK	ABC F	$ 49.00	(K & P)	
XHTZ	90.3	100 KW @ 1000	AOR		$ 40.00	(---)	
XLTN	104.5	60 KW @ 1200	HISPANIC		$ 35.00	(Katz Hisp.)	
XTRA	91.1	100 KW @ 1000	AOR		$ 92.00	(MMR)	Noble

MISCELLANEOUS COMMENTS: KSDQ changed from JAZZ/NAC to CLASSIC AOR IN Sept.

FORMAT CODES

CHR	Contemporart Hit Radio, Top 40, Contemporary
AC	Adult Contemporary
O	Oldies (1955 to near 1988)
B	Black (audience predominantly Black - over 75%)
U	Urban (majority of audience is non-white although a large segment is white)
EZ	EZ listening, Beautiful Music
AOR	Album Oriented Rock, also includes Classic Rock
CL	Classical
C	Country

T	Talk
N	News
SP	Hispanic/Spanish
BB	Big Band, Nostalgia
M	Middle of Road (MOR), Full Service, Variety
J/NA	Jazz and New Age
R	Religion, Christian, Christian Music
G	Gospel
E	Ethnic
?	Others or Unknown

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/4,954,500

MSA Rank/Pop: 28/1,626,100
ADI # 5
Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 48/46
Diaries: 3518/1408:1/46.8%
Sample Target: 2650
% Below Line: 0.8
% Not Listed: 12.4

1988 Revenue: $168,200,000
HH Inc.: $41,900
Retail $: 38.0 Bil
Pop per Station: 107,706
#1 Biller: KGO $19,500,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGO	(N/T)	640/ 7.6	7.0	8.3	8.3	7.1	7.8	743/10249	8647/17.5	17.1	16.3	82	7.2	624	6949	KGO
2. KCBS	(N/T)	448/ 5.3	4.6	4.6	5.0	4.7	4.9	537/9718	8037/16.2	15.2	14.2	68	4.4	381	5122	KCBS
3. KNBR	(MOR)	425/ 5.0	3.5	2.6	2.2	4.3	3.3	562/9849	7288/14.7	12.0	13.1	110	4.2	366	6109	KNBR
4. KMEL-F	(CHR)	403/ 4.8	5.6	5.0	5.6	5.8	5.3	437/7669	6813/13.8	15.4	14.7	60	7.2	626	8948	KMEL-F
5. KOIT-AF	(AC)	343/ 4.0	4.9	3.8	4.2	3.4	4.2	346/6279	6115/12.3	13.3	8.7	132	2.4	183	3472	KOIT-A
6. KABL-AF	(EZ)	309/ 3.6	4.5	5.0	4.7	5.6	4.4	320/5250	4927/ 9.9	9.9	10.7	58	2.4	169	2302	KABL-A
7. KIOI-F	(AC)	304/ 3.6	3.9	3.6	3.9	4.0	3.8	313/6112	5866/11.8	11.2	12.1	122	3.0	264	4894	KIOI-F
8. KFRC	(BB)	261/ 3.1	3.5	3.7	3.4	3.4	3.4	332/5099	4137/ 8.3	9.3	8.6	48	2.1	178	2972	KFRC
9. KSOL-F	(B)	256/ 3.0	2.7	2.7	2.8	3.3	2.8	258/4741	4617/ 9.3	8.9	9.5	77	3.8	328	4731	KSOL-F
10. KSFO	(O)	244/ 2.9	2.4	1.7	2.1	3.1	2.3	253/5398	5023/10.1	9.5	10.1	103	2.1	186	3550	KSFO
KRQR-F	(AOR)	244/ 2.9	3.0	2.8	2.9	2.6	2.9	265/4817	4337/ 8.8	8.6	7.6	117	4.1	356	3843	KRQR-F
12. KKSF-F	(J/NA)	241/ 2.8	2.3	3.0	2.7	2.2	2.7	242/3519	3459/ 7.0	7.2	5.4	161	2.7	231	2322	KKSF-F
13. KXXX-F	(CHR)	232/ 2.7	2.8	2.8	2.2	2.7	2.6	236/5474	5204/10.5	10.2	9.9	59	3.7	322	4181	KXXX-F
KSAN-F	(C)	232/ 2.7	3.4	3.2	2.2	2.3	2.9	240/3854	3567/ 7.2	8.7	6.6	133	3.3	282	3170	KSAN-F
15. KDFC-AF	(CL)	201/ 2.3	2.3	2.8	2.9	1.9	2.6	207/3994	3774/ 7.6	7.3	6.3	78	1.2	102	1464	KDFC-A
16. KITS-F	(AOR)	191/ 2.3	2.7	2.6	3.0	2.4	2.7	192/3306	3222/ 6.5	7.2	6.1	91	3.3	284	2961	KITS-F
17. KKHI-AF	(CL)	180/ 2.1	2.0	2.3	3.0	1.7	2.3	182/3153	3037/ 6.1	5.6	5.5	90	1.6	101	1920	KKHI-A
18. KBAY-F	(EZ)	176/ 2.1	2.0	2.2	2.0	1.7	2.1	225/2948	2404/ 4.9	4.8	4.2	76	1.0	87	1043	KBAY-F
19. KFOG-F	(AOR)	175/ 2.1	2.0	2.0	1.8	2.1	2.0	185/3742	3539/ 7.1	7.2	6.5	138	2.6	227	3352	KFOG-F
20. KBLX-F	(J/NA)	157/ 1.9	2.3	2.3	2.8	2.4	2.3	159/3311	3176/ 6.4	6.4	6.5	142	2.8	240	2616	KBLX-F
21. KHQT-F	(CHR)	140/ 1.7	1.2	1.7	1.2	1.4	1.5	140/2047	2008/ 4.1	4.2	3.3	47	2.2	191	2338	KHQT-F
22. KOME-F	(AOR)	137/ 1.6	2.0	1.4	1.6	1.7	1.6	145/2673	2372/ 4.8	5.2	5.2	138	2.4	208	2193	KOME-F
23. KYA -F	(O)	124/ 1.5	1.7	1.7	1.6	1.3	1.6	127/2809	2618/ 5.3	5.9	4.8	133	1.7	148	2573	KYA -F
24. KARA-F	(AC)	116/ 1.4	1.3	1.1	1.0	1.1	1.2	125/1915	1788/ 3.6	3.9	3.3	143	1.1	92	1119	KARA-F
25. KJAZ-F	(J/NA)	111/ 1.3	0.7	1.1	0.8	1.0	1.0	113/1551	1498/ 3.0	2.3	3.4	162	1.1	94	1102	KJAZ-F
26. KSJO-F	(AOR)	95/ 1.1	1.1	1.4	1.6	1.6	1.3	104/2636	2320/ 4.7	4.2	4.6	100	1.8	154	2341	KSJO-F
27. KBRG-F	(SP)	91/ 1.1	0.8	1.0	0.8	1.1	0.9	92/889	864/ 1.7	1.8	2.2	55	0.8	69	939	KBRG-F
28. KNEW	(C)	89/ 1.1	1.4	1.3	1.1	1.6	1.2	53/1737	1634/ 3.3	4.0	4.1	91	1.1	97	1463	KNEW
29.																
30.																

12+ FM SHARE (METRO): 62.51% (4630 of 7407) (SUM 88: 61.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMEL-F>>	1 KMEL-F	1 KOIT-AF<	1 KGO	1 KGO	1 KGO >	1 KGO	1 KGO >	1 KGO	1 KNBR >	1 KGO >>
2 KXXX-F>	2 KRQR-F<	2 KGO <	2 KOIT-AF	2 KNBR <	2 KCBS	2 KCBS >>	2 KOIT-AF	2 KNBR	2 KGO <	2 KCBS >>
3 KHQT-F<	3 KIOI-F	3 KIOI-F	3 KNBR	3 KOIT-AF	3 KNBR	3 KNBR	3 KMEL-F<	3 KMEL-F	3 KMEL-F	3 KNBR >
4 KSOL-F>>	4 KITS-F	4 KMEL-F	4 KKSF-F	4 KKSF-F<	4 KABL-AF	KMEL-F	4 KABL-AF	4 KOIT-AF	4 KSFO	4 KSOL-F
5	5 KOIT-AF	5 KNBR <	KIOI-F	5 KIOI-F	5 KFRC	5 KOIT-AF	KCBS	5 KIOI-F	5 KSOL-F	KABL
6	6 KSOL-F<	6 KRQR-F	6 KRQR-F	6 KSAN-F	6 KOIT-AF	6 KIOI-F	6 KIOI-F	6 KCBS <	6 KCBS	6 KBLX-F
7	7 KFOG-F<	7 KKSF-F	7 KSAN-F	KCBS	7 KSFO <	7 KABL-AF	7 KKSF-F	7 KABL-AF<	7 KOIT-AF<	7 KMEL-F<
8	8 KXXX-F	8 KSOL-F	8 KMEL-F	8 KRQR-F	8 KDFC-AF	8 KRQR-F	8	8 KKSF-F	8 KXXX-F	8 KOIT-F>
9	9	KSAN-F	KFOG-F	9	KKSF-F	KFRC	9	9	9	9
10	10	KITS-F	KCBS	10	10	10	10	10	10	10
		KFOG-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMEL-F>	1 KMEL-F<	1 KIOI-F>	1 KIOI-F	1 KOIT-AF<
2 KITS-F	2 KIOI-F>	2 KOIT-AF	2 KOIT-AF	2 KGO <
3 KSOL-F	3 KOIT-AF<	3 KMEL-F	3 KMEL-F>	3 KIOI-F>
4 KIOI-F	4 KRQR-F	4 KRQR-F	4 KGO	4 KKSF-F
5 KXXX-F	KITS-F	5 KKSF-F	5 KSOL-F<	5 KNBR <
6 KRQR-F	6 KSOL-F	6 KGO	6 KRQR-F<	6 KCBS <
7 KOIT-AF	7 KXXX-F>	7 KFOG-F	7 KKSF-F<	7 KBLX-F
KBRG-F>	8	KBLX-F	8 KITS-F	8 KMEL-F
9	9	9	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMEL-F	1 KRQR-F	1 KRQR-F	1 KNBR	1 KNBR
2 KXXX-F	2 KMEL-F	2 KMEL-F	2 KGO	2 KGO >
3 KRQR-F	3 KFOG-F	3 KOIT-AF	3 KRQR-F	3 KSAN-F<
KFOG-F	4 KOME-F	KFOG-F<	4 KFOG-F	4 KKSF-F
5 KSJO-F<	5 KITS-F	5 KOME-F<	5 KSAN-F	5 KOIT-AF
6 KHQT-F	6 KOIT-AF	6 KITS-F	KKSF-F	6 KRQR-F
7 KSOL-F	7 KIOI-F	7 KGO	7 KOIT-AF	7 KFOG-F
8	8	8 KIOI-F	KOME-F	KCBS
9	9	9	9	9
10	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KATD-F	95.3	Los Gatos	0.3/1.8
KDIA	1310	Oakland/SF	1.0/3.0
KEAR-F	106.9	San Francisco	0.5/1.3
KEEN	1370	San Jose	0.8/1.8
KEZR-F	106.5	San Jose	1.0/3.5
KFAX	1100	San Francisco	0.5/1.8
KIQI	1010	San Francisco	0.8/1.5
KLIV	1590	San Jose	0.3/1.2
KLOK	1170	San Jose/SF	0.5/2.0
KOFY	1050	San Mateo/SF	0.8/3.2
KOFY-F	98.9	San Francisco	0.7/2.7
KRPQ-F	104.9	Rohnert Park	0.5/0.6
KWSS-F	94.5	Gilroy	1.0/4.2
KZST-F	100.1	Santa Rosa	0.5/1.1
KRAK	1140	Sacramento	0.3/1.0
KSFM-F	102.5	Woodland	0.4/1.6

RADIO STATIONS

KABL,	960,	5 KW (DA-1)	, BTFL/EZ	,	$ N/A	(Christal)	Shamrock
KCBS,	740,	50 KW (DA-2)	, NEWS/TALK	CBS,	$ 225.00	(CBS)	CBS
KDIA,	1310,	5 KW (DA-1)	, BLACK	,	$ 50.00	(---)	Ragan Henry
KEST,	1450,	1 KW	, ETHNIC/VARIOUS		40.00	(---)	Douglas
KFAX,	1100,	50 KW (DA-1)	, RELIGION	,	$ 45.00	(---)	Salem
KFRC,	610,	5 KW	, NOSTALGIA	US 1 MBS,	$ 60.00	(Republic)	RKO
KGO ,	810,	50 KW	, NEWS/TALK	ABC I,	$ 340.00	(Banner)	Cap Cities/ABC
KIQI,	1010,	10 KW/500W (DA-1)	, HISPANIC	,	$ 57.00	(Caballers)	
KNBR,	680,	50 KW	, MOR	NBC,	$ 190.00	(Eastman)	Susquehanna
KNEW,	910,	5 KW (DA-N)	, COUNTRY	,	$ 70.00	(Katz)	Malrite
KOFY,	1050,	50 KW/1KW (DA-2)	, OLDIES	,	$ 55.00	(K & P)	
KSFO,	560,	5 KW (DA-N)	, OLDIES	US 2,	$ 100.00	(MMR)	King

FM STATIONS

KABL,	98.1,	100 KW @	940,	BTFL/EZ	,	$ 160.00	(Christal)	Shamrock
KBLX,	102.9,	7 KW @	1285,	JAZZ/URBAN	,	$ 145.00	(HNWH)	Inner City
KBRG,	104.9,	3 KW @	300,	HISPANIC	,	$ 55.00	(Lotus)	
KDFC,	102.1,	33 KW @	1000,	CLASSICAL	,	$ 75.00	(CMBS)	
KFOG,	104.5,	8 KW @	1370,	AOR	SOURCE,	$ 125.00	(Eastman)	Susquehanna
KIOI,	101.3,	125 KW @	1160,	AC	,	$ 140.00	(Durpetti)	Fairmont
KITS,	105.3,	15 KW @	1200,	AOR/CHR	ABC F,	$ 100.00	(Republic)	Entercom
KJAZ,	92.7,	2 KW @	550,	JAZZ	,	$ 80.00	(Roslin)	
KKHI,	95.7,	9 KW @	1473,	CLASSICAL	,	$ 80.00	(HNWH)	Buckley
KKSF,	130.7,	8 KW @	1470,	JAZZ/NAC	,	$ 140.00	(Banner)	Brown
KMEL,	106.1,	69 KW @	1240,	CHR	,	$ 180.00	(Christal)	Century
KOFY,	98.9,	6 KW @	1350,	AC	,	$ 70.00	(K & P)	
KOIT,	96.5,	33 KW @	1410,	SOFT AC	,	$ 137.00	(Torbet)	Bonneville
KRQR,	97.3,	82 KW @	1100,	AOR	CBS,	$ 135.00	(CBS)	CBS
KSAN,	94.9,	35 KW @	1290,	COUNTRY	,	$ 170.00	(Katz)	Malrite
KYA ,	93.3,	31 KW @	593,	OLDIES	US 2,	$ 90.00	(MMR)	King
KSOL,	107.7,	9 KW @	1590,	BLACK	APR,	$ 135.00	(MMR)	TA/Shaw
KXXX,	99.7,	45 KW @	1240,	CHR	,	$ 140.00	(Mc-Guild)	Emmis

F O R M A T C O D E S

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

SAN JOSE

Arbitron Rank/Pop (12+): 29/1,198,600

MSA Rank/Pop: 30/1,437,800
San Francisco ADI
Average Person Ratings: 16.4
Market TSL: 21.75 hours

Stations: 45/16
Diaries: 1423/842:1/45.2%
Sample Target: 1400
% Below Line: 47.9
% Not Listed: 56.7

1988 Revenue: $28,800,000
HH Inc.: $46,360
Retail $: 11.5 Bil
Pop per Station: 74,912
#1 Biller: KOME-F $4,600,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KBAY-F (EZ)	123/ 6.3	6.6	6.9	6.2	4.5	6.5	207/2550	1560/13.0	14.2	11.5	86	3.7	78	689	KBAY-F
2. KHQT-F (CHR)	121/ 6.2	4.1	6.3	4.4	5.6	5.3	140/1994	1715/14.3	14.1	11.6	48	7.9	167	1832	KHQT-F
3. KARA-F (AC)	102/ 5.2	5.2	3.7	3.5	3.8	4.4	121/1835	1461/12.2	13.3	11.4	142	4.0	86	984	KARA-F
4. KOME-F (AOR)	95/ 4.8	5.0	4.2	4.3	4.1	4.6	139/2413	1378/11.5	13.2	13.0	123	6.9	146	1584	KOME-F
5. KWSS-F (CHR)	82/ 4.2	4.4	3.8	3.6	2.7	4.0	135/2914	1617/13.5	13.2	13.1	86	4.3	91	1382	KWSS-F
6. KEZR-F (AC)	73/ 3.7	4.4	2.8	3.6	3.4	3.6	85/1747	1312/10.9	11.4	10.1	149	2.8	59	570	KEZR-F
7. KSJO-F (AOR)	67/ 3.4	3.9	3.5	4.7	5.3	3.9	98/2361	1378/11.5	12.3	13.0	85	5.8	123	1799	KSJO-F
8. KEEN (C)	46/ 2.3	3.4	2.4	1.7	2.7	2.5	66/875	644/ 5.4	5.5	5.3	65	2.4	52	557	KEEN
9. KDFC-AF (CL)	40/ 2.0	1.4	1.4	2.0	1.9	1.7	95/2061	815/ 6.8	5.1	5.6	110	0.5	11	351	KDFC-A
10. KLIV (BB)	26/ 1.3	2.3	1.7	2.5	1.7	2.0	28/521	372/ 3.1	5.8	5.0	15	1.1	24	488	KLIV
11. KATD-F (C)	25/ 1.3	1.3	2.2	1.3	2.3	1.5	36/1038	718/ 6.0	6.7	10.8	92	1.6	33	715	KATD-F
12. KLOK (SP)	23/ 1.2	1.1	1.1	1.2	1.0	1.2	34/808	366/ 3.1	2.9	4.6	50	0.9	19	231	KLOK
13. KLRS-F (J/NA)	12/ 0.6	0.9	1.1	1.1	1.2	0.9	43/1017	506/ 4.2	3.1	3.0	167	0.7	14	234	KLRS-F
14. KNTA (SP)	8/ 0.4	0.8	1.1	0.6	0.8	0.7	8/262	222/ 1.9	2.0	1.7	100	0.3	7	178	KNTA
KAZA (SP)	8/ 0.4	0.8	1.1	0.7	0.7	0.8	15/291	173/ 1.4	1.7	1.4	150	1.0	22	244	KAZA

12+ FM SHARE (METRO): NA (SUM 88: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F>>	1 KOME-F	1 KOME-F<	1 KARA-F	1 KARA-F	1 KBAY-F>	1 KARA-F<	1 KARA-F	1 KHQT-F	1 KHQT-F>	1 KBAY-F<
2 KWSS-F>>	2 KHQT-F	2 KARA-F	2 KOME-F	2 KOME-F	2 KARA-F>	2 KBAY-F	2 KBAY-F	2 KOME-F	2 KBAY-F	2 KWSS-F
3 KATD-F	3 KSJO-F	3 KEZR-F<	3 KEZR-F>	3 KEZR-F<	3 KEEN	3 KOME-F<	3 KOME-F	KBAY-F	3 KWSS-F	3 KHQT-F>
4 KSJO-F>	4 KWSS-F	4 KSJO-F<	4 KBAY-F<	4 KBAY-F>	4 KEZR-F	4 KWSS-F	KHQT-F	4 KARA-F	4 KARA-F	4 KEZR-F
5 KOME-F	5 KEZR-F	5 KHQT-F	5 KWSS-F	5 KWSS-F	5 KDFC-AF	5 KHQT-F<	5 KEZR-F	5 KWSS-F<	5 KOME-F	KEEN
KBAY-F>>	KARA-F>>	6 KWSS-F	6 KHQT-F<	6 KHQT-F<	6 KLIV	6 KEZR-F>	6 KWSS-F	6 KSJO-F	6 KDFC-AF	6 KOME-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KHQT-F>	1 KHQT-F	1 KEZR-F	1 KARA-F	1 KARA-F
2 KOME-F	2 KEZR-F	2 KARA-F	2 KEZR-F>	2 KEZR-F
3 KARA-F	KARA-F	3 KWSS-F	3 KHQT-F	3 KBAY-F>
4 KSJO-F	4 KOME-F	4 KOME-F	4 KWSS-F<	4 KWSS-F>
5 KEZR-F	5 KWSS-F>	5 KHQT-F>	5 KBAY-F	5 KHQT-F
6 KWSS-F	6 KBAY-F	6 KBAY-F>	6 KOME-F>	6 KOME-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSJO-F>	1 KOME-F	1 KOME-F>>	1 KOME-F>	1 KOME-F>
2 KOME-F	2 KSJO-F>	2 KHQT-F	2 KSJO-F>	2 KARA-F>
3 KHQT-F	3 KHQT-F	3 KWSS-F	3 KARA-F	3 KSJO-F
4 KWSS-F>>	4 KWSS-F>	KSJO-F	4 KHQT-F	4 KBAY-F
5 KARA-F	5 KEZR-F	KEZR-F>	5 KWSS-F	5 KEZR-F
6 KEEN	KARA-F	6 KARA-F	6 KEZR-F	6 KWSS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KAZA, 1290,	5 KW (DAYS,DA)	, HISPANIC	CRC,	$ 36.00 (Caballero)	
KEEN, 1370,	5 KW (DA-2)	, COUNTRY	UPI,	$ 45.00 (MMR)	
KLIV, 1590,	5 KW (DA-N)	, NOSTALGIA	,	$ 40.00 (Eastman)	Empire
KLOK, 1170,	5 KW (DA-2)	, HISPANIC	IND,	$ 40.00 (Katz Hisp.)	
KNTA, 1430,	1 KW (DA-1)	, HISPANIC	,	$ 37.00 (Lotus)	
KARA-F, 105.7,	50 KW @ 500,	AC	,	$ 80.00 (Eastman)	Empire
KATD-F, 95.3,	.4 KW @ 860,	COUNTRY	,	$ 47.00 (Durpetti)	
KBAY-F, 100.3,	15 KW @ 2580,	BTFL/EZ	,	$ 85.00 (MMR)	Crown
KEZR-F, 106.5,	50 KW @ 430,	AC	,	$ 62.00 (Christal)	
KHQT-F, 97.7,	1.7 KW @ 875,	CHR	,	$ 50.00 (HNWH)	Anaheim
KOME-F, 98.5,	13 KW @ 880,	AOR	,	$100.00 (Torbet)	Infinity
KSJO-F, 92.3,	50 KW @ 464,	AOR	ABC R,	$ 82.00 (Katz)	Narragansett
KWSS-F, 94.5,	1 KW @ 2580,	CHR	,	$ 93.00 (Mc-Guild)	Nationwide

KLRS - See Monterey-Santa Cruz KATD-F changed formats from CHR to COUNTRY in Sept.

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 14/2,131,400
ADI #14
MSA Rank/Pop: Seattle - 26/1,801,000
Tacoma - 91/549,400
Average Person Ratings: 15.8
Market TSL: 21.0 hours

Stations: 30/30
Diaries: 1771/1203:1/49.6%
Sample Target: 1780
% Below Line: 0.0
% Not Listed: 10.2

1988 Revenue: $73,500,000
HH Inc.: $35,634
Retail $: 17.6 Bil
Pop per Station: 71,046
#1 Biller: KIRO $18,200,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KIRO (N/T)	328/ 9.7	9.6	10.0	11.0	10.6	10.1	374/5850	5154/24.2	25.3	24.3	85	7.5	302	5323	KIRO
2. KUBE-F (CHR)	292/ 8.7	7.0	6.9	8.1	9.1	7.7	305/4800	4419/20.7	19.6	21.6	75	8.9	358	4526	KUBE-F
3. KMPS-AF (C)	251/ 7.4	5.0	5.7	5.5	6.0	5.9	264/3116	2691/12.6	10.2	11.5	107	5.0	181	2025	KMPS-A
4. KPLZ-F (CHR)	242/ 7.2	7.0	8.6	5.8	6.3	7.2	297/4754	3893/18.3	19.6	15.5	64	10.7	432	4155	KPLZ-F
5. KISW-F (AOR)	201/ 6.0	4.7	4.2	4.1	5.7	4.8	203/3065	2825/13.3	11.5	12.2	93	7.6	306	2702	KISW-F
6. KXRX-F (AOR)	155/ 4.6	4.1	3.8	4.3	3.7	4.2	175/2519	2206/10.4	9.8	9.8	117	6.8	272	2185	KXRX-F
7. KIXI (BB)	154/ 4.6	2.8	3.1	4.2	4.6	3.7	179/2135	1785/ 8.4	6.5	8.5	46	2.8	111	1219	KIXI
8. KOMO (MOR)	150/ 4.5	6.0	5.5	5.5	4.7	5.4	163/3258	2816/13.2	16.0	13.0	93	5.1	206	3174	KOMO
9. KBRD-F (EZ)	149/ 4.4	4.7	4.6	4.2	4.2	4.5	177/2299	1883/ 8.8	9.6	7.3	64	2.5	100	839	KBRD-F
10. KRPM-AF (C)	123/ 3.7	2.8	3.0	2.6	3.4	3.0	177/1849	1364/ 6.4	6.8	6.6	141	3.1	126	761	KRPM-A
11. KLSY-AF (AC)	107/ 3.1	3.8	3.1	2.2	2.1	3.0	113/1999	1946/ 9.1	9.6	7.0	113	2.1	81	1456	KLSY-A
12. KBSG-AF (O)	99/ 3.0	3.6	3.7	3.3	3.9	3.4	145/2661	2079/ 9.8	9.2	10.4	150	2.4	96	1311	KBSG-A
13. KING-F (CL)	97/ 2.9	3.7	3.6	3.6	3.9	3.5	102/1872	1799/ 8.4	8.9	8.7	97	3.5	142	2308	KING-F
14. KLTX-F (AC)	94/ 2.8	3.3	2.6	2.7	1.9	2.8	105/1964	1786/ 8.4	7.3	6.5	129	1.9	77	1086	KLTX-F
15. KING (T)	80/ 2.4	2.8	2.7	3.0	2.2	2.7	~~84/1622~~	~~1529/~~ 7.2	8.3	5.5	100	2.4	95	1524	KING
16. KSEA-F (AC)	77/ 2.3	2.2	2.9	3.1	3.4	2.6	97/1554	1263/ 5.9	6.0	7.8	100	0.9	36	571	KSEA-F
17. KZOK-F (AOR)	69/ 2.0	2.3	2.2	2.4	2.5	2.2	121/2026	1789/ 8.4	8.6	7.4	150	3.9	157	2137	KZOK-F
18. KMGI-F (AC)	67/ 2.0	2.7	2.8	2.6	3.3	2.5	9/1590	12917/ 6.1	5.9	8.3	135	1.7	70	888	KMGI-F
19. KNUA-F (J/NA)	62/ 1.8	2.5	2.2	2.7	2.7	2.3	78/1112	1012/ 4.7	5.1	6.0	150	2.2	90	955	KNUA-F
20. KVI (O)	52/ 1.5	1.6	2.0	2.0	1.9	1.8	54/1289	1188/ 5.6	6.0	7.0	153	1.5	61	1006	KVI
21. KEZX-F (J/NA)	50/ 1.5	1.3	1.9	1.2	1.1	1.5	61/1072	909/ 4.3	4.1	3.4	160	0.9	36	443	KEZX-F
22. KCMS-F (REL)	46/ 1.4	1.6	2.1	1.6	1.1	1.7	53/1103	927/ 4.3	4.6	3.8	114	2.2	88	1062	KCMS-F
23. KJR (AC)	36/ 1.1	2.0	1.7	1.6	1.4	1.6	42/979	819/ 3.8	7.9	4.0	136	1.2	47	639	KJR
24.															
25.															

12+ FM SHARE (METRO): 70.07% (2121 of 3027) (SUM 88: 67.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPLZ-F	1 KUBE-F	1 KUBE-F	1 KIRO	1 KIRO <	1 KIRO >	1 KIRO >	1 KUBE-F	1 KUBE-F	1 KIRO >	1 KIRO >>
2 KUBE-F	2 KISW-F	2 KISW-F	2 KUBE-F<	2 KMPS-AF	2 KMPS-AF	2 KUBE-F	2 KMPS-AF	2 KIRO	2 KUBE-F	2 KIXI
3	3 KXRX-F<	3 KPLZ-F	3 KMPS-AF<	3 KUBE-F	3 KIXI	3 KMPS-AF	3 KPLZ-F	3 KPLZ-F	3 KPLZ-F	3 KMPS-F
4	4 KPLZ-F>	4 KXRX-F	4 KISW-F<	4 KISW-F<	4 KOMO	4 KPLZ-F	4 KISW-F	4 KMPS-AF	4 KISW-F	4 KUBE-F
5	5 KLSY-AF<	5 KMPS-AF	5 KXRX-F	5 KXRX-F<	5 KBRD-F	5 KOMO	5 KIRO	5 KISW-F<	5 KLSY-AF	5 KXRX-F
6	6 KMPS-AF	6 KIRO	6 KPLZ-F	6 KRPM-AF	6 KRPM-AF	6 KISW-F	6 KBRD-F	6 KXRX-F>	6 KIXI	6 KISW-F
7	7 KZOK-F	7 KLSY-AF	7 KBSG-AF	7 KPLZ-F<	7 KING-F	7 KXRX-F	7 KIXI	7 KOMO	7 KBRD-F	7 KBRD-F
8	8	8 KBSG-AF	8	8 KBSG-AF	8 KBSG-AF	8	8 KXRX-F	8	8 KING-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KUBE-F	1 KUBE-F	1 KUBE-F>	1 KUBE-F	1 KUBE-F	1 KUBE-F	1 KISW-F	1 KISW-F	1 KISW-F	1 KIRO
2 KPLZ-F>	2 KPLZ-F	2 KPLZ-F	2 KPLZ-F	2 KRPM-AF	2 KISW-F>	2 KUBE-F	2 KXRX-F	2 KUBE-F	2 KMPS-AF
3 KLSY-AF	3 KLSY-AF<	3 KXRX-F	3 KLSY-AF	3 KMPS-AF<	3 KPLZ-F	3 KXRX-F	3 KUBE-F>	3 KXRX-F	3 KISW-F
4 KISW-F	4 KXRX-F	4 KLSY-AF	4 KLTX-F	4 KIRO	4 KXRX-F>	4 KPLZ-F>	4 KZOK-F<	4 KMPS-AF<	4 KXRX-F
5 KXRX-F	5 KISW-F	5 KISW-F<	5 KMPS-AF	5 KPLZ-F	5 KMPS-AF>>	5 KMPS-AF	5 KIRO	KIRO	5 KUBE-F
6 KLTX-F	6 KLTX-F	6 KLTX-F	6 KXRX-F	6 KLTX-F	6 KSEA-F	6 KZOK-F	6 KMPS-AF	6 KPLZ-F	6 KOMO
7 KBRD-F>	7 KBRD-F	7 KRPM-AF	KBRD-F<	7 KBSG-AF<	7 KLSY-AF>	7 KIRO	7 KPLZ-F	7	7 KBSG-AF
8	8	KSEA-F	8	8	8	8	8 KRPM-AF	8	8
9	9	KMGI-F	9	9		9	9	9	9

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCIS	630	Edmonds	0.5/1.8
KGNW	820	Burien/Seattle	0.4/1.9
KKFX	1250	Seattle	0.5/1.4

AM STATIONS

KBLE	1050	10 KW/453 W	RELIGION		$ 27.00	(---)	
KCIS	630	5 KW/2.5KW(DA-2)	RELIGION	UPI	$ 40.00	(---)	
KING	1090	50 KW (DA-2)	TALK	NBC	$ 60.00	(MMR)	King
KIRO	710	50 KW (DA-N)	NEWS/TALK	CBS	$ 287.00	(Torbet)	Bonneville
KIXI	880	50 KW/10 KW(DA-2)	NOSTALGIA		$ 53.00	(Republic)	Noble
KJR	950	5 KW (DA-1)	AC		$ 55.00	(HNWH)	Ackerly
KOMO	1000	50 KW (DA-N)	MOR	ABC I	$ 160.00	(Katz)	
KVI	570	5 KW	OLDIES		$ 50.00	(Durpetti)	Golden West

FM STATIONS

KBRD	103.7	100 KW @ 1670	BTFL/EZ		$ 76.00	(CBS)	Entercom
KBSG	97.3	19 KW @ 700	OLDIES		$ 90.00	(Torbet)	Viacom
KCMS	105.3	115 KW @ 710	RELIGION	UPI	$ 47.00	(---)	
KEZX	98.9	100 KW @ 1095	JAZZ/AOR	ABC E	$ 60.00	(Republic)	Park
KING	98.1	100 KW @ 700	CLASSICAL		$ 72.00	(MMR)	King
KISW	99.9	100 KW @ 1134	AOR		$ 110.00	(Mc-Guild)	Nationwide
KLSY	92.5	100 KW @ 1085	AC	APR	$ 87.00	(Banner)	Sandusky
KLTX	95.7	100 KW @ 1166	SOFT AC		$ 64.00	(HNWH)	Ackerly
KMGI	107.7	100 KW @ 1175	AC		$ 66.00	(Republic)	Noble
KMPS	94.1	98 KW @ 1140	COUNTRY	APR	$ 125.00	(Mc-Guild)	EZ
KNUA	106.9	100 KW @ 810	JAZZ/NAC	ABC R	$ 60.00	(Durpetti)	Gannett
KPLZ	101.5	100 KW @ 1185	CHR		$ 85.00	(Durpetti)	Golden West
KRPM	106.1	100 KW @ 690	COUNTRY		$ 66.00	(Christal)	Heritage
KSEA	100.7	100 KW @ 720	SOFT AC		$ 71.00	(Torbet)	Bonneville
KUBE	93.3	100 KW @ 1273	CHR		$ 150.00	(MMR)	Cook Inlet
KXRX	96.5	81 KW @ 1205	CLASSIC AOR		$ 100.00	(Katz)	Shamrock
KZOK	102.5	100 KW @ 1157	AOR		$ 74.00	(Banner)	

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 71/502,500

MSA Rank/Pop: 86/588,100
ADI # 96
Average Person Ratings: 17.3
Market TSL: 23.00 hours

Stations: 26/13
Diaries: 834/603:1/46%
Sample Target: 890
% Below Line: 34.1
% Not Listed: 12.1

1988 Revenue: $11,800,000
HH Inc.: $33,206
Retail $: 4.7 Bil
Pop per Station: 38,653
#1 Biller: WHYN-AF $3,800,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAQY-F (AOR)	93/10.7	9.8	8.6	8.2	7.2	9.3	101/1331	1214/24.2	24.5	20.9	121	13.6	126	1272	WAQY-F
2. WTIC-F (CHR)	91/10.5	7.6	9.1	7.9	9.2	8.8	96/1184	1154/23.0	22.5	22.7	88	11.1	103	1262	WTIC-F
3. WHYN-F (AC)	84/ 9.7	11.5	8.2	10.3	9.5	9.9	97/1334	1182/23.5	24.2	23.7	133	10.1	93	1147	WHYN-F
4. WMAS-F (AC)	69/ 8.0	9.2	7.3	10.2	9.1	8.7	72/938	912/18.1	18.3	11.4	146	7.4	68	874	WMAS-F
5. WHYN (MOR)	68/ 7.8	8.3	5.3	5.5	5.6	6.7	68/939	926/18.4	19.4	14.3	101	6.6	61	747	WHYN
6. WRCH-F (EZ)	53/ 6.1	7.2	10.1	8.7	8.9	8.0	53/687	657/13.1	16.3	14.9	52	4.5	42	606	WRCH-F
7. WMAS (BB)	35/ 4.0	5.3	5.9	4.7	6.3	5.0	35/547	547/10.9	11.0	10.2	30	3.1	29	413	WMAS
8. WCCC-F (AOR)	27/ 3.1	2.2	2.9	2.5	1.3	2.7	28/542	486/ 9.7	10.8	7.8	129	2.9	27	545	WCCC-F
9. WWYZ-F (C)	26/ 3.0	3.5	2.6	2.2	0.4	2.8	30/398	342/ 6.8	8.4	1.1	123	3.2	30	429	WWYZ-F
10. WHMP-F (CHR)	25/ 2.9	2.4	3.2	3.2	2.1	2.9	36/700	585/11.6	8.9	8.6	41	3.4	31	519	WHMP-F

12+ FM SHARE (METRO): 72.31% (551 of 762) (SUM 88: 72.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WAQY-F	1 WAQY-F	1 WAQY-F<	1 WHYN-F	1 WHYN	1 WAQY-F<	1 WAQY-F	1 WAQY-F	1 WTIC-F >	1 WTIC-F>
2 WAQY-F>	2 WTIC-F	2 WHYN-F	2 WHYN-F	WAQY-F	2 WRCH-F	2 WHYN-F	2 WHYN-F	2 WHYN-F<	2 WHYN	2 WMAS
3 WKSS-F	3 WHYN-F>	3 WTIC-F	3 WMAS-F	3 WMAS-F	3 WMAS-F	3 WHYN <	3 WTIC-F	3 WTIC-F	3 WAQY-F	WAQY-F
WHMP-F>	4 WCCC-F	4 WMAS-F>	4 WTIC-F	4 WTIC-F	4 WMAS	4 WTIC-F	4 WMAS-F>	4 WMAS-F	4 WHYN-F	4 WARE
5	5 WMAS-F	5	5	5 WHYN >	5 WHYN-F>	5 WMAS-F	5 WHYN <	5 WRCH-F	5 WMAS-F	5 WHYN
6	6	6	6	6	6	6	6 WRCH-F	6 WHYN	6 WHMP-F	6 WSRS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F>>	1 WTIC-F	1 WHYN-F	1 WTIC-F	1 WMAS-F	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>	1 WAQY-F>
2 WHYN-F	2 WHYN-F	2 WAQY-F<	2 WMAS-F	2 WHYN-F	2 WCCC-F	2 WCCC-F	2 WHYN-F	2 WHYN-F>	2 WHYN-F
3 WAQY-F	3 WAQY-F	3 WTIC-F	3 WHYN-F	3 WTIC-F	3 WTIC-F	3 WHYN-F	3 WCCC-F	3 WTIC-F	3 WHYN >
4 WHMP-F>>	4 WMAS-F>	4 WMAS-F>>	4 WAQY-F>>	4 WAQY-F	WHYN-F	4 WTIC-F>	4 WTIC-F	WCCC-F	4 WTIC-F
5 WKSS-F	5 WHMP-F	5 WWYZ-F	5 WHYN	5 WHYN	5 WAAF-F>	5 WHYN >	5 WHYN	5 WHYN	WMAS-F
WMAS-F>>	6 WKSS-F	WDRC-F	WHMP-F>	6 WWYZ-F	6	6	6	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACE	730	Chicopee	0.6/3.4
WARE	1250	Ware	1.4/3.9
WHMP	1400	Northampton	1.7/5.0
WIXY	1600	East Longmeadow	0.6/2.6
WNNZ	640	Westfield	1.8/5.8
WREB	930	Holyoke	2.4/3.8
WSPR	1270	Springfield	2.1/5.3
WAAF-F	107.3	Worcester	1.3/5.8
WDRC-F	102.9	Hartford	2.0/7.6
WHCN-F	105.9	Hartford	0.6/5.1
WIOF-F	104.1	Waterbury	1.4/2.2
WKSS-F	95.7	Hartford	1.7/8.5
WLVH-F	93.7	Hartford	0.8/1.1
WRSI-F	95.3	Greenfield	0.6/1.5
WSRS-F	96.1	Worcester	1.3/4.3
WTIC	1080	Hartford	1.8/5.6

RADIO STATIONS

WHMP, 1400, 1 KW , MOR	NBC, $ 18.00 (K & P)	
WHYN, 560, 5 KW/1 KW (DA-2) , MOR/AC	ABC I, $ 35.00 (Mc-Guild)	Wilkes-Schwartz
WMAS, 1450, 1 KW , NOSTALGIA	MBS, $ 28.00 (Banner)	Lappin
WNNZ, 640, 50 KW/1 KW (DA-2) , OLDIES	US 2, $ 25.00 (---)	
WREB, 930, 500 W (DAYS) ,	, $ 13.00 (---)	
WSPR, 1270, 5 KW/1 KW (DA-2) , TALK	SUN, $ 20.00 (Roslin)	
WAQY-F, 102.1, 27 KW @ 650, AOR	ABC F, $ 55.00 (Katz)	Sunshine
WHMP-F, 99.3, 3 KW @ 300, CHR	, $ 25.00 (K & P)	
WHYN-F, 93.1, 9 KW @ 1000, AC	, $ 64.00 (Mc-Guild)	Wilkes-Schwartz
WMAS-F, 94.1, 50 KW @ 360, AC	, $ 56.00 (Banner)	Lappin

OTHER RANKED STATIONS -- See Hartford

SYRACUSE

Arbitron Rank/Pop (12+): 64/540,300

MSA Rank/Pop: 74/652,400
ADI # 68
Average Person Ratings: 15.7
Market TSL: 20.75 hours

Stations: 22/17
Diaries: 916/590:1/52.8%
Sample Target: 920
% Below Line: 5.3
% Not Listed: 17.8

1988 Revenue: $15,800,000
HH Inc.: $36,884
Retail $: 4.3 Bil
Pop per Station: 31,782
#1 Biller: WYYY-F $5,000,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYYY-F	(AC)	133/15.7	11.8	14.7	13.8	17.2	14.0	168/2411	1780/32.9	31.4	31.6	139	12.7	122	1655	WYYY-F
2. WSYR	(MOR)	85/10.0	10.8	10.0	14.2	11.6	11.3	95/1357	1139/21.1	23.4	23.6	62	10.4	100	1224	WSYR
WNTQ-F	(CHR)	85/10.0	13.9	15.3	12.6	10.6	12.9	106/1960	1543/28.6	30.7	23.7	85	15.4	148	1683	WNTQ-F
4. WKFM-F	(AOR)	62/ 7.3	7.4	5.9	6.0	6.7	6.7	100/1507	1053/19.5	18.7	13.9	126	9.0	87	1307	WKFM-F
WAQX-F	(AOR)	62/ 7.3	7.8	6.2	8.0	5.3	7.3	79/1278	1097/20.3	18.7	15.8	75	11.1	107	1365	WAQX-F
6. WRHP-F	(EZ)	56/ 6.6	6.5	7.7	6.6	5.6	6.8	77/935	698/12.9	11.7	9.9	67	3.7	36	426	WRHP-F
7. WSEN-AF	(AC)	49/ 5.8	5.8	4.9	4.8	7.2	5.3	65/1027	846/15.7	16.5	13.8	145	4.9	40	441	WSEN-AF
8. WHEN	(MOR)	28/ 3.3	4.2	3.2	4.6	4.1	3.8	31/819	729/13.5	15.2	14.2	139	2.3	22	438	WHEN
9. WFBL	(BB)	24/ 2.8	0.7	----	----	----	0.9	27/345	289/ 5.3	2.7	0.0	43	1.7	16	208	WFBL
10. WEZG-F	(EZ)	23/ 2.7	2.7	4.6	4.2	4.8	3.5	23/431	415/ 7.7	9.1	9.4	119	1.0	10	140	WEZG-F

12+ FM SHARE (METRO): 76.65% (535 of 698) (SUM 88: 74.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F>>	1 WYYY-F>>	1 WYYY-F>>	1 WYYY-F>>	1 WYYY-F>>	1 WSYR >	1 WYYY-F	1 WYYY-F>	1 WYYY-F>	1 WNTQ-F	1 WYYY-F
2 WAQX-F>	2 WAQX-F<	2 WNTQ-F	2 WKFM-F	2 WKFM-F	2 WRHP-F	2 WSYR >	2 WNTQ-F	2 WNTQ-F	2 WYYY-F<	2 WSYR >>
3 WYYY-F	3 WKFM-F	WKFM-F	3 WNTQ-F	3 WNTQ-F<	3 WYYY-F>	3 WNTQ-F	3 WAQX-F<	3 WAQX-F	3 WSYR	3 WAQX-F>
4 WSEN-AF	4 WNTQ-F>	4 WAQX-F	4 WSEN-AF>	4 WSEN-AF>	4 WSEN-AF>	4 WKFM-F	4 WSYR	4 WKFM-F<	4 WAQX-F	4 WKFM-F
5	5	5 WSEN-AF	5 WAQX-F	5 WSYR	5 WFBL	5 WHEN-F	5 WRHP-F	5 WSYR	5 WKFM-F	5 WSEN-F
6	6	6	6	6	6	6	6 WKFM-F	6 WRHP-F	6 WSEN-AF	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYYY-F	1 WYYY-F>>	1 WYYY-F>>	1 WYYY-F>>	1 WYYY-F>>	1 WAQX-F>	1 WYYY-F	1 WYYY-F	1 WYYY-F>	1 WYYY-F>
2 WNTQ-F	2 WNTQ-F>	2 WNTQ-F>>	2 WNTQ-F>	2 WNTQ-F	2 WYYY-F	2 WKFM-F	2 WKFM-F>	2 WKFM-F	2 WKFM-F<
3 WAQX-F>	3 WAQX-F	3 WKFM-F	3 WSEN-AF	3 WSEN-AF>	3 WKFM-F	3 WAQX-F>>	3 WAQX-F>>	3 WAQX-F>	3 WSYR
4 WKFM-F>	4 WKFM-F	WAQX-F	4 WKFM-F	4 WHEN	4 WNTQ-F>>	4 WNTQ-F	4 WFRG-AF	4 WNTQ-F	4 WSEN-AF<
5 WSEN-AF>>	5	5 WSEN-AF>>	WAQX-F	5 WKFM-F	5 WOUR-F	5	WSYR	5	5 WAQX-F
6 WNYZ-F	6	6 WFRG-AF	6	6 –	6	6	WNTQ-F	6	6
7	7	WMHR-F	7	7	7	7	WHEN	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMHR-F	102.9	Syracuse	1.6/3.9
WNDR	1260	Syracuse	1.5/5.1
WVOA-F	105.1	DeRuyter/Syrcus	0.4/2.4
WXRA	1220	North Syracuse	0.6/2.2
WFRG	1450	Rome/Utica	
WFRG-F	96.1	Rome/Utica	1.5/2.9
WNYZ-F	98.7	Utica/Rome	0.4/1.6
WOUR-F	96.9	Utica	0.9/3.7
WPCX-F	106.9	Auburn	2.1/5.4
WRCK-F	107.3	Utica	0.4/3.0

RADIO STATIONS

WFBL, 1390, 5 KW (DA-N) , NOSTALGIA	CNN, $ 17.00 (Christal)	Wilkes-Schwartz
WHEN, 620, 5 KW/1 KW (DA-N) , MOR/AC	ABC E, $ 34.00 (Banner)	Park
WNDR, 1260, 5 KW (DA-N) , COUNTRY	CBS, $ 18.00 (Mc-Guild)	Osborn
WSYR, 570, 5 KW (DA-2) , MOR	NBC, $ 77.00 (Katz)	NewCity
WAQX-F, 95.7, 25 KW @ 300, AOR	ABC R, $ 46.00 (MMR)	Atlantic Ventures
WEZG-F, 100.9, 3 KW @ 165, BTFL/EZ	, $ 28.00 (Durpetti)	---
WKFM-F, 104.7, 50 KW @ 500, AOR	SOURCE, $ 34.00 (Christal)	Wilkes-Schwartz
WMHR-F, 102.9, 20 KW @ 780, RELIGION	, $ 10.00 (---)	
WNTQ-F, 93.1, 97 KW @ 660, CHR	, $ 50.00 (Mc-Guild)	Osborn
WRHP-F, 107.9, 50 KW @ 500, BTFL/EZ	ABC D, $ 38.00 (Banner)	Park
WSEN-F, 92.1, 25 KW @ 300, OLDIES	, $ 32.00 (HNWH)	Buckley
WYYY-F, 94.5, 100 KW @ 650, AC	, $ 106.00 (Katz)	NewCity
WPCX-F, 106.9, 45 KW @ 530, COUNTRY	SMN, $ 18.00 (Market)	Scott (AUBURN)

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,756,466
MSA Rank/Pop: 21/2,004,900
ADI # 17
Average Person Ratings: 17.5
Market TSL: 23.50 hours

Stations: 27/23
Diaries: 1486/1425:1/50.8%
Sample Target: 1530
% Below Line: 10.4
% Not Listed: 12.3

1988 Revenue: $57,800,000
HH Inc.: $29,007
Retail $: 14.6 Bil
Pop per Station: 76,368
#1 Biller: WRBQ-F $18,500,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRBQ-F	(CHR)	429/13.9	14.6	14.9	14.5	16.1	14.5	472/6519	5422/30.9	31.8	32.1	102	15.9	499	5184	WRBQ-F
2. WWRM-F	(AC)	305/ 9.9	7.5	6.3	9.4	5.9	8.3	371/4318	3464/19.7	20.2	15.4	121	8.5	265	2456	WWRM-F
3. WQYK-F	(C)	231/ 7.5	7.8	6.1	7.6	6.5	7.3	248/2780	2442/13.9	14.4	11.9	129	9.8	307	2542	WQYK-F
4. WYNF-F	(AOR)	228/ 7.4	6.8	7.5	6.9	7.4	7.2	340/3490	2277/13.0	13.7	14.1	101	9.3	293	3722	WYNF-F
5. WDUV-F	(EZ)	190/ 6.2	6.7	6.8	6.4	5.8	6.5	392/3397	1984/11.3	11.2	10.0	21	3.7	115	915	WDUV-F
6. WFLA	(N/T)	154/ 5.0	4.2	6.3	4.7	4.7	5.1	177/2194	1891/10.8	9.8	10.3	84	3.9	121	1117	WFLA
7. WUSA-F	(AC)	153/ 5.0	5.9	5.6	4.8	5.7	5.3	155/2327	2153/12.3	14.3	12.8	172	4.5	141	1610	WUSA-F
8. WNLT-F	(AC)	135/ 4.4	5.7	4.3	4.1	5.9	4.6	150/2481	2145/12.2	14.0	12.8	148	6.6	207	2985	WNLT-F
9. WGUL-AF	(BB)	116/ 3.8	3.7	5.5	3.3	3.7	4.1	116/1347	1307/ 5.1	7.4	7.1	11	3.6	102	485	WGUL-AF
10. WHVE-F	(J/NA)	86/ 2.8	3.0	3.1	1.4	1.6	2.6	120/1611	1097/ 6.2	7.4	4.9	161	3.1	97	1292	WHVE-F
11. WFLZ-F	(CHR)	80/ 2.6	3.5	2.7	4.3	2.9	3.3	212/2890	1355/ 7.7	9.5	8.8	177	3.8	120	1508	WFLZ-F
12. WDAE	(BB)	79/ 2.6	3.9	3.0	2.7	3.7	3.0	90/1154	1007/ 5.7	5.7	6.1	31	2.3	73	786	WDAE
13. WTMP	(B)	78/ 2.5	1.6	2.4	2.1	2.3	2.2	87/1053	924/ 5.3	4.4	4.5	100	3.9	123	801	WTMP
14. WSUN	(C)	67/ 2.2	2.6	1.9	2.7	2.4	2.3	81/1455	1127/ 6.4	6.4	6.0	27	1.5	46	730	WSUN
15. WKRL-F	(AOR)	60/ 1.9	3.2	3.1	3.7	3.8	3.0	73/1456	1232/ 7.0	8.9	10.2	184	4.1	127	1452	WKRL-F
16. WLVU-F	(?)	47/ 1.5	1.2	0.8	1.2	1.0	1.2	50/590	552/ 2.5	2.8	2.9	20	0.3	8	162	WLVU-F
17. WLFF	(BB)	45/ 1.5	0.9	1.2	1.4	1.6	1.3	48/509	445/ 2.5	1.8	2.3	7				WLFF
18. WXCR-F	(O)	43/ 1.4	1.7	2.3	1.6	1.0	1.8	45/748	674/ 3.8	4.0	3.1	71	1.1	34	488	WXCR-F
19. WHBO	(AC)	33/ 1.1	0.4	0.9	0.7	1.4	0.8	44/384	303/ 1.7	1.7	2.7	118	0.5	16	249	WHBO
20. WHLY-F	(CHR)	30/ 1.0	0.5	0.4	0.3	0.8	0.6	54/955	508/ 2.9	2.0	1.8	80	0.7	23	1051	WHLY-F
WTKN	(N/T)	30/ 1.0	1.1	0.9	0.9	1.8	1.0	38/817	690/ 3.9	4.0	4.1	40	0.4	12	259	WTKN
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 77.82% (2102 of 2701) (SUM 88: 76.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRBQ-F>>	1 WRBQ-F	1 WRBQ-F>	1 WRBQ-F>	1 WRBQ-F	1 WWRM-F	1 WRBQ-F>	1 WWRM-F	1 WRBQ-F	1 WRBQ-F>	1 WXCR-F
2 WTMP	2 WYNF-F>>	2 WYNF-F>	2 WWRM-F	2 WWRM-F	2 WDUV-F	2 WWRM-F	WRBQ-F>	2 WWRM-F	2 WWRM-F	2 WRBQ-F>>
3 WYNF-F>	3 WNLT-F>	3 WWRM-F	3 WUSA-F	3 WQYK-F	3 WQYK-F>	3 WYNF-F	3 WYNF-F	3 WQYK-F	3 WYNF-F<	3 WSUN >>
4 WHLY-F>	4 WWRM-F	4 WUSA-F	4 WYNF-F	4 WUSA-F	4 WFLA <	4 WQYK-F	WQYK-F<	4 WYNF-F	4 WQYK-F<	4 WQYK-F<
5 WWRM-F	5 WKRL-F	WNLT-F	5 WQYK-F	5 WYNF-F	5 WRBQ-F	5 WFLA	5 WDUV-F	5 WDUV-F<	5 WSUN >	5 WDUV-F
6 WRXB	6 WUSA-F	6 WQYK-F>	6 WNLT-F>	6 WNLT-F>	6 WGUL-AF	6 WDUV-F	6 WUSA-F	6 WUSA-F	6 WNLT-F<	6 WFLA
WNLT-F	WQYK-F	7 WFLZ-F	7 WHVE-F	7 WFLZ-F<	7 WUSA-F	7 WUSA-F	7 WFLA	7 WNLT-F	7 WFLA	7 WWRM-F>>
8 WUSA-F>	8 WHVE-F	8 WHVE-F	WFLZ-F	8 WHVE-F	8 WDAE	8 WNLT-F	8 WGUL-AF<	8 WFLA >	8 WDUV-F	8 WTKN
9 WKTK-F	9 WFLZ-F	9 WFLA	9 WFLA	9 WFLA	9 WSUN >	9 WGUL-AF<	9 WNLT-F>	9 WGUL-AF	9 WHVE-F	9 WYNF-F
WKRL-F	10 WTMP	10 WKRL-F	10 WKRL-F	10 WKRL-F	10 WHVE-F	10 WDAE	10 WFLZ-F	10 WFLZ-F	10 WXCR-F	10 WUSA-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WRBQ-F>>	1 WRBQ-F>>	1 WRBQ-F>	1 WRBQ-F>>	1 WRBQ-F
2 WYNF-F	2 WNLT-F	2 WNLT-F>	2 WNLT-F<	2 WWRM-F>
3 WNLT-F>>	3 WYNF-F>	3 WYNF-F	3 WWRM-F	3 WUSA-F
4 WFLZ-F	4 WWRM-F	4 WUSA-F	4 WYNF-F	4 WQYK-F
5 WWRM-F	5 WUSA-F<	WKRL-F	5 WUSA-F	WNLT-F>
WTMP >	6 WTMP	6 WWRM-F	6 WQYK-F	6 WYNF-F
7 WQYK-F	WKRL-F	7 WHVE-F>	7 WFLZ-F	7 WFLZ-F<
WLVU-F>	WFLZ-F	8 WTMP	8 WTMP	8 WHVE-F
9 WUSA-F>	9 WHVE-F	WQYK-F	9 WHVE-F	9 WTMP
10 WHVE-F	10 WQYK-F	10 WFLZ-F	10 WKRL-F	10 WKRL-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYNF-F>>	1 WYNF-F>	1 WYNF-F>	1 WYNF-F	1 WRBQ-F<
2 WRBQ-F>>	2 WRBQ-F>>	2 WRBQ-F>	2 WRBQ-F>	2 WQYK-F<
3 WNLT-F>	3 WWRM-F	3 WWRM-F	3 WWRM-F	3 WWRM-F
4 WFLA >>	WQYK-F<	4 WQYK-F	4 WUSA-F<	4 WYNF-F
5 WUSA-F	5 WKRL-F	5 WKRL-F	5 WQYK-F>	5 WUSA-F>
WKRL-F	6 WUSA-F<	6 WUSA-F	6 WFLA <	6 WFLA
7 WHLY-F	7 WNLT-F	7 WHVE-F>	7 WNLT-F	7 WHVE-F
WQYK-F>	8 WFLA	8 WNLT-F	8 WHVE-F	WFLZ-F
9 WHVE-F	9 WHVE-F>	WFLA	9 WFLZ-F	9 WNLT-F
WHBO	10 WFLZ-F	10 WFLZ-F	10 WKRL-F	10 WKRL-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WQBN	1300	Temple Terrace	0.6/0.8
WQYK	1010	Seffner/Tampa	0.7/1.7
WRBQ	1380	St Petersburg	0.5/2.1
WRXB	1590	St Pete Bch/Tam	0.4/1.7
WKTK-F	98.5	Crystal Rvr.	0.5/1.3

AM STATIONS

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WDAE, 1250,  5 KW (DA-N)         , NOSTALGIA             ABC I, $  54.00 (Mc-Guild)       Gannett
WFLA,  970,  5 KW (DA-2)         , NEWS/TALK               NBC, $  68.00 (Eastman)        Jacor
WHBO, 1040,  5 KW (DAYS)         , OLDIES                     , $  38.00 (MMR)            Metroplex
WLFF,  680,  1 KW (DAYS)         , NOSTALGIA                  , $  27.00 (---)            Century
WQYK, 1010, 50 KW/5 KW (DA-2)    , BASICALLY A SIMULCAST WITH WQYK-F
WRBQ, 1380,  5 KW (DA-N)         , SIMULCAST WITH WRBQ-F

WRXB, 1590,  5 KW/1 KW (DA-2)    , BLACK           NBC, ABC C, $  26.00 (---)
WSUN,  620, 10 KW (DA-N)         , COUNTRY          CBS, MBS, $  71.00 (CBS)            CBS
WTKN,  570,  5 KW/10 KW (DA-2)   , TALK/NEWS        MBS, CBS, $  48.00 (HNWH)           Susquehanna
WTMP, 1150,  5 KW/2.5 KW (DA-2), BLACK                  SBN, $  34.00 (HNWH)
WGUL,  860,  2 KW/1.6 KW (DA-2), SIMULCAST WITH WGUL-F
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FM STATIONS

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WFLZ,  93.3,  99 KW @ 1350, CHR                           , $  60.00 (Eastman)        Jacor
WGUL, 105.5,   3 KW @  300, NOSTALGIA                  MBS, $  44.00 (Roslin)         Marcocci
WKRL,  97.9, 100 KW @  649, CLASSIC AOR             SOURCE, $  79.00 (Banner)         Sandusky
WLVU, 106.3,   3 KW @  300,   ??                          , $  35.00 (---)
WNLT,  95.7, 100 KW @  650, AC                            , $  84.00 (MMR)            Metroplex
KQYK,  99.5, 100 KW @  550, COUNTRY                       , $ 136.00 (Katz)           Infinity

WRBQ, 104.7, 100 KW @  555, CHR                      ABC F, $ 325.00 (Christal)       Edens
WUSA, 100.7, 100 KW @  630, AC                            , $ 108.00 (Mc-Guild)       Gannett
WWRM, 107.3, 100 KW @  649, SOFT AC                       , $  80.00 (Durpetti)       Cox
WXCR,  92.5,  50 KW @  500, OLDIES                     UPI, $  48.00 (CMBS)           Entercom
WYNF,  94.9, 100 KW @ 1360, AOR                     RADRAD, $  98.00 (CBS)            CBS

WHVE, 102.5, 100 KW @  570, JAZZ/NAC                      , $  58.00 (HNWH)           Susquehanna (SARASOTA)
WDUV, 103.3, 100 KW @  649, BTFL/EZ                    MBS, $  60.00 (Christal)                   (BRADENTON)
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MISCELLANEOUS COMMENTS: WXCR-F changed formats from CLASSICAL to OLDIES in Oct.
WFLZ-F changed formats from OLDIES to CHR in Sept.

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*************************************************** F O R M A T   C O D E S ***********************************************
*                                                                                                                         *
*  CHR - Contemporart Hit Radio, Top 40, Contemporary                      T     - Talk                                   *
*  AC  - Adult Contemporary                                                N     - News                                   *
*  O   - Oldies (1955 to near 1988)                                        SP    - Hispanic/Spanish                       *
*  B   - Black (audience predominantly Black - over 75%)                   BB    - Big Band, Nostalgia                    *
*  U   - Urban (majority of audience is non-white                          M     - Middle of Road (MOR), Full             *
*            although a large segment is white)                                    Service, Variety                       *
*  EZ  - EZ listening, Beautiful Music                                     J/NA  - Jazz and New Age                       *
*  AOR - Album Oriented Rock, also includes Classic Rock                   R     - Religion, Christian, Christian Music*
*  CL  - Classical                                                         G     - Gospel                                 *
*  C   - Country                                                           E     - Ethnic                                 *
*                                                                          ?     - Others or Unknown                      *
*                                                                                                                         *
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TOLEDO

Arbitron Rank/Pop (12+): 72/502,400
MSA Rank/Pop: 81/612,500
ADI # 63
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 24/15
Diaries: 1115/451:1/52.8%
Sample Target: 1010
% Below Line: 13.8
% Not Listed: 11.6

1988 Revenue: $153,000,000
HH Inc.: $32,816
Retail $: 5.1 Bil
Pop per Station: 33,493
#1 Biller: WMHE-F $3,600,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRQN-F	(CHR)	97/11.6	11.3	11.8	9.0	7.2	10.9	124/1888	1382/27.5	24.9	19.3	80	15.3	149	1571	WRQN-F
2. WKKO-F	(C)	91/10.9	9.6	9.1	10.7	10.6	10.1	114/1389	1016/20.2	19.2	17.6	128	6.9	67	815	WKKO-F
3. WWWM-F	(AC)	83/ 9.9	6.9	9.1	7.6	6.2	8.4	89/1278	1037/20.6	18.4	15.7	141	6.2	60	945	WWWM-F
4. WIOT-F	(AOR)	81/ 9.7	12.9	11.4	12.2	10.3	11.5	155/1910	1153/22.9	23.6	24.3	103	18.3	178	1821	WIOT-F
5. WMHE-F	(CHR)	78/ 9.3	7.7	9.7	8.9	10.8	8.9	164/2787	1504/29.9	25.6	27.9	100	10.9	106	1579	WMHE-F
6. WLQR-F	(EZ)	69/ 8.2	8.7	9.3	7.4	8.1	8.4	97/1221	809/16.1	18.9	16.4	89	5.6	54	468	WLQR-F
7. WSPD	(MOR)	46/ 5.5	5.7	5.7	5.2	7.2	5.5	52/916	711/14.2	15.6	16.1	64	6.2	60	769	WSPD
8. WJR	(MOR)	41/ 4.9	6.8	4.0	4.7	5.5	5.1	125/1382	667/13.3	15.8	13.4	82	5.0	49	499	WJR
CKLW	(BB)	41/ 4.9	3.6	3.3	3.9	4.3	3.9	64/912	498/ 9.9	6.8	8.4	49	3.2	31	442	CKLW
10. WVOI	(B)	23/ 2.7	3.2	2.8	3.7	5.4	3.1	23/267	267/ 5.3	7.6	7.6	122	3.0	29	383	WVOI
11. WTOD	(C)	20/ 2.4	3.3	2.6	6.1	3.0	3.6	24/386	312/ 6.2	7.5	7.9	29	1.3	13	195	WTOD
12. WCWA	(O)	14/ 1.7	2.3	1.3	2.8	2.8	2.0	15/382	350/ 7.0	7.9	7.0	182	2.1	20	228	WCWA
13.																

12+ FM SHARE (METRO): 72.60% (538 of 741) (SUM 88: 67.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQN-F>>	1 WIOT-F<	1 WWWM-F<	1 WWWM-F	1 WWWM-F	1 WKKO-F	1 WKKO-F	1 WKKO-F	1 WRQN-F<	1 WRQN-F	1 WSPD
2 WMHE-F	2 WRQN-F	2 WIOT-F<	2 WKKO-F	WKKO-F>	2 WLQR-F	2 WRQN-F	2 WWWM-F	2 WKKO-F<	2 WSPD <	2 WIOT-F
3	3 WWWM-F<	3 WRQN-F	3 WIOT-F	3 WIOT-F	3 WSPD	3 WIOT-F	3 WRQN-F	3 WMHE-F	3 WIOT-F<	3 WTWR-F
4	4 WMHE-F>	4 WKKO-F<	4 WRQN-F<	4 WRQN-F	4 CKLW	4 WWWM-F	4 WMHE-F<	4 WWWM-F<	4 WMHE-F	WKKO-F>
5	5 WKKO-F	5 WMHE-F	5 WMHE-F	WMHE-F	5 WJR	5 WMHE-F	5 WIOT-F<	5 WIOT-F	5	5 WMHE-F
6	6	6	6	6	6	6	6 WLQR-F	6 WLQR-F	6	6 WJR

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRQN-F>>	1 WRQN-F	1 WWWM-F	1 WWWM-F<	1 WWWM-F	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>	1 WIOT-F
2 WMHE-F	2 WWWM-F<	2 WMHE-F<	2 WRQN-F	2 WKKO-F	2 WRQN-F>	2 WRQN-F>	2 WWWM-F	2 WKKO-F	2 WKKO-F
3 WWWM-F	3 WMHE-F>	3 WRQN-F>>	3 WMHE-F	3 WMHE-F	3 WMHE-F	3 WWWM-F<	WRQN-F	3 WWWM-F<	3 WWWM-F>
4 WIOT-F>	4 WIOT-F>	4 WIOT-F	4 WKKO-F>	4 WRQN-F	4 WKKO-F>	4 WMHE-F	4 WKKO-F	4 WRQN-F	4 WRQN-F
5 WKKO-F	5 WKKO-F	5 WKKO-F	5 WLQR-F	5 WLQR-F	5 WWWM-F>>	WKKO-F	5 WMHE-F	5 WMHE-F	5 WMHE-F
6	6	6	6 WIOT-F	6	6	6	6	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFOB	1430	Toledo	0.5/1.4
WMTR-F	95.9	Rchbold/Wauseon	0.5/1.7
WOHO	1470	Toledo	1.0/3.2
WRED-F	95.7	Gibsonburg/Tol	0.4/1.9
WTWR-F	98.3	Monroe	0.5/3.3
CKMR-F	93.9	Windsor	0.8/2.9
WGPR-F	107.5	Detroit	0.4/2.4
WIQB-F	102.9	Ann Arbor	0.5/3.3
WJLB-F	97.9	Detroit	0.8/3.1
WRIF-F	101.1	Detroit	0.7/2.5
WWJ	950	Detroit	0.4/1.2
WWWE	1100	Cleveland	0.4/0.9

RADIO STATIONS

WCWA, 1230, 1 KW , OLDIES	MBS, CBS, $	20.00 (Eastman)	Reams
WOHO, 1470, 1 KW (DA-2) , COUNTRY	, $	16.00 (Durpetti)	
WSPD, 1370, 5 KW (DA-N) , MOR	NBC, $	42.00 (Katz)	WHP, Inc.
WTOD, 1560, 5 KW (DAYS, DA) , COUNTRY	ABC I, $	31.00 (Country)	Booth
WVOI, 1520, 1 KW (DA-2) , BLACK	SBN, $	19.00 (Roslin)	
WIOT-F, 104.7, 50 KW @ 500, AOR	SOURCE, $	60.00 (Eastman)	Reams
WLQR-F, 101.5, 15 KW @ 810, BTFL/EZ	ABC D, $	46.00 (Katz)	WHP, Inc.
WRQN-F, 93.5, 2 KW @ 400, CHR	, $	26.00 (Banner)	(BOWLING GREEN)
WKKO-F, 99.9, 50 KW @ 500, COUNTRY	ABC F, $	51.00 (MMR)	Booth
WWWM-F, 105.5, 2.7 KW @ 341, AC	, $	43.00 (Durpetti)	
WMHE-F, 92.5, 50 KW @ 480, CHR	ABC F, $	79.00 (Christal)	Osborn

CKLW, WSPD -- See Denver

TUCSON

Arbitron Rank/Pop (12+): 63/543,600
MSA Rank/Pop: 78/625,300
ADI # 83
Average Person Ratings: 18.2
Market TSL: 24.25 hours

Stations: 21/20
Diaries: 928/586:1/54.7%
Sample Target: 880
% Below Line: 2.5
% Not Listed: 13.0

1988 Revenue: $17,100,000
HH Inc.: $27,740
Retail $: 4.0 Bil
Pop per Station: 27,180
#1 Biller: KRQQ-F $2,900,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRQQ-F (CHR)	207/20.9	21.5	23.0	18.0	22.4	20.9	254/2341	1958/36.0	37.0	33.9	78	31.1	318	2053	KRQQ-F
2. KLPX-F (AOR)	104/10.5	7.9	8.9	7.6	8.8	8.7	106/1245	1233/22.7	18.1	16.9	119	11.4	116	1304	KLPX-F
3. KIIM-F (C)	102/10.3	6.9	10.4	11.6	10.2	9.8	121/1333	1082/19.9	14.0	19.2	124	6.8	69	930	KIIM-F
4. KJYK-F (EZ)	88/ 8.9	8.0	7.6	6.0	8.2	7.6	101/1015	892/16.4	16.6	16.3	111	4.3	44	479	KJYK-F
5. KWFM-AF (O)	85/ 8.6	9.7	7.0	8.5	10.0	8.4	109/1712	1272/23.4	25.0	24.5	170	8.0	75	1166	KWFM-AF
6. KNST (N/T)	32/ 3.2	4.0	4.0	4.4	3.0	3.9	32/527	518/ 9.5	11.1	7.8	75	2.8	29	374	KNST
7. KCUB (C)	30/ 3.0	3.9	2.7	3.2	2.4	3.2	30/411	401/ 7.4	8.0	6.7	53	2.7	28	401	KCUB
8. KXEW (SP)	28/ 2.8	0.9	2.9	2.9	2.1	2.4	28/333	323/ 5.9	2.6	3.1	100	2.9	30	314	KXEW
9. KGVY (BB)	27/ 2.7	2.9	3.6	5.2	2.2	3.6	31/256	242/ 4.5	4.5	3.1	7	2.4	24	206	KGVY
10. KUPD-F (AOR)	25/ 2.5	3.0	2.7	2.0	2.9	2.5	28/457	407/ 7.5	7.3	6.3	80	4.8	49	531	KUPD-F
KMRR (BB)	25/ 2.5	3.5	3.9	5.3	1.5	3.8	25/306	296/ 5.4	5.9	2.9	24	3.2	33	297	KMRR
12. KXMG-F (SP)	17/ 1.7	0.9	0.4	0.4	0.3	0.9	17/159	159/ 2.9	2.1	1.2	82				KXMG-F
KQYT-F (EZ)	17/ 1.7	2.6	2.1	1.3	1.2	1.9	17/360	341/ 6.3	6.7	4.7	82	1.7	17	170	KQYT-F
14.															
15.															

12+ FM SHARE (METRO): 75.38% (649 of 861) (SUM 88: 72.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRQQ-F>>	1 KRQQ-F>	1 KRQQ-F>	1 KRQQ-F	1 KRQQ-F	1 KIIM-F>	1 KRQQ-F>	1 KRQQ-F>	1 KRQQ-F>	1 KRQQ-F>>	1 KTKT >>
2	2 KLPX-F>>	2 KLPX-F	2 KWFM-AF	2 KWFM-AF	2 KWFM-AF	2 KIIM-F	2 KJYK-F	2 KLPX-F>	2 KLPX-F	2 KJYK-F
3	3 KJYK-F	3 KWFM-AF	3 KLPX-F	3 KIIM-F<	3 KJYK-F>	3 KWFM-AF	3 KLPX-F	3 KIIM-F<	3 KIIM-F>	3 KMRR
4	4 KWFM-AF	4 KJYK-F	4 KIIM-F	4 KLPX-F	4 KRQQ-F	4 KLPX-F	4 KWFM-AF<	4 KJYK-F	4 KJYK-F<	4 KQTL
5	5 KIIM-F	5 KIIM-F	5 KJYK-F	5 KJYK-F>>	5	5 KJYK-F>	5 KIIM-F>>	5 KWFM-AF>>	5 KWFM-AF>	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>	1 KLPX-F	1 KLPX-F	1 KLPX-F>	1 KLPX-F	1 KWFM-AF
2 KLPX-F	2 KLPX-F	2 KLPX-F	2 KJYK-F	2 KJYK-F	2 KRQQ-F>>	2 KRQQ-F>>	2 KRQQ-F	2 KRQQ-F	2 KLPX-F
3 KJYK-F>	3 KJYK-F	3 KJYK-F	3 KLPX-F	3 KIIM-F	3 KUPD-F	3 KWFM-AF	3 KWFM-AF>	3 KWFM-AF>	3 KIIM-F
4 KIIM-F	4 KWFM-AF	4 KWFM-AF	4 KWFM-AF	4 KWFM-AF	4 KJYK-F>>	KJYK-F	4 KIIM-F	4 KIIM-F	4 KRQQ-F
5	5 KIIM-F	5 KIIM-F>>	5 KIIM-F	5 KLPX-F	5	5 KUPD-F	5 KJYK-F	5 KJYK-F	5

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAIR	1490	Tucson	0.9/3.6
KAWV-F	103.1	Oracle	1.1/4.6
KQTL	1210	Sahuarita	1.5/3.7
KTKT	990	Tucson	1.3/5.2
KTUC	1400	Tucson	0.9/4.5
KTZR	1450	Tucson	0.8/1.9
KVOI	690	Tucson	0.9/2.3

RADIO STATIONS

KAIR,	1490,	1 KW (DA-1)	, OLDIES	NBC,	$ 16.00	(Christal)	Duchossois	
KCEE,	790,	5 KW/500 W (DA-2)	, OLDIES	SMN,	$ 20.00	(MMR)	American	
KCUB,	1290,	1 KW	, COUNTRY	,	$ 32.00	(Katz)		
KGVY,	1080,	1 KW (DAYS)	, NOSTALGIA	APR,	$ 20.00	(---)		
KMRR,	1330,	2 KW/5 KW (DA-2)	, NOSTALGIA	SMN,	$ 21.00	(Republic)		
KNST,	940,	1 KW/250 W (DA-2)	, NEWS/TALK	ABC I, MBS,	$ 30.00	(Mc-Guild)	Nationwide	
KQTL,	1210,	10 KW/1 KW (DA-2)	, HISPANIC	,	$ 18.00	(Caballero)		
KTKT,	990,	10 KW/1 KW (DA-N)	, NEWS/TALK	UPI, TRNSTR,	$ 18.00	(HNWH)	Lotus	
KTUC,	1400,	1 KW	, TALK	CBS, CNN,	$ 17.00	(Roslin)		
KXEW,	1600,	1 KW (DA-2)	, HISPANIC	CRC,	$ 15.00	(Lotus)		
KAWV-F,	103.1,	.6 KW @ 610,	JAZZ/NAC	SMN,	$ 16.00	(Republic)		(ORACLE)
KIIM-F,	99.9,	93 KW @ 2000,	COUNTRY	,	$ 44.00	(Katz)		
KJYK-F,	94.9,	97 KW @ 1952,	SOFT AC/EZ	,	$ 42.00	(Christal)	Duchossois	
KQYT-F,	96.1,	93 KW @ 100,	AOR	,	$ 35.00	(HNWH)	Lotus	
KQYT-F.	92.1,	1.8 KW @ 445,	BTFL/EZ	,	$ 17.00	(K & P)		(GREEN VALLEY)
KRQQ-F,	93.7,	91 KW @ 2000,	CHR	,	$ 65.00	(Mc-Guild)	Nationwide	
KWFM-F,	92.9,	90 KW @ 2036,	OLDIES	RADRAD,	$ 53.00	(MMR)	American	
KXMG-F,	98.3,	3 KW @ 200,	HISPANIC	CRC,	$ 14.00	(Lotus)		(MARANA)

TULSA

Arbitron Rank/Pop (12+): 57/649,100	Stations: 19/19	1988 Revenue: $18,000,000
	Diaries: 1075/604:1/53.8%	HH Inc.: $30,604
MSA Rank/Pop: 68/733,000	Sample Target: 970	Retail $: 4.8 Bil
ADI # 56	% Below Line: 0.0	Pop per Station: 34,163
Average Person Ratings: 16.1	% Not Listed: 10.2	#1 Biller: KWEN-F $2,900,000
Market TSL: 21.75 hours		

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMOD-F	(AOR)	130/12.5	10.6	11.0	14.4	12.2	12.1	166/1884	1289/19.9	18.3	21.5	115	16.2	185	1799	KMOD-F
2. KWEN-F	(C)	115/11.0	11.7	8.1	8.4	9.1	9.8	165/2207	1443/22.2	25.4	17.2	126	9.5	109	1264	KWEN-F
3. KRMG	(MOR)	90/ 8.6	9.3	11.0	9.2	10.1	9.5	104/1576	1294/19.9	19.3	18.0	70	7.2	82	1171	KRMG
4. KAYI-F	(CHR)	87/ 8.3	9.3	8.0	9.0	9.8	8.6	119/1738	1244/19.2	21.3	19.8	73	12.0	137	1861	KAYI-F
5. KMYZ-AF	(CHR)	76/ 7.3	6.3	5.4	6.2	5.6	6.3	126/1949	1285/19.8	17.5	16.7	79	11.5	129	1447	KMYZ-A
KVOO	(C)	76/ 7.3	7.2	7.4	7.2	8.6	7.3	121/1450	925/14.3	15.8	15.6	79	7.3	83	802	KVOO
7. KBEZ-F	(EZ)	74/ 7.1	8.2	9.4	8.0	9.1	8.2	96/1383	1000/15.4	17.1	16.1	68	4.4	50	690	KBEZ-F
8. KVLT-F	(O)	57/ 5.5	4.9	6.4	3.2	3.6	5.0	73/1289	879/13.5	12.1	10.2	155	5.5	63	616	KVLT-F
9. KRAV-F	(AC)	50/ 4.8	4.2	3.7	6.1	5.1	4.7	51/775	710/10.9	9.9	11.4	137	4.1	47	716	KRAV-F
10. KVOO-F	(C)	43/ 4.1	4.7	4.6	4.0	4.4	4.3	68/1184	733/11.3	10.6	9.2	100	3.4	39	690	KVOO-F
11. KQMJ-F	(AC)	39/ 3.7	4.1	3.5	4.9	4.0	4.1	70/1081	688/10.6	9.2	10.2	116	2.3	26	491	KQMJ-F
12. KTFX-F	(C)	34/ 3.3	2.5	4.0	4.3	3.2	3.5	69/1124	542/ 8.4	7.0	7.5	85	2.2	25	269	KTFX-F
13. KXOJ-F	(REL)	19/ 1.8	1.2	1.5	----	1.2	1.1	20/308	295/ 4.5	2.6	3.0	128	1.2	14	219	KXOJ-F
14. KBLK	(B)	12/ 1.1	1.8	2.3	0.9	1.2	1.5	13/165	136/ 2.1	3.1	2.5	91	2.0	23	301	KBLK
15.																

12+ FM SHARE (METRO): 78.68% (738 of 938) (SUM 88: 75.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KAYI-F>>	1 KMOD-F>>	1 KMOD-F>	1 KMOD-F	1 KMOD-F<	1 KRMG	1 KRMG	1 KMOD-F	1 KMOD-F>	1 KMOD-F	1 KRMG
2 KMYZ-AF>>	2 KMYZ-AF<	2 KWEN-F>	2 KWEN-F>	2 KWEN-F>	2 KWEN-F	2 KWEN-F	2 KWEN-F>	2 KWEN-F	2 KAYI-F	2 KWEN-F<
3 KMOD-F	3 KWEN-F	3 KMYZ-AF	3 KVLT-F	3 KVLT-F	KBEZ-F	3 KMOD-F	3 KBEZ-F	3 KAYI-F	3 KMYZ-AF>	3 KMYZ-F
4	4 KAYI-F	4 KAYI-F<	4 KRAV-F	4 KRAV-F	4 KVOO	4 KVOO	4 KVOO <	4 KBEZ-F	4 KWEN-F	KAYI-F
5	5 KRAV-F	5 KVLT-F	5 KAYI-F<	5 KAYI-F<	5	5 KAYI-F	5 KAYI-F<	5 KMYZ-AF	5 KRMG	5 KMOD-F
6	6	6 KRAV-F	6 KMYZ-AF	6 KRMG <	6	6 KBEZ-F	6 KMYZ-AF	KRMG	6	6
				7 KMYZ-AF						
				KVOO						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMYZ-AF	1 KMYZ-AF	1 KWEN-F	1 KWEN-F>	1 KWEN-F>	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>
2 KMOD-F	2 KAYI-F<	KAYI-F	2 KMYZ-AF	2 KAYI-F	2 KMYZ-AF	2 KWEN-F	2 KWEN-F	2 KWEN-F	2 KWEN-F
3 KAYI-F>	3 KMOD-F	3 KMYZ-AF	3 KAYI-F	3 KVLT-F	KWEN-F	3 KMYZ-AF>	3 KRAV-F	3 KVLT-F>	3 KVLT-F>
4 KWEN-F	4 KWEN-F	KMOD-F	4 KMOD-F	4 KMYZ-AF	4 KAYI-F>>	4 KVLT-F	4 KMYZ-AF	4 KMYZ-AF	4 KRAV-F
KRAV-F	5 KRAV-F>	5 KRAV-F>	5 KRAV-F	5 KRMG	5	KRAV-F	5 KVLT-F>	KRAV-F	5 KVOO
6 KTFX-F	6 KQMJ-F	6 KVLT-F	6 KVLT-F	6 KVOO		KAYI-F	6	6	KRMG
KQMJ-F			KQMJ-F	KRAV-F					
				KMOD-F					

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAKC	1300	Tulsa	1.0/2.6
KCFO	970	Tulsa	0.6/1.8
KCMA-F	92.1	Broken Arrow	1.0/2.9
KGTO	1050	Tulsa	0.6/1.8
KTOW-F	102.3	Sand Springs	0.4/1.1

RADIO STATIONS

KBLK, 1550, 2.5 KW/350 W (DA-2), BLACK	,	$ 17.00 (---)		
KCFO, 970, 2.5 KW/1 KW (DA-2) , RELIGION	,	$ 12.00 (---)	Salem	
KRMG, 740, 50 K2/25 KW (DA-2), MOR	ABC I,	$ 55.00 (Katz)	NewCity	
KVOO, 1170, 50 KW (DA-N) , COUNTRY	CNN,	$ 44.00 (Eastman)		
KAYI-F, 106.9, 100 KW @ 1010, CHR	ABC F,	$ 55.00 (Katz)	Narragansett	
KBEZ-F, 92.9, 100 KW @ 1318, EZ	ABC D,	$ 39.00 (Christal)	ML/WIN	
KCMA-F, 92.1, 3 KW @ 300, CLASSICAL	,	$ 17.00 (CMBS)		
KMOD-F, 97.5, 100 KW @ 1330, AOR	,	$ 68.00 (HNWH)	Clear Channel	
KMYZ-F, 103.3, 70 KW @ 1200, CHR	ABC R,	$ 32.00 (Banner)	Shamrock-Lynett	(PRYOR)
KQMJ-F, 99.5, 100 KW @ 984, AC	,	$ 30.00 (Banner)		(HENRYETTA)
KRAV-F, 96.5, 100 KW @ 1329, AC	,	$ 42.00 (Republic)		
KTFX-F, 103.3, 100 KW @ 1280, COUNTRY	,	$ 30.00 (---)		
KVLT-F, 106.1, 100 KW @ 1315, OLDIES	,	$ 29.00 (Christal)	Federated	(OWASSO)
KVOO-F, 98.5, 100 KW @ 1135, COUNTRY	,	$ 26.00 (Eastman)		
KWEN-F, 95.5, 100 KW @ 1328, COUNTRY	,	$ 77.00 (Katz)	NewCity	

WASHINGTON

Arbitron Rank/Pop (12+): 9/3,077,200
MSA Rank/Pop: 7/3,676,500
ADI # 9
Average Person Ratings: 18.0
Market TSL: 23.50 hours

Stations: 32/28
Diaries: 2101/1465:1/48.9%
Sample Target: 2050
% Below Line: 1.6
% Not Listed: 14.0

1988 Revenue: $133,700,000
HH Inc.: $46,665
Retail $: 32.0 Bil
Pop per Station: 109,900
#1 Biller: WMAL $13,500,000

12+ METRO			1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WGAY-F	(EZ)	393/ 7.1	6.0	7.5	6.8	6.0	6.8	440/4812	4185/13.6	13.8	11.7	76	5.0	292	3610	WGAY-F
2.	WMZQ-AF	(C)	355/ 6.4	6.1	6.2	7.1	7.6	6.4	425/5085	4184/13.6	12.9	14.2	97	7.0	404	4478	WMZQ-AF
3.	WPGC-F	(CHR)	323/ 5.8	6.4	5.7	6.0	5.0	6.0	386/5667	4753/15.4	13.7	12.6	79	8.7	512	5913	WPGC-F
4.	WMAL	(MOR)	307/ 5.5	5.3	6.1	5.7	4.7	5.7	340/4626	4136/13.4	12.7	12.1	76	4.4	257	3475	WMAL
5.	WAVA-F	(CHR)	295/ 5.3	4.7	5.2	4.5	5.2	4.9	349/6331	5255/17.1	16.2	15.4	83	5.3	310	5490	WAVA-F
6.	WCXR-F	(AOR)	286/ 5.2	3.8	4.4	3.7	4.6	4.3	308/4770	4264/13.9	12.4	13.6	113	5.8	339	4964	WCXR-F
7.	WRQX-F	(CHR)	259/ 4.7	4.2	4.5	4.5	4.4	4.5	313/6523	5202/16.9	14.2	13.0	70	4.0	237	5417	WRQX-F
8.	WKYS-F	(B)	253/ 4.6	5.0	5.3	6.2	5.5	5.3	262/3895	3599/11.7	10.9	12.1	104	6.4	376	3983	WKYS-F
9.	WTOP	(N)	250/ 4.5	4.1	3.5	3.7	4.1	4.0	278/5624	4814/15.6	15.7	15.1	91	3.8	225	4342	WTOP
10.	WHUR-F	(B)	226/ 4.1	3.7	4.8	4.9	5.2	4.4	242/4040	3613/11.7	11.6	12.3	115	4.2	245	3601	WHUR-F
11.	WASH-F	(AC)	200/ 3.6	4.0	4.5	3.2	2.4	3.8	235/3878	3432/11.2	11.3	8.6	122	3.0	178	2362	WASH-F
12.	WMMJ-F	(B)	182/ 3.3	2.9	0.8	----	0.7	1.8	187/2041	1951/ 6.3	4.4	3.4	139	2.4	142	1641	WMMJ-F
13.	WXTR-F	(O)	170/ 3.1	3.0	3.0	3.4	3.2	3.1	208/3830	3245/10.5	9.8	10.0	148	2.6	153	3091	WXTR-F
	WLTT-F	(AC)	170/ 3.1	3.3	3.5	3.5	3.0	3.3	185/3223	2782/ 9.0	10.6	10.1	145	2.7	158	2441	WLTT-F
15.	WGMS-AF	(CL)	157/ 2.8	2.8	3.0	2.3	~~2.4~~	2.7	170/2654	2465/ 8.0	8.5	6.9	118	2.0	109	2386	WGMS-AF
	WWDC-F	(AOR)	157/ 2.8	3.8	4.1	4.2	5.7	3.7	211/5377	4099/13.3	14.2	15.5	86	5.1	296	5223	WWDC-F
17.	WWRC	(N/T)	154/ 2.8	2.5	2.1	2.3	3.8	2.4	163/2226	2060/ 6.7	6.7	7.2	64	2.2	127	1469	WWRC
18.	WHFS-F	(AOR)	107/ 1.9	2.2	1.8	1.6	1.4	1.9	154/2295	1625/ 5.3	5.3	3.8	89	1.9	111	1927	WHFS-F
19.	WDJY-F	(B)	94/ 1.7	2.3	2.5	2.4	2.5	2.2	106/2183	2012/ 6.5	7.6	7.9	76	2.1	123	2226	WDJY-F
20.	WYCB	(REL)	86/ 1.5	1.3	1.5	1.2	1.0	1.4	87/876	868/ 2.8	2.6	2.8	67	1.5	87	1000	WYCB
21.	WJFK-F	(AOR)	85/ 1.5	1.4	0.9	1.3	2.4	1.3	90/2094	1965/ 6.4	5.8	7.2	140	2.2	127	2120	WJFK-F
22.	WOL	(B)	69/ 1.2	2.0	1.9	1.6	2.4	1.7	69/1071	1035/ 3.4	2.8	3.9	133	1.1	64	778	WOL
23.																	
24.																	
25.																	

12+ FM SHARE (METRO): 79.22% (3779 of 4770) (SUM 88: 79.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQX-F	1 WCXR-F	1 WCXR-F	1 WCXR-F	1 WMZQ-AF<	1 WGAY-F	1 WMAL	1 WGAY-F	1 WGAY-F	1 WTOP	1 WKYS-F>>
2 WPGC-F	2 WPGC-F	2 WPGC-F	2 WMZQ-AF	2 WCXR-F	2 WMAL	2 WMZQ-AF	2 WPGC-F<	2 WMZQ-AF	2 WKYS-F	2 WWRC >>
3 WAVA-F	3 WAVA-F	3 WAVA-F	3 WKYS-F<	3 WGAY-F	3 WMZQ-AF	WAVA-F	3 WMZQ-AF	3 WPGC-F	3 WRQX-F	3 WTOP >>
4	4 WYKS-F	4 WKYS-F	4 WXTR-F	4 WKYS-F<	4 WTOP	4 WTOP	4 WCXR-F	4 WCXR-F<	4 WPGG-F<	4 WMAL
5	5 WLTT-F	5 WMZQ-AF	WPGC-F	5 WHUR-F<	5 WWRC	5 WGAY-F	5 WAVA-F	5 WMAL	5 WHUR-F<	5 WMZQ-F>>
6	WRQX-F	6 WHUR-F<	WLTT-F<	6 WXTR-F	6 WGMS-AF	6 WCXR-F	6 WRQX-F	6 WAVA-F	6 WMZQ-AF<	6 WGAY-F
7	7 WASH-F	7 WRQX-F	7 WHUR-F<	WPGC-F	7 WHUR-F	7 WPGC-F<	7 WLTT-F	7 WRQX-F	7 WGAY-F	7 WPGC-F
8	8 WKYS-F	WMMJ-F	8 WMMJ-F	WMMJ-F<	8 WXTR-F	8 WKYS-F	WASH-F	8	8 WWRC	8 WCXR-F
9	9	WASH-F	WAVA-F	9 WLTT-F<	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPGC-F	1 WPGC-F	1 WCXR-F<	1 WPGC-F<	1 WGAY-F	1 WWDC-F	1 WCXR-F	1 WCXR-F	1 WCXR-F>	1 WMZQ-AF<
WAVA-F	2 WCXR-F<	2 WPGC-F	2 WASH-F	2 WASH-F	2 WPGC-F	2 WAVA-F	2 WAVA-F	2 WPGC-F<	2 WCXR-F
3 WASH-F	3 WAVA-F	3 WLTT-F	3 WKYS-F	3 WMZQ-AF<	3 WCXR-F	3 WPGC-F	3 WKYS-F	3 WMZQ-AF<	3 WTOP <
4 WRQX-F	4 WKYS-F<	4 WKYS-F	WAVA-F<	4 WKYS-F<	4 WAVA-F>	4 WWDC-F	4 WJFK-F	4 WAVA-F	4 WHUR-F
5 WKYS-F	5 WASH-F	5 WAVA-F<	5 WCXR-F	5 WMMJ-F<	5 WRQX-F	5 WKYS-F>	5 WPGC-F	5 WWDC-F<	5 WXTR-F<
WCXR-F	6 WRQX-F	6 WASH-F<	6 WRQX-F	6 WCXR-F<	WKYS-F	6 WJFK-F	6 WLTT-F	6 WKYS-F<	6 WLTT-F
7 WHFS-F>	7 WLTT-F	7 WMMJ-F<	7 WMMJ-F	7 WPGC-F<	7 WDJY-F	7 WMMJ-F<	7 WMMJ-F	7 WHUR-F	WKYS-F
8 WHUR-F	8 WHUR-F	8 WHUR-F	8 WXTR-F	8 WMAL	8 WHFS-F	8 WMZQ-AF	8 WXTR-F<	8	WGAY-F
9 WWDC-F	9	9 WRQX-F	9	9 WXTR-F<	9 WIYY-F	9	9 WWDC-F	9	WAVA-F
10	10	10	10	10 WLTT-F	10	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCPT	730	Alexandria/Wsht	0.4/1.5
WFAX	1220	Falls Church	0.3/0.5
WFMD	930	Frederick	0.6/0.8
WWDC	1260	Washington	0.5/2.0
WARX-F	106.9	Hagerstown/Frdr	0.3/0.6
WFSI-F	107.9	Annapolis	0.4/1.3
WIYY-F	97.9	Baltimore	0.5/2.2
WPOC-F	93.1	Baltimore	0.3/1.0

AM STATIONS

WCPT	730	5 KW/20 KW (DA-1)	BLACK	SMN	$ N/A	(Mc-Guild)	Legacy
WDCT	1310	5 KW/500 W (DA-2)	RELIGION	CBN	$ 32.00	(---)	Marsh
WFAX	1220	5 KW (DAYS)	RELIGION		$ 20.00	(---)	
WMAL	630	5 KW (DA-2)	MOR	ABC I	$ 211.00	(Katz)	Cap Cities/ABC
WMDO	1540	5 KW (DAYS)	HISPANIC		$ 40.00	(Lotus)	
WOL	1450	1 KW	BLACK	NBN	$ 49.00	(K & P)	
WTOP	1500	50 KW (DA-2)	NEWS	CBS, MBS	$ 180.00	(HNWH)	Chase
WWDC	1260	5 KW (DA-2)	NOSTALGIA	TRNSTR	$ 46.00	(Christal)	
WWRC	980	5 KW (DA-N)	TALK	NBC, MBS	$ 70.00	(MMR)	Greater Media
WYCB	1340	1 KW	GOSPEL	SBN	$ 40.00	(---)	

FM STATIONS

WASH	97.1	22 KW @ 690	AC	TRNSTR	$ 105.00	(HNWH)	Chase
WAVA	105.1	50 KW @ 500	CHR		$ 160.00	(HNWH)	Emmis
WCXR	105.9	28 KW @ 650	CLASSIC AOR		$ 150.00	(Mc-Guild)	TA/Shaw
WDJY	100.3	40 KW @ 323	BLACK	APR	$ 80.00	(Mc-Guild)	United
WGAY	99.5	21 KW @ 780	BTFL/EZ		$ 210.00	(MMR)	Greater Media
WGMS	103.5	47 KW @ 510	CLASSICAL	MBS	$ 145.00	(Republic)	Verstandig
WHFS	99.1	47 KW @ 390	AOR	APR	$ 60.00	(Republic)	Duchossois (ANNAPOLIS)
WHUR	96.3	24 KW @ 669	BLACK		$ 117.00	(Durpetti)	Howard University
WJFK	106.7	23 KW @ 731	CLASSIC AOR	ABC R	$ 80.00	(Torbet)	Infinity
WKYS	93.9	50 KW @ 485	BLACK		$ 190.00	(Eastman)	Albimar
WLTT	94.7	21 KW @ 780	AC		$ 173.00	(CBS)	CBS
WMMJ	102.3	3 KW @ 171	BLACK OLDIES	ABC E, MBS	$ 60.00	(K & P)	
WMZQ	98.7	50 KW @ 490	COUNTRY		$ 250.00	(Christal)	Viacom
WPGC	95.5	50 KW @ 500	CHR/URBAN		$ 155.00	(Banner)	Cook Inlet
WRQX	107.3	50 KW @ 410	CHR	ABC C	$ 120.00	(Katz)	Cap Cities/ABC
WWDC	101.1	22 KW @ 760	AOR	US 1	$ 200.00	(Christal)	
WXTR	104.1	50 KW @ 500	OLDIES		$ 115.00	(Mc-Guild)	Ragan Henry (WALDORF,MD)

WEST PALM BEACH

Arbitron Rank/Pop (12+): 53/723,700

MSA Rank/Pop: 64/808,300
ADI # 52
Average Person Ratings: 17.9
Market TSL: 24.00 hours

Stations: 35/16
Diaries: 966/749:1/46.9%
Sample Target: 940
% Below Line: 29.6
% Not Listed: 12.4

1988 Revenue: $20,700,000
HH Inc.: $36,567
Retail $: 7.3 Bil
Pop per Station: 45,231
#1 Biller: WRMF-F $5,500,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WEAT-AF (EZ)	242/18.7	17.5	18.0	16.7	12.4	17.7	331/2979	1878/25.9	27.4	22.7	27	9.2	102	1375	WEAT-AF
2. WRMF-F (AC)	109/ 8.4	11.5	7.2	8.8	8.8	9.0	147/1832	1124/15.5	20.2	17.8	186	9.3	111	1194	WRMF-F
3. WJNO (N/T)	90/ 6.9	5.0	5.9	6.9	9.5	6.2	103/1198	949/13.1	12.7	14.8	41	8.1	96	1087	WJNO
4. WIRK-F (C)	69/ 5.3	5.4	5.6	5.3	5.0	5.4	82/896	710/ 9.8	9.9	9.2	130	8.3	99	758	WIRK-F
5. WHQT-F (B)	61/ 4.7	4.5	6.0	4.0	2.3	4.8	187/1813	656/ 9.1	8.8	7.6	72	7.2	86	831	WHQT-F
6. WOVV-F (CHR)	47/ 3.6	3.9	3.3	3.5	3.4	3.6	129/1476	765/10.6	10.0	12.3	78	5.7	68	837	WOVV-F
7. WKGR-F (AOR)	40/ 3.1	1.7	2.8	2.5	4.0	2.5	115/1165	607/ 8.4	7.3	9.5	165	3.9	46	649	WKGR-F
8. WHYI-F (CHR)	35/ 2.7	2.2	2.9	3.4	3.1	2.8	133/2352	699/ 9.7	9.9	12.7	78	2.7	32	872	WHYI-F
9. WSHE-F (AOR)	32/ 2.5	2.0	2.0	2.6	2.3	2.3	125/1904	485/ 6.7	7.6	7.9	120	4.8	57	903	WSHE-F
10. WMXJ-F (AC)	31/ 2.4	2.3	3.1	4.0	2.5	3.0	128/2034	508/ 7.0	6.3	8.2	179	2.9	34	432	WMXJ-F
11. WYFX (B)	29/ 2.2	0.8	----	1.2	1.3	1.1	31/345	267/ 3.7	2.8	3.9	186	1.2	14	338	WYFX
WNGS-F (AC)	29/ 2.2	2.4	2.8	4.4	2.8	3.0	38/542	458/ 6.3	6.8	7.2	155	2.9	34	558	WNGS-F
WMXQ-F (AC)	29/ 2.2	1.5	2.8	1.6	5.0	2.0	37/633	486/ 6.7	4.3	7.7	177	1.2	14	229	WMXQ-F
14. WIOD (N/T)	27/ 2.1	2.0	1.8	1.6	1.8	1.9	166/2009	296/ 4.1	5.6	4.7	100	1.2	14	239	WIOD
15. WPOM (B)	24/ 1.8	2.1	1.2	2.3	1.8	1.8	25/309	297/ 4.1	4.9	4.3	111	2.0	24	484	WPOM
16. WKIS-F (C)	23/ 1.8	1.5	2.5	1.7	1.7	1.9	144/1907	422/ 5.8	4.5	4.3	178	1.5	18	396	WKIS-F
17.															

12+ FM SHARE (METRO): 78.03% (888 of 1138) (SUM 88: 75.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHQT-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WEAT-AF>>	1 WEAT-AF>	1 WEAT-AF>>	1 WEAT-AF>	1 WEAT-AF>	1 WEAT-F>>
2 WOVV-F>	2 WKGR-F	2 WIRK-F	2 WIRK-F	2 WIRK-F	2 WJNO >	2 WRMF-F	2 WRMF-F>	2 WRMF-F	2 WHQT-F>	2 WJNO >>
3 WHYI-F	3 WOVV-F	3 WKGR-F	3 WKGR-F	3 WKGR-F<	3 WIRK-F<	3 WJNO >	3 WJNO	3 WJNO	3 WOVV-F	3 WIRK-F>
4	WIRK-F	4 WHQT-F	4 WMXJ-F	4 WEAT-AF<	4 WRMF-F	4 WIRK-F	4 WIRK-F	4 WIRK-F	4 WSBR <	4 WRMF-F
5	5 WHQT-F	5 WOVV-F	5	5 WMXJ-F	5	5	5 WHQT-F	5 WHQT-F	5 WJNO	WPOM
6	6	6 WYFX	6	6	6	6	6	6	6 WRMF-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRMF-F	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WIRK-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRMF-F
2 WHQT-F	2 WOVV-F	2 WKIS-F	2 WOVV-F	2 WEAT-AF	2 WSHE-F	2 WKGR-F	2 WKGR-F>	2 WIRK-F	2 WIRK-F
3 WOVV-F	3 WHQT-F	3 WOVV-F	3 WHQT-F	3 WOVV-F	3 WOVV-F>	3 WIRK-F	3 WIRK-F	3 WKGR-F	3 WJNO >
4 WHYI-F	4 WKGR-F	4 WLVE-F	4 WIRK-F	WNGS-F	4 WMXQ-F	4 WSHE-F	4 WZTA-F	4 WSHE-F	4 WMXJ-F
WKGR-F	5 WNGS-F	WMXQ-F	5 WYFX	WIRK-F	5 WPOM	5	WSHE-F	5 WMXQ-F	5 WSHE-F
6 WNGS-F>>	6	6	6	6	WKGR-F>	6	6 WMXQ-F	6 WMXJ-F	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDBF	1420	Delray Bch/W.P.	0.5/1.9
WPBG	1290	West Palm BEach	0.6/1.4
WPBR	1340	Palm Beach	0.7/3.4
WSBR	740	Boca Rtn/WPlmBc	1.0/3.2
WSWN	900	Belle Glade	0.8/2.3
WAXY-F	105.9	Ft. Lauderdale	0.8/3.6
WGTR-F	97.3	Miami	1.0/4.4
WJQY-F	106.7	Ft. Lauderdale	1.1/2.4
WLVE-F	93.9	Miami Beach	1.6/5.8
WLYF-F	101.5	Miami	1.5/4.5
WNWS	790	South Miami	0.8/2.3
WPOW-F	96.5	Miami/Ft Ldrdle	1.5/4.4
WQAM	560	Miami/Ft.Ldrdle	0.3/1.0
WQBA-F	107.5	Miami	1.3/1.8
WRBD	1470	Pompano Beach	0.3/0.7
WTMI-F	93.1	Miami/Ft. Lauderdale	1.3/3.1
WXDJ-F	95.7	Homestead/Miami	0.4/1.1
WZTA-F	94.9	Miami Beach	1.5/5.6

RADIO STATIONS

WDBF, 1420, 5 KW/500 W (DA-1), NOSTALGIA	CBS, $ 14.00 (---)	
WJNO, 1230, 1 KW, NEWS/TALK	CBS, ABC E, $ 54.00 (Banner)	Fairbanks
WPBR, 1340, 1 KW, TALK	CNN, MBS, $ 23.00 (Eastman)	
WPOM, 1600, 1 KW (DA-1), BLACK	ABC D, $ 27.00 (Republic)	
WYFX, 1040, 10 KW/1 KW (DA-2), BLACK	SBN, $ 16.00 (K & P)	
WEAT-F, 104.3, 56 KW @ 1250, BTFL/EZ	, $ 79.00 (Katz)	Taylor
WIRK-F, 107.9, 100 KW @ 350, COUNTRY	ABC E, $ 59.00 (HNWH)	Price
WKGR-F, 98.7, 100 KW @ 1420, AOR	UPI, $ 43.00 (HNWH)	(FORT PIERCE)
WMXQ-F, 94.3, 3 KW @ 300, AC	NBC, $ 35.00 (Republic)	Lappin
WNGS-F, 92.1, 2.2 KW @ 378, SOFT AC	, $ 32.00 (Eastman)	
WOVV-F, 95.5, 100 KW @ 1000, CHR	SOURCE, $ 44.00 (Mc-Guild)	(FORT PIERCE)
WRMF-F, 97.9, 100 KW @ 1350, AC	, $ 105.00 (Banner)	Fairbanks

OTHER RANKED STATIONS -- See Miami

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 59/624,000

MSA Rank/Pop: 69/727,800
ADI # 51
Average Person Ratings: 18.4
Market TSL: 25.00 hours

Stations: 37/26
Diaries: 937/666:1/54.9%
Sample Target: 1000
% Below Line: 8.6
% Not Listed: 13.5

1988 Revenue: $14,500,000
HH Inc.: $27,627
Retail $: 4.6 Bil
Pop per Station: 24,000
#1 Biller: WKRZ-AF $2,400,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F	(CHR)	172/14.9	13.3	13.8	13.0	14.7	13.8	193/2365	2082/33.4	32.6	32.6	105	18.5	183	2426	WKRZ-F
2. WARM	(MOR)	87/ 7.6	5.8	5.5	6.8	7.2	6.4	99/1336	1162/18.6	17.3	16.1	70	5.3	52	797	WARM
3. WNAK	(BB)	84/ 7.3	8.7	7.0	5.0	4.9	7.0	84/579	553/ 8.9	9.5	8.9	32	2.4	24	302	WNAK
4. WEZX-F	(AOR)	70/ 6.1	7.1	6.4	8.9	9.0	7.1	74/825	746/12.0	14.7	14.9	152	13.2	130	1393	WEZX-F
5. WTLQ-F	(CHR)	53/ 4.6	3.3	4.4	3.5	5.0	4.0	53/783	774/12.4	14.0	14.3	96	5.9	58	1070	WTLQ-F
6. WWSH-F	(EZ)	46/ 4.0	5.4	5.3	4.8	5.2	4.9	60/848	597/ 9.6	12.3	9.9	52	4.0	40	442	WWSH-F
WEJL	(BB)	46/ 4.0	2.8	2.2	1.8	2.8	2.7	49/538	491/ 7.9	7.2	6.8	63	1.7	17	229	WEJL
8. WMGS-F	(AC)	40/ 3.5	5.4	5.4	5.0	4.5	4.8	45/843	727/11.7	14.8	11.8	114	3.5	35	535	WMGS-F
9. WSGD-F	(O)	39/ 3.4	2.7	3.0	2.9	1.3	3.0	50/708	515/ 8.3	6.5	2.7	182	3.6	36	324	WSGD-F
10. WHLM-F	(AC)	30/ 2.6	1.8	2.8	3.1	1.8	2.6	61/784	439/ 7.0	6.4	4.2	135	2.5	25	266	WHLM-F
WGBI-F	(AC)	30/ 2.6	2.9	3.8	5.1	4.8	3.6	41/772	583/ 9.3	9.5	13.2	123	2.4	24	338	WGBI-F
12. WDLS-F	(?)	25/ 2.2	----	----	----	----	0.6	25/224	210/ 3.4	0.0	0.0	150				WDLS-F
13. WVPO	(?)	23/ 2.0	----	1.2	0.4	----	0.9	23/142	142/ 2.3	0.0	0.0	70	0.5	5	122	WVPO
WEAY-F	(O)	23/ 2.0	2.2	1.7	0.6	1.7	1.6	23/279	272/ 4.4	6.6	4.5	130	2.6	26	383	WEAY-F
15. WSBG-F	(CHR)	21/ 1.8	1.2	1.6	1.1	1.6	1.4	21/309	309/ 5.0	4.1	3.6	156	1.0	10	229	WSBG-F

12+ FM SHARE (METRO): 67.67% (674 of 996) (SUM 88: 66.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F>>	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>	1 WNAK <	1 WKRZ-F	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F
2 WTLQ-F>>	2 WEZX-F>>	2 WEZX-F>	2 WEZX-F>	2 WEZX-F>	2 WARM	2 WARM >	2 WEZX-F	2 WNAK <	2 WARM	2 WARM
3	3 WTLQ-F>	3 WTLQ-F	3 WSGD-F>	3 WSGD-F	3 WKRZ-F>	3 WEZX-F	3 WEJL	3 WARM <	3 WEZX-F	3 WEZX-F
4	4 WMGS-F	4 WSGD-F	WTLQ-F	4 WARM	4 WWSH-F<	4 WNAK	4 WARM <	4 WEZX-F	4 WWSH-F	4 WWSH-F>
5	5 WSGD-F	5	5 WMGS-F	5 WTLQ-F	5 WEJL	5	5 WNAK	5 WTLQ-F	5 WTLQ-F	5
	WGBI-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F<	1 WEZX-F>>	1 WKRZ-F	1 WEZX-F<
2 WTLQ-F>	2 WTLQ-F	2 WEZX-F>	2 WMGS-F<	2 WMGS-F<	2 WEZX-F	2 WEZX-F>>	2 WKRZ-F>>	2 WEZX-F>>	2 WKRZ-F>
3 WQQQ-F	WEZX-F>	3 WTLQ-F	3 WTLQ-F	3 WARM	3 WTLQ-F>>	3	3 WSGD-F>	3 WSGD-F	3 WSGD-F>
WMGS-F	4 WMGS-F	4 WMGS-F>	WEZX-F	4 WEZX-F	4	4	4 WHLM-F	4 WTLQ-F	4 WARM
WEZX-F>	5	5	5	5 WTLQ-F		5	5	5	5 WTLQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARD	1550	Pittston	1.3/4.8
WAZL	1490	Hazleton	0.3/1.5
WBAX	1240	Wilkes-Barre	1.1/3.8
WBNE-F	95.9	Benton	0.6/1.4
WCDL	1440	Carbondale	0.4/1.5
WEMR	1460	Tunkhannock	0.6/1.2
WGBI	910	Scranton/Wl.Br.	1.3/5.4
WICK	1400	Scranton	1.0/3.4
WILK	980	Wilkes-Barre/Sc	1.0/5.4
WQEQ-F	103.1	Freeland/Hzlton	0.7/2.5
WWDL-F	104.9	Scranton	1.0/4.4
WEAZ	560	Philadelphia	
WEAZ-F	101.1	Philadelphia	0.8/0.9
WFMZ-F	100.7	Allentown	1.5/2.5
WILQ-F	105.1	Williamsport	1.2/2.3
WKSB-F	102.7	Williamsport	0.5/2.3
WLEV-F	96.1	Easton	0.6/2.4
WPDH-F	101.5	Poughkeepsie	0.3/1.5
WQQQ-F	99.9	Easton/Allentow	1.0/3.5
WRKZ-F	92.5	Philadelphia	0.4/1.6
WXTU-F	92.5	Philadelphia	0.9/1.8
WYSP-F	94.1	Philadelphia	0.4/1.6
WZZO-F	95.1	Bethlehem	0.9/2.7

RADIO STATIONS

WARD, 1550, 10 KW/500 W (DA-2) , TALK	APR, ABC T, $ 12.00 (Savalli)	
WARM, 590, 5 KW (DA-2) , MOR	NBC, $ 45.00 (Mc-Guild)	Susquehanna
WBAX, 1240, 1 KW , NOSTALGIA	CNN, $ 16.00 (---)	
WEJL, 630, 500 W (DAYS) , NOSTALGIA	ABC I, $ 20.00 (Christal)	Shamrock-Lynett
WGBI, 910, 1 KW/500 W , COUNTRY	CBS, $ 14.00 (Torbet)	
WICK, 1400, 1 KW , BTFL/EZ	ABC D, $ [illegible] (Roslin)	
WILK, 980, 5 KW/1 KW (DA-2) , TALK	ABC E, MBS, $ [illegible].00 (Mc-Guild)	Keymarket
WNAK, 730, 1 KW/38 W (DA-1) , NOSTALGIA	NBC, $ 27.00 (K & P)	
WEAY-F, 92.1, .9 KW @ 552, OLDIES	CNN, $ 16.00 (---)	
WEZX-F, 107.1, 190 W @ 1270, AOR	ABC R, $ 37.00 (Christal)	Shamrock-Lynett
WGBI-F, 101.3, 7 KW @ 1110, AC	RADRAD, $ 27.00 (Torbet)	
WHLM-F, 106.5, 37 KW @ 597, AC	US 2, $ 18.00 (Banner)	(BLOOMSBURG)
WKRZ-F, 98.5, 9 KW @ 1172, CHR	, $ 60.00 (Katz)	Keymarket
WMGS-F, 92.9, 9 KW @ 1060, AC	, $ 40.00 (Mc-Guild)	Susquehanna
WSGD-F, 94.3, .3 KW @ 770, OLDIES	, $ 18.00 (Republic)	(CARBONDALE)
WWSH-F, 97.9, 24 KW @ 660, BTFL/EZ	, $ 23.00 (Katz)	(HAZLETON)
WTLQ-F, 102.3, 3 KW @ 71, CHR	ABC C, $ 22.00 (Mc-Guild)	

YORK

Arbitron Rank/Pop (12+): 102/334,700

MSA Rank/Pop: 114/404,100
ADI # 46
Average Person Ratings: 17.5
Market TSL: 23.00 hours

Stations: 29/10
Diaries: 800/418:1/61.3%
Sample Target: 730
% Below Line: 37.1
% Not Listed: 11.2

1988 Revenue: $11,700,000
HH Inc.: $31,680
Retail $: 2.3 Bil
Pop per Station: 33,470
#1 Biller: NA $0

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYCR-F	(CHR)	75/12.8	12.8	8.8	12.1	9.2	11.6	94/1598	955/28.5	27.1	20.7	95	12.5	74	830	WYCR-F
2. WSBA	(MOR)	57/ 9.7	5.6	8.4	6.4	7.7	7.5	59/811	680/20.3	14.9	19.2	68	10.3	61	664	WSBA
3. WRKZ-F	(C)	54/ 9.2	7.8	11.1	9.2	8.5	9.3	182/1973	576/17.2	17.4	16.1	145	7.8	46	472	WRKZ-F
WARM-F	(AC)	54/ 9.2	10.4	12.1	8.7	10.4	10.1	120/1541	779/23.3	21.9	20.2	138	7.4	44	469	WARM-F
5. WNCE-F	(EZ)	44/ 7.5	8.7	9.6	7.6	6.4	8.4	179/1629	418/12.5	15.5	13.1	68	2.7	16	222	WNCE-F
6. WGTY-F	(C)	41/ 7.0	5.6	5.4	3.2	4.7	5.3	56/568	449/13.4	13.1	8.0	113	6.9	41	420	WGTY-F
7. WQXA-F	(CHR)	31/ 5.3	6.5	6.3	6.4	13.2	6.1	86/1796	683/20.4	22.2	25.6	79	6.9	41	561	WQXA-F
8. WGRX-F	(AOR)	21/ 3.6	5.1	6.2	5.5	4.5	5.1	33/529	274/ 8.2	13.1	8.8	133	7.6	45	453	WGRX-F
9. WHTF-F	(AOR)	17/ 2.9	3.1	2.0	2.8	4.5	2.7	64/1168	291/ 8.7	10.2	9.6	52	5.1	30	261	WHTF-F
10. WPOC-F	(C)	13/ 2.2	1.2	1.2	1.8	1.7	1.6	13/189	152/ 4.5	3.8	4.2	136	1.5	9	100	WPOC-F
11. WTPA-F	(AOR)	12/ 2.0	1.6	1.2	2.5	1.1	1.8	73/1085	176/ 5.3	5.1	4.3	105	4.2	25	277	WTPA-F
12. WNNK-F	(CHR)	11/ 1.9	2.0	1.5	3.2	2.1	2.2	157/2180	237/ 7.1	7.6	7.4	79	2.4	14	216	WNNK-F
13.																
14.																
15.																

12+ FM SHARE (METRO): 81.38% (424 of 521) (SUM 88: 81.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>	1 WYCR-F>	1 WYCR-F	1 WYCR-F	1 WRKZ-F<	1 WSBA	1 WSBA >	1 WYCR-F	1 WYCR-F>	1 WYCR-F>	1 WGTY-F
2 WQXA-F>>	2 WARM-F	2 WARM-F	WARM-F<	2 WARM-F<	2 WRKZ-F	2 WRKZ-F<	2 WARM-F<	2 WARM-F	2 WSBA >>	2 WRKZ-F
3	3 WQXA-F>	3 WRKZ-F>	3 WRKZ-F>>	3 WYCR-F>	3 WNCE-F	3 WYCR-F	3 WRKZ-F	3 WRKZ-F	3 WQXA-F<	3 WSBA
4	4 WHTF-F	4 WQXA-F	4 WSBA	4 WGTY-F	4 WGTY-F	4 WARM-F	4 WNCE-F	4 WSBA	4 WRKZ-F	WARM-F
5	5 WGRX-F	5 WGTY-F	WGTY-F	5 WSBA	5 WARM-F	5 WGTY-F	5 WSBA <	5 WNCE-F	WARM-F	5 WYCR-F>
6	6	6	6	6	6	6	6 WGTY-F	6 WGTY-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYCR-F>	1 WARM-F<	1 WARM-F>	1 WARM-F	1 WARM-F>	1 WYCR-F	1 WYCR-F>>	1 WYCR-F>>	1 WYCR-F>	1 WRKZ-F
2 WQXA-F	2 WYCR-F>	2 WYCR-F>	2 WYCR-F>	2 WRKZ-F	WHTF-F>	2 WHTF-F	2 WGRX-F	2 WRKZ-F>	2 WYCR-F>
3 WARM-F	3 WQXA-F>	3 WQXA-F>	3 WRKZ-F	3 WYCR-F	3 WQXA-F>	3 WGRX-F	3 WARM-F	3 WARM-F	3 WARM-F
4 WNNK-F	4 WLAN-F	4 WRKZ-F>	4 WQXA-F>	4 WGTY-F>	4 WGTY-F>	4 WQXA-F	4 WRKZ-F	4 WGRX-F	4 WSBA
WLAN-F	5	5 WLAN-F>	5 WSBA	5 WSBA	5 WGRX-F>	WARM-F	5 WNCE-F	5 WHTF-F	WGTY-F
WIYY-F>	6	6	WGTY-F	6 WQXA-F	6	6	WIYY-F	6	6 WGRX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGET	1320	Gettysburg	0.5/4.2
WHVR	1280	Hanover	1.5/5.5
WOYK	1350	York	1.5/3.9
WXKU	1250	York	1.2/2.4
WBAL	1090	Baltimore	0.5/3.1
WCMB	1460	Harrisburg	0.7/1.4
WDAC-F	94.5	Lancaster	0.5/3.3
WFRE-F	99.9	Frederick	0.7/2.7
WHKS-F	94.9	Harrisburg	1.0/3.9
WHP	580	Harrisburg	0.9/2.5
WHP -F	97.3	Harrisburg	0.3/2.9
WIMX-F	99.3	Harrisburg	0.5/1.8
WIOV-F	105.1	Ephrata/Lancast	0.3/4.5
WIYY-F	97.9	Baltimore	1.5/1.9
WLAN-F	96.9	Lancaster	1.2/5.7
WLIF-F	101.9	Baltimore	1.0/1.3
WWMD-F	104.7	Hagerstown	1.5/2.8

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2) , MOR	MBS, $	14.00 (---)	(GETTYSBURG)
WHVR, 1280, 5 KW/500 W (DA-2) , MOR	NBC, $	N/A (HNWH)	
WSBA, 910, 5 KW/1 KW (DA-2) , MOR	, $	47.00 (Eastman)	Susquehanna
WARM-F, 103.3, 6 KW @ 1310, AC	, $	57.00 (Eastman)	Susquehanna
WGTY-F, 107.7, 16 KW @ 350, COUNTRY	MBS, $	17.00 (---)	(GETTYSBURG)
WHTF-F, 92.7, .6 KW @ 700, CLASSIC AOR	SOURCE, $	25.00 (Banner)	
WQXA-F, 105.7, 25 KW @ 520, CHR	, $	40.00 (Katz)	
WYCR-F, 98.5, 11 KW @ 930, CHR	, $	33.00 (HNWH)	

OTHER RANKED STATIONS -- See Harrisburg, Lancaster or Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 81/422,000

MSA Rank/Pop: 97/506,100
ADI # 90
Average Person Ratings: 19.8
Market TSL: 26.00 hours

Stations: 25/15
Diaries: 907/465:1/55.3%
Sample Target: 850
% Below Line: 7.2
% Not Listed: 8.8

1988 Revenue: $11,600,000
HH Inc.: $31,666
Retail $: 3.1 Bil
Pop per Station: 28,133
#1 Biller: WHOT-AF $2,800,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHOT-AF	(CHR)	133/15.9	14.6	12.6	14.0	14.7	14.3	175/2244	1500/35.5	33.8	35.7	98	15.6	121	1589	WHOT-A
2. WKBN	(MOR)	85/10.2	8.0	9.0	10.6	9.0	9.4	95/983	797/18.9	17.3	19.9	53	7.5	61	737	WKBN
3. WKBN-F	(EZ)	75/ 9.0	10.6	11.3	9.5	7.8	10.1	114/1426	872/20.7	22.4	17.7	106	7.2	59	703	WKBN-F
4. WBBG-F	(O)	73/ 8.8	8.7	6.8	7.3	7.6	7.9	89/1015	793/18.8	18.5	15.2	150	7.5	61	820	WBBG-F
5. WQXK-F	(C)	69/ 8.3	10.9	7.9	9.5	8.2	9.1	127/1107	679/16.1	17.7	16.5	120	8.4	69	658	WQXK-F
6. WYFM-F	(AC)	55/ 6.6	4.9	5.9	6.6	7.2	6.0	89/1141	705/16.7	15.1	18.9	170	6.0	49	646	WYFM-F
7. WFMJ	(BB)	50/ 6.0	4.7	6.1	3.4	3.2	5.1	55/687	588/13.9	11.4	10.4	37	5.3	43	440	WFMJ
8. WNCD-F	(AOR)	47/ 5.6	5.2	7.0	5.4	9.4	5.8	48/622	609/14.4	14.1	15.9	121	9.9	81	935	WNCD-F
9. WBBW	(T)	33/ 4.0	3.9	3.6	5.2	5.3	4.2	33/501	491/11.6	13.3	14.0	30	3.2	26	359	WBBW
10. WRKU-F	(AOR)	28/ 3.4	4.5	3.5	0.8	----	3.0	56/875	431/10.2	9.3	0.0	85	6.6	54	590	WRKU-F
11. WMGZ-F	(CHR)	19/ 2.3	3.9	2.9	4.3	2.5	3.4	32/620	478/11.3	10.6	9.4	65	5.0	41	612	WMGZ-F
12. WSOM	(MOR)	17/ 2.0	0.6	----	----	----	0.6	26/239	175/ 4.1	1.9	0.0	10	0.2	2	36	WSOM
13. WGFT	(REL)	14/ 1.7	1.4	1.9	1.1	0.4	1.5	14/128	128/ 3.0	3.2	2.8	118	0.6	5	69	WGFT
14.																
15.																

12+ FM SHARE (METRO): 70.30% (535 of 761) (SUM 88: 74.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOT-AF>>	1 WHOT-AF>>	1 WHOT-AF>	1 WHOT-AF	1 WHOT-AF	1 WKBN	1 WHOT-AF	1 WHOT-AF>	1 WHOT-AF>	1 WHOT-AF>	1 WKBN <
2 WNCD-F	2 WNCD-F	2 WBBG-F>	2 WBBG-F	2 WBBG-F	2 WKBN-F	2 WKBN >	2 WKBN-F	2 WKBN	2 WBBG-F	2 WQXK-F>
WMGZ-F	3 WBBG-F	3 WYFM-F	3 WYFM-F	3 WYFM-F	3 WQXK-F	3 WKBN-F>	WKBN	3 WQXK-F	3 WQXK-F	3 WKBN-F
4 WRKU-F	4 WYFM-F	4 WNCD-F<	4 WQXK-F	4 WQXK-F<	4 WHOT-AF	4 WYFM-F	4 WBBG-F	4 WKBN-F<	4 WKBN	4 WHOT-F
5	5 WRKU-F	5 WQXK-F	5 WKBN-F	5 WKBN-F>	5 WFMJ	5 WBBG-F	5 WYFM-F	5 WBBG-F	5 WNCD-F	5 WBBG-F
6	6	6 WKBN-F	6 WNCD-F	6	6 WBBG-F	6	6 WQXK-F	6	6 WKBN-F	6 WNCD-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHOT-AF>>	1 WHOT-AF>>	1 WHOT-AF>>	1 WHOT-AF>>	1 WHOT-AF>	1 WHOT-AF>	1 WHOT-AF	1 WHOT-AF	1 WHOT-AF	1 WBBG-F
2 WNCD-F	2 WBBG-F	2 WYFM-F	2 WBBG-F<	2 WKBN-F<	2 WRKU-F	2 WNCD-F>	2 WNCD-F>	WBBG-F	2 WHOT-AF
WBBG-F	3 WYFM-F	3 WBBG-F>	3 WQXK-F<	3 WYFM-F<	WNCD-F>	3 WBBG-F	3 WYFM-F	3 WNCD-F>	3 WYFM-F
4 WMGZ-F	4 WNCD-F	4 WKBN-F	4 WYFM-F	4 WQXK-F	4 WBBG-F	4 WYFM-F	4 WBBG-F>>	4 WYFM-F	4 WNCD-F
5 WRKU-F>	5 WRKU-F	5 WRKU-F	5 WKBN-F	WBBG-F	5 WQXK-F	5 WRKU-F	5	5 WQXK-F	5 WQXK-F
6	WKBN-F	WQXK-F	6	6	6 WPHR-F>	6	6	WKBN-F	6
	7	WNCD-F>>	7	7	7	7		7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WRRO	1440	Warren	0.4/2.7
WDOK-F	102.1	Cleveland	0.4/1.7
WDVE-F	102.5	Pittsburgh	0.6/2.3
WKDD-F	96.5	Akron/Canton	0.4/1.4
WMJI-F	105.7	Cleveland	0.8/3.0
WMMS-F	100.7	Cleveland	0.7/4.7
WNCX-F	98.5	Cleveland	0.6/1.6
WNIR-F	100.1	Kent/Akron	0.4/1.3
WONE-F	97.5	Akron/Cleveland	0.7/2.9
WPHR-F	107.9	Cleveland	1.2/5.7
WWWE	1100	Cleveland	1.4/4.0

RADIO STATIONS

WBBW, 1240, 1 KW (DA-1) , TALK ABC E, ABC T, $ 24.00 (Republic) H & D
WFMJ, 1390, 5 KW (DA-N) , NOSTALGIA NBC, $ 18.00 (Savalli)
WKBN, 570, 5 KW (DA-N) , MOR CBS, $ 36.00 (Katz)

WBBG-F, 93.3, 50 KW @ 280, OLDIES ABC E, $ 37.00 (Republic) H & D
WHOT-F, 101.1, 24 KW @ 711, CHR , $ 65.00 (Eastman) Myron Jones
WKBN-F, 98.9, 5 KW @ 1370, EZ/SOFT AC , $ 35.00 (Katz)
WMGZ-F, 95.9, 3 KW @ 165, CHR , $ 20.00 (K & P) (SHAPPSVILLE, PA)

WNCD-F, 106.1, 3 KW @ 330, CLASSIC AOR , $ N/A (Torbet) (NILES)
WQXK-F, 105.1, 88 KW @ 430, COUNTRY , $ 40.00 (Mc-Guild) (SALEM)
WRKU-F, 95.1, 19 KW @ 805, AOR , $ 20.00 (---) Beta (GROVE CITY, PA)
WYFM-F, 102.9, 26 KW @ 455, AC ABC-C, $ 39.00 (Durpetti) Regional (SHARON, PA)

C3165-1

AMERICAN RADIO

FALL, 1989 REPORT

(Arbitron Rating Period: 21 September 1989 - 13 December 1989)

Compiled and Edited by:

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INTRODUCTION

This is the 15th year American Radio has been published. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I can be reached at the following address:

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I strongly urge all of you (particularly new subscribers) to carefully read the definition pages at the beginning of Section B. This will help you to understand all of the information given in the Individual Market Reports. However, if you have any questions, please feel free to call me. I figure that my time and my call back to you are part of the subscription price. Also, I always enjoy talking about American Radio.

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Every effort has been made to make this book as accurate as is humanly possible. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

Any corrections made by Arbitron to earlier published reports are included if they are received by 14 February, 1990.

Work on this edition was completed on 15 February, 1990. Mailing will begin on 23 February, 1990. If your copy is defective in any way, let me know and I will promptly mail another copy to you.

NOTES AND COMMENTS

LEADING STATIONS

WGN is now the most-listened-to station in the US. Stations in the top 100 making impressive gains include: WNEW-F, KLOS-F, WFAN, KQLZ-F, WVAZ-F, WQCD-F, WYSP-F, KCBS, WVEE-F, KWKW, WJLB-F, WXTU-F, WLUP, WBBM-F, WHQT-F, WIOQ-F, WFLZ-F, WLIB, WXRT-F, KNBR, WJJD, KILT-F AND KFI.

FM SHARE

The national FM share of audience is now 72.52% This represents a growth rate of 0.857% since the Fall of 1988 when the FM share was 71.904% In the Spring of 1989 the FM share was 73.438% There seems to be a bit of a pattern developing here where the Spring markets seem to be growing in FM share at a quicker rate than the Fall markets. Since the Fall markets are a subset of the Spring markets it allows us to make some fairly reliable assumptions about cause. Primarily, since the larger markets are rated again in the Fall it makes sense to assume that FM share is growing more rapidly in the small markets.

Lancaster, PA had the highest FM share at 93.26% The lowest was San Francisco with 60.74%

LEADING STATIONS BY FORMAT

	1/4 HOUR AVERAGE	METRO SHARE
CHR/TOP 40	WHTZ-F - New York	WKEE-F - Huntington, WV
AOR	WNEW-F - New York	WCMF-F - Rochester
AC/SOFT ROCK/OLDIES	WLTW-F - New York	WCRZ-F - Flint
BTFL/EZ	WPAT-F - New York	WEAT A/F - West Palm
BLACK/URBAN	WRKS-F - New York	WIKS-F - Greenville, NC
COUNTRY	WYNY - New York	WIVK A/F - Knoxville
NEWS/TALK	WGN - Chicago	KMOX - St. Louis
MOR/VARIETY	WCCO - Minneapolis	WCCO - Minneapolis
NOSTALGIA	WNEW - New York	WNAK - WB/Scranton
HISPANIC	KWKW - Los Angeles	KGBT - McAllen/Brown.
RELIGION/GOSPEL	WWRL - New York	WDAC-F - Lancaster
CLASSICAL	WNCN-F - New York	KLEF-F - Anchorage
JAZZ/NEW AGE	WQCD-F - New York	KHHH-F - Honolulu

GREATEST SHARE CHANGES

(Fall 88 to Fall 89)

Share Gainers		
WRKT A/F	Erie	+ 14.7
WDRM-F	Huntsville	+ 9.5
WBYR-F	Fort Wayne	+ 9.0
KHYS-F	Beaumont	+ 8.3

Share Losers		
WIOG-F	Saginaw	- 12.2
WMEE-F	Fort Wayne	- 9.0
WMJC-F	Indianapolis	- 7.0

OTHER LEADERS

Cume Rating: WIVK A/F - Knoxville
12+ TSA Cume: WINS - New York
Metro Share: WIVK A/F - Knoxville

TABLE OF CONTENTS

SECTION A: NATIONAL RANKINGS AND RATINGS ANALYSIS

A1-A2 Metro Share Leaders and Major Share Changes
A3-A5 Station Trading Activity
A6 America's Leading Stations - 12+ Metro Share
A6 National FM Share
A7-A9 America's 500 Most-Listened-To Radio Stations
A10-A11 America's Leading Stations - 12+ TSA Cume
A12 America's Leading Stations - Metro Cume Rating
A13-A14 America's Leading Stations by Format - 1/4 Hour Average
A15-A16 America's Leading Stations by Format - Metro Share
A17 Markets with Highest and Lowest Percentage of FM Listenership
A17 Markets with Highest and Lowest APR's
A17 Markets with Highest and Lowest Percentage of "Below-the-Line" Listening
A17 Markets with Highest Percentage of Listening to Non-Listed Stations
A18 Station Format and Format Listenership
A19 Best and Worst Markets for Various Formats
A20-A35 Individual Station Audience Breakdowns

SECTION B: INDIVIDUAL MARKET REPORTS

B1-B3 Definitions, Clarifications and Explanations

Individual Market Reports for these markets in alphabetical order:

Akron
Albany-Schenectady
Albuquerque
Allentown-Beth
Anchorage
Appleton-Oshkosh
Atlanta
Atlantic City
Austin
Bakersfield

Baltimore
Baton Rouge
Beaumont
Birmingham
Boston
Bridgeport
Buffalo
Canton
Charlotte
Chattanooga

Chicago
Cincinnati
Cleveland
Colorado Springs
Columbia, SC
Columbus, OH
Corpus Christi
Dallas-Ft. Worth
Davenport-RI-Moline
Dayton

Daytona Beach
Denver
Des Moines
Detroit
El Paso
Erie
Des Moines
Detroit
El Paso
Erie

Eugene
Flint
Ft. Wayne
Fresno
Grand Rapids
Greensboro-WS
Greenville-NB, NC
Greenville-Spartanburg
Harrisburg
Hartford

Honolulu
Houston
Huntington, WV
Huntsville
Indianapolis
Jackson
Jacksonville
JC-Kings-Bristol
Kalamazoo
Lancaster

Lansing
Las Vegas
Lexington
Little Rock
Los Angeles
Louisville
Lubbock
Madison
McAllen-Brownsville
Manchester

Memphis
Miami-Ft. Lauderdale
Milwaukee
Minneapolis-St. Paul
Mobile
Modesto
Monmouth-Ocean
Montgomery
Nashville
Nassau-Suffolk

Milwaukee
Minneapolis-St. Paul
Mobile
Modesto
Monmouth-OC
Montgomery
Nashville
Nassau-Suffolk
New Haven
New Orleans

New York
Norfolk
Oklahoma City
Omaha
Orlando
Pensacola
Peoria
Philadelphia
Phoenix
Pittsburgh

Portland, ME
Portland, OR
Portsmouth/Dover
Providence
Raleigh
Reno
Richmond
Riverside-SB
Roanoke-Lynchburg
Rochester

Sacramento
Saginaw-BC
St. Louis
Salinas-Monterey-SC
Salt Lake City
San Antonio
San Diego
San Francisco
San Jose
Seattle-Tacoma

Shreveport
Spokane
Syracuse
Tampa-St. Petersburg
Toledo
Tucson
Tulsa
Utica-Rome
Washington
West Palm Beach

Wichita
Wilkes-Barre-Scranton
Wilmington, DE
Worcester
York
Youngstown

CONDENSED MARKETS:

Burlington, VT
Cape Cod, MA
Chico, CA
Danbury, CT
Fayetteville
Ft. Myers
Ft. Pierce
Gainesville, FL
Lafayette, IN
Muskegon
New Bedford
Odessa-Midland
Palm Springs
Reading, PA
Santa Barbara
Santa Rosa
Stamford, CT

METRO SHARE LEADERS AND MAJOR MARKET CHANGES

This table shows the 12+ Metro Share (6AM-MID, Mon-Sun) leaders for each rated market. Also listed are the stations in each market which had the largest gain in share or loss in share.

The period covered for the share changes is Fall 1988 to Fall 1989. I am convinced that year-to-year comparisons are more accurate and valid than "last book" comparisons.

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Akron	WKDD-F, 8.7, CHR	WDOK-F, +2.4, AC	WMMS-F, -3.7, AOR
Albany-Schenectedy-Troy	WGNA-AF, 11.0, C	WGNA-AF, +2.6, C	WPYX-F, -2.8, AOR
Albuquerque	KRST-F, 12.4, C	KZKL-F, +3.6, AC	KKOB-F, -5.1, AC
Allentown-Bethlehem	WFMZ-F, 14.1, EZ	WHXT-F, +2.7, CHR	WAEB, -2.0, AC
Anchorage	KPXR-F, 13.4, CHR	KBFX-F, +5.8, AOR	KEAG-F, -4.7, AC
Appleton-Oshkosh	WAPL-F, 15.6, AOR	WAPL-F, +3.6, AOR	WOSH, -2.4, MOR
Atlanta	WVEE-F, 13.1, B	WVEE-F, +5.3, B	WYAY-FF, -2.7, C
Atlantic City	WFPG-F, 10.0, EZ WAYV-F, 10.0, AC	WSLT-F, +4.4, CL	WAYV-F, -3.3, AC
Austin	KASE-F, 15.4, C	KLTD-F, +2.4, AC	KEYI-F, -2.6, AC
Bakersfield	KUZZ-AF, 18.2, C	KWAC, +3.4, SP	KKBB-F, -3.6, AOR
Baltimore	WXYV-F, 9.1, B	WIYY-F, +1.7, AOR	WCAO, -1.0, C
Baton Rouge	WFMF-F, 13.7, CHR	WNDC, +5.6, REL	WYNK-F, -5.5, C
Beaumont	KHYS-F, 18.8, B	KHYS-F, +8.3, B	KWIC-F, -2.9, AOR
Birmingham	WZZK-AF, 16.2, C	WZRR-F, +4.0, AOR	WMJJ-F, -4.3, AC
Boston	WRKO, 6.6, N/T	WMJX-F, +1.0, AC WPLM-F, +1.0, BB	WZLX-F, -1.7, AOR
Bridgeport	WEZN-F, 15.7, AC	WKCI-F, +2.1, CHR	WYNY-F, -1.4, C
Buffalo-Niagara Falls	WBEN, 10.7, MOR	WGR -F, +3.1, AOR	WBUF-F, -3.5, AC
Canton	WHBC-F, 12.7, EZ	WONE-F, +2.0, AOR	WHBC, -1.9, MOR
Charlotte	WSOC-F, 15.4, C	WBT , +3.0, MOR	WLVK-F, -1.9, C
Chattanooga	WSKZ-F, 17.3, CHR	WNOO, +2.2, B	WLMX-F, -1.8, AC
Chicago	WGN , 10.7, N/T	WGN , +2.1, N/T	WXEZ-AF, -2.4, EZ
Cincinnati	WKRQ-F, 10.5, CHR	WIZF-F, +2.8, B	WRRM-F, -1.4, AC
Cleveland	WDOK-F, 8.5, AC	WPHR-F, +2.3, CHR	WQAL-F, -1.8, EZ
Colorado Srings	KKCS-AF, 9.3, C	KOA , +1.8, N/T	KIKX-F, -2.2, CHR
Columbia, SC	WWDM-F, 15.7, B	WOMG-F, +3.5, AC	WNOK-F, -3.6, CHR
Columbus, OH	WNCI-F, 13.9, CHR	WXGT-F, +2.6, CHR	WLVQ-F, -4.0, AOR
Corpus Christi	KOUL-F, 14.3, C	KWVS-F, +2.3, AC KMIQ-F, +2.3, ?	KRYS, -2.0, C
Dallas-Ft. Worth	KVIL-AF, 10.2, AC	KMEZ-F, +2.4, EZ	KHYI-F, -1.8, CHR WBAP, -1.8, C KKDA-F, -1.8, B
Davenport-Ri-Moline	WPXR-F, 17.1, CHR	WOC , +3.0, N/T	KRVR-F, -2.6, EZ
Dayton	WGTZ-F, 9.7, CHR	WAZU-F, +5.0, AOR	WTUE-F, -6.4, AOR
Daytona Beach	WWLV-F, 17.9, EZ	WHTQ-F, +5.5, AOR	WWKA-F, -4.8, C
Denver	KOA , 8.4, N/T	KSYY-F, +2.2, AC	KBPI-F, -1.4, AOR
Des Moines	WHO , 15.8, MOR	WHO , +4.7, MOR	KGGO, -6.5, AOR
Detroit	WJR , 8.3, MOR	WLTI-F, +2.1, AC	WOMC-F, -1.8, AC
El Paso	KPRR-F, 13.0, CHR	KOFX-F, +2.6, AC	KBNA-AF, -2.9, SP
Erie	WJET-F, 19.4, CHR	WRKT-AF, +14.7, AOR	WCCK-F, -5.9, AOR
Eugene	KUGN-F, 14.0, C	KUGN-F, +5.6, C	KZEL-F, -3.5, AOR
Flint	WCRZ-F, 18.2, AC	WWCK-F, +5.4, CHR	WIOG-F, -10.8, CHR
Fort Wayne	WMEE-F, 19.8, CHR	WBYR-F, +9.0, AC	WMEE-F, -9.0, CHR
Fresno	KMJ , 11.1, N/T	KNAX-F, +3.7, C	KOJY-F, -4.1, EZ
Grand Rapids	WCUZ-F, 11.0, C	WCUZ-F, +4.1, C	WJFM-F, -2.8, AC
Greensboro-WS	WTQR-F, 13.8, C	WJMH-F, +5.0, B	WQMG-F, -4.4, B
Greenville, NC	WIKS-F, 20.2, B	WTRG-F, +1.8, AC	WZYC-F, -4.5, AOR
Greenville-Spartanburg	WESC-F, 11.8, C	WMYI-F, +6.4, AC	WFBC-F, -3.1, AC
Harrisburg	WNNK-F, 19.6, CHR	WHYL, +3.2, BB	WNCE-F, -1.4, EZ
Hartford	WTIC, 15.0, MOR	WWYZ-F, +2.2, C	WRCH-F, -2.1, EZ
Honolulu	KQMQ-AF, 12.4, CHR	KHFX-F, +4.2, AOR	KQMQ-AF, -3.5, CHR
Houston	KMJQ-F, 8.1, B	KILT-F, +2.7, C	KRBE-F, -2.5, CHR
Huntington, WV	WTCR-AF, 29.8, C	WKEE-F, +4.4, CHR	WEMM-F, -3.5, REL
Huntsville	WDRM-AF, 22.1, C	WDRM-AF, +9.5, C	WZYP-F, -5.4, CHR
Indianapolis	WIBC, 15.8, MOR	WFMS-F, +3.3, C	WMJC-F, -7.0, AC
Jackson	WJMI-F, 15.6, B	NA	NA
Jacksonville	WAPE-F, 14.0, CHR	WHJX-F, +5.3, B	WZAZ-F, -4.0, B
John City-Kingsport	WQUT-F, 19.3, CHR	WIMZ-F, +1.7, AOR	WJCW, -2.7, C
Kalamazoo	WKFR-F, 19.9, CHR	WNWN-F, +5.0, C	WJFM-F, -4.0, AC
Kansas City	WDAF, 10.3, C	KBEQ-F, +3.9, CHR	KYYS-F, -2.7, AOR
Knoxville	WIVK-AF, 37.7, C	WIVK-AF, +4.7, C	WIMZ-AF, -4.9, AOR
Lancaster	WLAN-F, 11.1, CHR	WWKL-F, +[illegible].5, AC	WARM-F, -2.2, AC
Lansing	WVIC-AF, 18.5, CHR	WITL-F, +5.7, C	WJXQ-F, -3.1, AOR
Las Vegas	KFMS-AF, 12.0, C	KUDA-F, +3.4, AC	KKLZ-F, -3.1, AOR
Lexington	WVLK-F, 18.1, C	WTKT-F, +3.3, AC	WLFX-F, -4.2, CHR
Little Rock	KSSN-F, 17.7, C	KOLL-F, +3.8, AC	KSSN-F, -2.6, C
Los Angeles	KPWR-F, 6.2, CHR	KWKW, +2.2, SP	KJOI-F, -2.1, EZ
Louisville	WHAS, 15.9, MOR	WDJX-F, +2.2, CHR WLOU, +2.2, B	WQMF-F, -3.2, AOR

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Lubbock	KLLL-F, 18.7, C	KZII-F, +5.1, CHR	KRLB-F, -2.6, CHR
Madison	WZEE-F, 12.7, CHR	WOLX-F, +6.0, AC	WZEE-F, -6.1, CHR
Manchester	WZID-F, 15.6, EZ	NA	NA
McAllen-Brownsville	KBFM-F, 18.6, CHR	KTXF-F, +5.6, C	KGBT, -5.3, SP
Memphis	WHRK-F, 16.2, B	WDIA, +4.7, B	KRNB-F, -2.0, B
Miami-Ft. Lauderdale	WHQT-F, 8.0, B	WHQT-F, +3.1, B	WEDR-F, -1.2, B WFTL, -1.2, BB
Milwaukee	WTMJ, 10.5, MOR	WLUM-F, +4.0, B	WTMJ, -2.5, MOR
Minneapolis-St. Paul	WCCO, 18.4, MOR	KQQL-F, +2.2, AC	KLXK-F, -4.0, AC
Mobile	WKSJ-AF, 18.2, C	WBLX-F, +4.7, B	WMML, -3.8, B
Modesto	KHOP-F, 12.8, CHR	KHOP-F, +4.1, CHR	KJSN-F, -3.6, AC
Monmouth-Ocean	WOBM-F, 7.0, AC	NA	NA
Montgomery	WZHT-F, 19.2, B	WZHT-F, +6.9, B	WSYA-F, -5.0, AC
Nashville	WSIX-F, 12.4, C	WSIX-F, +2.5, C	WZEZ-F, -4.0, EZ
Nassau-Suffolk	WALK-F, 6.1, AC	WBLI-F, +1.8, CHR	WKJY-F, -.7,
New Haven	WKCI-F, 14.7, CHR	WKCI-F, +3.0, CHR	WTIC, -1.7, MOR
New Orleans	WYLD-F, 15.1, B	WYLD-F, +6.6, B	WQUE-AF, -4.5, B
New York	WPAT-F, 5.0, EZ	WSKQ-F, +1.6, SP	WHTZ-F, -1.3, CHR
Norfolk	WFOG-F, 10.0, EZ	WAFX-F, +5.6, AOR	WLTY-F, -3.7, AC
Oklahoma City	KXXY-AF, 14.0, C	KEBC-F, +2.7, C KZBS-F, +2.7, CHR	KJYO-F, -3.1, CHR
Omaha	KFAB, 15.8, MOR	KEFM-F, +2.9, AC	KOIL, -2.5, AC
Orlando	WWKA-F, 10.1, C	WJHM-F, +4.3, B	WWKA-F, -1.8, C
Pensacola	WMEZ-F, 10.1, EZ	WWSF-F, +4.1, CHR	WBLX-F, -2.8, B WTKX-F, -2.8, AOR
Peoria	WKZW-F, 16.0, CHR	WGLO-F, +2.2, AC	WWCT-F, -2.8, AOR
Philadelphia	WMMR-F, 7.5, AOR	WIOQ-F, +2.8, CHR	WEGX-F, -2.4, CHR
Phoenix	KNIX-AF, 11.4, C	KMLE-F, +3.0, C	KZZP-AF, -3.0, CHR
Pittsburgh	KDKA, 12.3, MOR	WTAE, +1.8, N/T	KDKA, -1.1, MOR
Portland, ME	WPOR-AF, 14.1, C	WMGX-F, +5.4, AC	WPOR-F, -2.1, C
Portland, OR	KKRZ-F, 10.7, CHR	KEX , +2.7, MOR	KYTE, -2.4, CL
Portsmouth-Dover-Rochester,nh	WHEB-AF, 11.4, AOR	WERZ-F, +3.3, CHR	WOKQ-F, -2.1, C
Providence	WPRO-F, 9.9, CHR	WPRO, +3.2, N/T	WPRO-F, -2.9, CHR
Raleigh	WRDU-F, 8.2. AOR	WTRG-F, +3.3, AC	WRDU-F, -2.3, AOR
Reno	KWNZ-F, 10.8, CHR	KRNO-AF, +1.9, AC KIIQ-F, +1.9, C	KOH , -1.6, N/T KROI-F, -1.6, J/NA
Richmond	WRVQ-F, 12.5, CHR	WTVR-F, +2.5, EZ	WMXB-F, -3.2, AC
Riverside-San Bernardino	KGGI-F, 10.1, CHR	KQLZ-F, +3.2, CHR	KIIS-F, -2.6, CHR
Roanoke-Lynchburg	WXLK-F, 15.2, CHR	WROV-F, +7.6, AOR	WXLK-F, -5.4, CHR
Rochester	WCMF-F, 15.7, AOR	WKLX-F, +3.3, AC	WPXY-F, -1.7, CHR
Sacramento	KRAK-F, 9.3, C	KRAK-F, +2.2, C KXOA-F, +2.2, AC	KQPT-F, -3.1, J/NA
Saginaw-Bay City-Midland	WIOG-F, 17.9, CHR	WTLZ-F, +4.4, B	WIOG-F, -12.2, CHR
Salinas-Monterey-Santa Cruz	KGO , 7.1, N/T KDON-F, 7.1, CHR	KTGE, +1.3, SP KRAY-F, +1.3, SP	KDON-F, -4.1, CHR
Salt Lake City	KSFI-F, 11.3, EZ	KLZX-F, +2.8, AOR	KRSP-F, -4.3, AOR
San Antonio	KCYY-F, 10.3, C	KMMX-F, +2.1, AC	KQXT-F, -3.2, EZ
San Diego	KKLQ-AF, 9.0, CHR	KFSD-F, +1.1, CL	KFMB-F, -2.2, AC
San Francisco	KGO , 8.2, N/T	KNBR, +1.5, MOR	KIOI-F, -1.3, AC
San Jose	KBAY-F, 6.2,	KLOK, +1.2,	KSJO-F, -2.5,
Seattle-Tacoma	KPLZ-F, 9.1, CHR	KPLZ-F, +3.3, CHR	KIRO, -2.3, N/T
Shreveport	KRMD-AF, 18.1, C	KVKI-F, +4.1, AC	KOKA, -3.2, REL
Spokane	KZZU-F, 14.4, CHR	KEZE-F, +3.2, AOR	KAQQ, -1.8, MOR
Springfield, MA	WAQY-F, 9.6, AOR	WMAS, +3.0, BB	WRCH-F, -2.2, AC
St. Louis	KMOX, 18.8, N/T	WKBQ-F, +3.1, CHR	KSHE-F, -1.5, AOR KLOU-F, -1.5, AC
Stockton	KHOP-F, 6.8, CHR	KNBR, +3.2, MOR	KRAK, -3.4, C
Syracuse	WYYY-F, 14.1, AC	WFBL, +4.5, BB	WSYR, -4.6, MOR
Tampa-St. Petersburg	WFLZ-F, 11.6, AC	WFLZ-F, +7.3, AC	WRBQ-F, -5.7, CHR
Toledo	WIOT-F, 12.7, AOR	WLQR-F, +3.0, EZ	WTOD, -2.6, C
Tucson	KRQQ-F, 16.7, CHR	KLPX-F, +2.4, AOR	KIIM-F, -2.3, C
Tulsa	KMOD-F, 9.7, AOR	KVLT-F, +3.4, AC	KMOD-F, -4.7, AOR
Utica-Rome	WRCK-F, 10.5, CHR	NA	NA
Washington	WGAY-F, 7.7, EZ	WMMJ-F, +2.4, B	WHUR-F, -1.1, B WWDC-F, -1.1, AOR
West Palm Beach	WEAT-AF, 19.3, EZ	WEAT-AF, +2.6, EZ	WMXJ-F, -2.2, AC
Wichita	KKRD-F, 14.9, CHR	KRBB-F, +2.4, AC	KEYN-F, -2.1, AC
Wilkes Barre-Scranton	WKRZ-F, 13.4, CHR	WNAK, +3.6, BB	WGBI-F, -2.3, AC
Wilmington, DE	WSTW-F, 11.0, CHR	WIOQ-F, +2.2, CHR	WMMR-F, -3.9, AOR
Worcester	WSRS-F, 13.1, EZ	WXLO-F, +2.5, AC	WROR-F, -1.7, AC
York	WYCR-F, 12.4, CHR	WGTY-F, +4.7, C	WGRX-F, -1.7, AOR
Youngstown	WHOT-F, 12.8, CHR	WRKU-F, +3.1, AOR WFMJ, +3.1, BB	WKBN-F, -2.7, MOR

*Based on MSA, 1/4 HR AVG, 12+, Broadcast Week. All stations reported in Arbitron are included.

STATION TRADING ACTIVITY

(23 Aug 89 - 10 Feb 90)

Below are the major station sales made in rated markets of interest. Remember that these are announced sales and those transactions may never have closed. (E) = estimate.

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
KKYX-F	Bryan, TX	Sold to Sun Group	$ 3,600,000	
KMJJ-F	Shreveport	Sold to Sun Group	2,400,000	
			$ 6,000,000	(John Barger)
KLSI-F	Kansas City	From Sandusky to Apollo	8,500,000	(Blackburn)
KBPI-F	Denver	From Sandusky to Great America	13,500,000 (E)	
WKRL-F	Tampa	From Sandusky to Great American	16,500,000 (E)	
			$ 30,000,000	(Chapman)
KKBB-F	Bakersfield	Sold to Kohl	3,300,000	(MVP & Americom)
WWSD/WIQI-F	Quincy (Tallahassee)	From Ardman to Ragan Henry's son	2,000,000	
WCLZ-F	Brunswick (Portland, ME)	Sold to Doug Tanger	2,175,000	(Chapman)
WEEI	Boston	Sold to Boston Celtics	8,000,000	(Stevens)
WMYK-F	Eliza. City (Norfolk)	From Paul Lucci to Paco-Jon	7,500,000	(Chapman)
KRTH	Los Angeles	From Beasley to Lieberman	23,000,000 + tax cert.	
KLOK/KBRG-F	San Jose		15,000,000	(Blackburn)
WORC	Worcester		600,000	
WDAN/WDNL-F	Danville, IL	Sold by Majac to Neuhoff	2,350,000	(Americom)
WTHT-F	Portland, ME	Sold to Beacon	2,600,000	(Kozacko-Horton)
WEIR A/F	Steubenville		406,200	
KNIS-F	Carson City (Reno)		1,500,000	(Chapman)
KTGR, KCMQ-F	Columbia, MO		2,150,000	(Chapman)
KTCR, KOTY-F	Richland, WA	From Ives to Kip Guth	1,000,000	
KUTI, KXDD-F	Yakima, WA	From Ives to Kip Guth	1,000,000	
			$ 2,000,000	
WKOL A/F	Amsterdam, NY	Sold by Sage	1,500,000	
WBIG	Gastonia, NC	Sold by Beasley	125,000	
KGLF-F	Freeport, TX	Sold to Ragan Henry	2,000,000	(Sailors)
WFTH	Richmond	Sold by Willis	450,000	
WDJK	Richmond	Sold to Willis	450,0002	
KDAB-F	Ogden (Salt Lake)	Sold by Albimar	1,850,000	
KBER-F	Spanish Fork (Salt Lake)		1,000,000	
WOFM-F	Moyock (Norfolk)		3,075,000	(Hickman)
KASY	Auburn (Seattle)	Sold to Viacom	1,750,000	
WYLL-F	Des Plaines, IL	Sold to Salem	9,250,000	(Blackburn)
WLMX A/F	Rossville (Chattanooga)	Sold to Baum by Media Capital	7,000,000	(Blackburn)
KFAN-F	Fredericksburg, TX		6,000,000	(Blackburn)
WSOM/WQXK-F	Salem (Youngstown)	From Lincoln to Legend	5,500,000	(Americom)
WAIM/WCKN-F	Anderson (Greenville, SC)	Sold to ABS	6,000,000	(Americom)
WAYV-F	Atlantic City	Sold to Ragan Henry	13,000,000	(Mahlman)
WTAX, WDBR-F	Springfield, IL	From Sage to Lakeshore	4,000,000	(Blackburn)
WLVH	Manchester, CT	60% sold by Sage	925,000	
KMNS, KSEZ-F	Sioux City	From Sage to Legend	3,250,000	
KCGO, KBBY-F	Oxnard	Sold to George Duncan	6,700,000	(MVP)
WWPA, WYRS-F	Williamsport, PA		490,000	(Rosenblum)
WSIX A/F	Nashville	From Hicks to Capstar	16,000,000	(Americom)
KEAP	Fresno	Sold to Americom (Quinn)	460,000	
WHMA A/F	Anniston, AL	Sold to Crown	7,500,000	(MVP)
KJNE-F	Hillsboro (Waco)	From Moran to Hilliard		
KGTM, KNIN-F	Wichita Falls	From Moran to Hilliard		
KWON	Bartlesville, OK	From Moran to Hilliard		
			$ 2,225,000	(Media Finance)
WSUA	Miami		?	
WCHB	Inkster (Detroit)		550,000	(Chapman & Mediacor)
WMTX, WXLS-F	Biloxi, MS		1,432,000	
WOIC, WNOK-F	Columbia, SC	Sold by Audubon to Voyager	7,500,000	(Sailors)
WTPI-F	Indianapolis	From Somerset to Pinnacle	12,000,000	
WAQI A/F	Miami	Sold to Viva/Heftel	7,400,000 + assets	
WIBB, WFXM-F	Macon	From Davis to Woodfin	1,650,000	
KIIZ, KIXS-F	Killeen, TX		2,600,000	(Chapman)
WPVA	Colonial Heights, VA	Sold by ABS	130,000	
KMPZ-F	Memphis	From Dittman to Diamond	6,000,000	(Americom)
WHDH	Boston	Sold by Sconnix	14,000,000	
WILK	WB/Scranton	Sold to Keymarket	?	(Comm. Equity)
KDMG-F	Pella (Des Moines)	From Beta to Valley	2,750,000	(Questcom)
KTRH	Houston	From Rusk to Jacor	31,000,000 (E)	
KLOL-F	Houston	From Rusk to Jacor	39,000,000 (E)	
KSMG-F	San Antonio	From Rusk to Jacor	10,000,000 (E)	
			$ 70,500,000	(MVP/Americom)
WVOI	Toledo	Sold out of receivership	663,000	
KZKX-F	Lincoln	From Music Radio to Sherman/Osborn	1,845,000	(MVP)
WXVI	Montgomery		330,000	
KZZP	Phoenix	Sold by Nationwide	975,000	
WTIS	Tampa		1,700,000	

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
WABK A/F	Gardiner, ME		$ 1,050,000	
KJIL-F	Oklahoma City	From Swaggert to CBN	1,000,000	
KJOI	Los Angeles	From Command to Viacom	86,000,000	
KHOW/KSYY-F	Denver	From Command to Viacom	15,500,000	
			$101,500,000	
KJQY-F	San Diego	From Command to Westwood One	19,000,000	
WNEW	New York	From Westwood One to Command	15,300,000	
KWTD-F	Lonoke, AR	Sold to Willis	445,000	
KQXK, KCIZ-F	Springdale, AR	From Moran to Kelly	1,000,000	(Chapman)
WAME	Charlotte	From Swaggert to CBN	725,000	
KLSK-F	Santa Fe/Albuquerque		2,000,000	(Kalil)
WXTR-F	Washington, DC	From Ragan Henry to Radio Ventures	32,500,000	
KOFY A/F	San Francisco	Sold to Viacom	20,200,000	(LaRue)
WKMI, WKFR-F	Kalamazoo	From Dave Hicks to Waldron	11,000,000 + tax cert	(Americom)
WQIK A/F	Jacksonville	From Jacor to Channel 17	16,000,000	
WMYU	Knoxville	From Jacor to Channel 17	12,000,000	
	(THIS DEAL NEVER CLOSED)		$ 28,000,000	(Americom)
WWNN	Pompano Beach		3,500,000	
WTTT	Amherst, MA		400,000	(Craig Culp)
WKKY-F	Moss Point, MS	Sold to Waldron	1,500,000	
WBVE-F	Hamilton (Cincinnati)	From Reams to Entercom	5,850,000	(Stevens)
WQIZ, WKQB-F	St. George (Charleston, SC)		2,450,000	(Gazzana)
KNTA	S. Clara (San Jose)		2,000,000	
KKAM, KBOS-F	Fresno	Sold to Dwight Case	6,900,000 (E)	
KIST, KMGQ-F	Santa Barbara	Sold to Dwight Case	4,800,000 (E)	
			$ 11,750,000	(MVP)
WADC, WMGP	Parkersburg, WV		670,000	(MVP)
KPMC	Bakersfield	Sold to Buckley	1,000,000	(Chapman)
WEJZ-F	Jacksonville	From ML to Renda	7,000,000 (E)	
KBEZ-F	Tulsa	From ML to Renda	4,635,000 (E)	
			$ 11,635,000	(MVP)
KNRJ-F	Houston	From Emmis to Nationwide	30,000,000	(Morgan Stanley)
WBAB A/F	Long Island	Sold by Noble	26,000,000	(First Boston/CEA)
WSOK, WAGU-F	Savannah	From Love to Opus	3,900,000 (E)	
KNAN-F	Monroe, LA	From Love to Opus	2,000,000 (E)	
WKXI, WTYX-F	Jackson, MS	From Love to Opus	5,100,000 (E)	
			$ 11,000,000	
KQYT-F	Green Valley (Tucson)	Sold to Nova	2,000,000	(Questcom)
WJPC	Chicago	From Johnson to Douglas/Winners	6,000,000	
KFOR, KFRX-F	Lincoln	From Arrow to May	6,600,000	
WICE	Pawtucket, RI		688,000 (E)	
WMYU-F	Knoxville	From Jacor to Dalton	11,600,000	(Americom)
KTHO A/F	Salt Lake Tahoe		1,525,000	(Hogan-Feldman)
KFKF	Kansas City	Sold by Sconnix	500,000	
WEAZ	Philadelphia	Sold to Salem	6,500,000	(Stevens)
WBZN A/F	Racine (Milwaukee)	From Adams to Ragan Henry	3,500,000	(Capstone)
WBBB, WPCM-F	Burlington, NC	Sold to Don Curtis (GAMC)	3,450,000	(Marshall)
WCGL	Jacksonville		510,000	
WDOT	Burlington, VT		700,000	
KHEY A/F	El Paso	Sold to Ragan Henry	8,400,000	(Barger)
WYCB	Washington		2,750,000	
KKOB A/F	Albuquerque	From Fairmont to Fritzinger	20,000,000	(Stevens)
KTME, KRQK-F	Lompoc		1,500,000	(MVP)
WWIN A/F	Baltimore	From Ragan Henry to Almic	6,900,000	
WMGL-F	Ravenal (Charleston, SC)		525,000	(Fischer)
WSVS-F	Crewe, VA	Sold to Willis	5,500,000	
KRLD	Dallas	From Command to Evergreen	47,000,000 (E)	
KODA-F	Houston	From Command to Evergreen	28,000,000	
			$75,000,000	(Americom)
WWWE	Cleveland	Sold to Booth	10,000,000 +WRMR	(Crisler)
KXPT-F	Oxnard		2,00,000	(MVP)
WTTB, WGYL-F	Vero Beach		7,500,000 (E)	
WQRC-F	Cape Cod		7,000,000 (E)	
			$14,500,000	(Blackburn)
WACO, KTKS-F	Waco	49% sold by Sage to Sungroup	NA	
WGNE-F	Titusville	49% sold by Sage to Sungroup	NA	
			$ 7,500,000	
WMRE (1580)	Knoxville		135,000	
WWON	Woonsocket		600,000	
WKJR, WQWQ-F	Muskegon	Sold to Federated	1,540,000	
KYJC, KFMJ-F	Medford		300,000	
WGAR	Cleveland	From Nationwide to Douglas	2,000,000	(Mahlman)
KKAT-F	Salt Lake	From Brown to Apollo	12,000,000	(Americom)
KEZQ-F	Little Rock		3,250,000	(CEA)

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
KMGC-F	Dallas	From Shamrock to Cook Inlet	$22,000,000 + tax cert.	
KMJC	El Cajon (San Diego)	Sold to Family Stations	2,400,000	
WEZL-F	Charleston, SC	From John Price to Apollo	8,100,000	(Stevens)
WBSM, WFHM-F	New Bedford, MA	From Sage to Benchmark to Hartstone/Dickstein	4,750,000	(Americom;Cohn)
WDOV, WDSD-F		From Benchmark to Hartstone/Dickstein	4,750,000	(Americom;Cohn)
KZAM A/F	Creswell (Eugene)	Sold by Jim Kefford	295,000	(Exline;Miller)
KFXZ-F	Maurice, LA (Lafayette)	Sold to Vetter	1,200,000	
KORQ A/F	Abilene, TX	From Bakke to Adams, Jr.		
KLSF-F	Amarillo	From Bakke to Adams, Jr.		
KMND, KNFM-F	Midland	From Bakke to Adams, Jr.		
			$ 4,928,000	
KEZQ-AM	Little Rock	Sold to Willis	250,000	
WYYN, WTNT-F	Tallahassee	Sold by Palmer	2,800,000	(Clark)
WSIR	Winter Haven, FL		230,000	
KEIN, KLFM-F	Great Falls	Sold to Adams, Jr.	650,000	
WWHB-F	Long Island	Sold to BAB	1,800,000	
KKFN, KKRC-F	Sioux Falls	Sold by Vaughn	1,500,000	
WQBZ-F	Ft. Valley (Macon)	Sold to Steven Taylor	3,000,000	(LaRue)
WJNL A/F	Johnstown, PA		1,350,000	
WTGH	Columbia, SC	Sold to Willis	500,000	
WTAX, WDBR-F	Springfield, IL	From Sage to Lakeshore	4,000,000	(Blackburn)
WAFX-F	Norfolk	From Downs to Radio Ventures	10,000,000	(Richards)
WTUX, WTLC-F	Indianapolis	From Panache to Broadcast Parnters	13,100,000	(MVP)
KSSK A/F	Honolulu	Sold by Heftel	6,800,000	
WXOK	Baton Rouge		1,000,000	
WOCB A/F	Cape Cod	Sold to US Media	2,750,000	(Sherman)
KFMY, KZOL-F	Provo	Sold by Cook Inlet	972,000	
KDAE, KLTG-F	Corpus Christi	Sold to Broad Based	1,900,000	(Peterson)
KKWM (570)	Dallas	From Anchor to Susquehanna	?	

AMERICA'S LEADING STATIONS - 12+ METRO SHARE*

	STATION	MARKET	SHARE	FORMAT	GROUP OWNER	EST 1989 REVENUE
1.	WIVK-AF	Knoxville	37.7	C	Dick	$ 5,500,000
2.	WTCR-AF	Huntingto	29.8	C	CRB	2,200,000
3.	WKEE-F	Huntingto	22.6	CHR	---	1,800,000
4.	WDRM-AF	Huntsvill	22.1	C	---	2,400,000
5.	WIKS-F	GreenvlNC	20.2	B	---	N/A
6.	WKFR-F	Kalamazoo	19.9	CHR	---	2,500,000
7.	WMEE-F	Ft. Wayne	19.8	CHR	Federated	3,000,000
8.	WNNK-F	Harrisbrg	19.6	CHR	Keymarket	5,700,000
9.	WJET-F	Erie	19.4	CHR	Myron Jones	1,500,000
10.	WEAT-AF	West Palm	19.3	EZ	Taylor	3,100,000
	WQUT-F	John city	19.3	CHR	Bloomington	2,150,000
12.	WZHT-F	Montgomer	19.2	B	---	N/A
13.	WXBQ-F	John city	19.1	C	Nininger	1,800,000
14.	KMOX	St. Louis	18.8	N/T	CBS	21,700,000
	KHYS-F	Beaumont	18.8	B	Clear Channel	1,400,000
16.	KLLL-F	Lubbock	18.7	C	Pinnacle	2,000,000
17.	KBFM-F	MC-BROWN	18.6	CHR	Encore	1,600,000
18.	WVIC-AF	Lansing	18.5	CHR	Goodrich	3,100,000
19.	WCCO	Minn-St.P	18.4	MOR	---	21,500,000
20.	WKSJ-AF	Mobile	18.2	C	Capitol	3,800,000
	WCRZ-F	Flint	18.2	AC	Faircom	3,200,000
	KUZZ-AF	Bkrsfield	18.2	C	Buck Owens	2,900,000
23.	KRMD-AF	Shreveprt	18.1	C	AmCom	2,000,000
	WVLK-F	Lexington	18.1	C	Bluegrass	2,700,000
25.	WZYP-F	Huntsvill	17.9	CHR	---	2,000,000
	WIOG-F	Saginaw-b	17.9	CHR	Booth	3,700,000
	WWLV-F	Dytna Bch	17.9	EZ	Root	1,800,000
28.	KSSN-F	Little Rk	17.7	C	So. Skies	4,100,000
29.	WITL-F	Lansing	17.3	C	Mid. Family	2,600,000
	WSKZ-F	Chtnooga	17.3	CHR	Bloomington	2,600,000
31.	WPXR-F	Davenport	17.1	CHR	Roth	1,400,000
	WLLR-F	Davenport	17.1	C	Sconnix	2,200,000
33.	KRQQ-F	Tucson	16.7	CHR	Nationwide	3,300,000
34.	WBLX-F	Mobile	16.6	B	Beasley	1,950,000
35.	WHRK-F	Memphis	16.2	B	Ragan Henry	3,400,000
	WZZK-AF	Brmngham	16.2	C	NewCity	6,100,000
37.	WKZW-F	Peoria	16.0	CHR	Midwest TV	1,400,000
38.	WHAS	Louisvill	15.9	MOR	Clear Channel	5,800,000
	WAMZ-F	Louisvill	15.9	C	Clear Channel	4,000,000
40.	WIBC	Indy	15.8	MOR	Sconnix	8,300,000
	KFAB	Omaha	15.8	MOR	Henry	4,200,000
	WHO	Des moine	15.8	MOR	Palmer	3,200,000
43.	WCMF-F	Rochester	15.7	AOR	Stoner	5,400,000
	WEZN-F	Brdgeport	15.7	AC	NewCity	4,900,000
	WWDM-F	Columbia	15.7	B	---	2,200,000
46.	WJMI-F	Jackson	15.6	B	Holt	2,100,000
	WAPL-F	Appleton	15.6	AOR	Woodward	2,200,000
	WZID-F	Manchestr	15.6	EZ	Sunshine	1,800,000
49.	WLWI-F	Montgomer	15.5	C	Colonial	2,800,000
50.	WSOC-F	Charlotte	15.4	C	Cox	6,000,000
	KASE-F	Austin	15.4	C	---	$4,500,000
52.	WFBQ-F	Indy	15.3	AOR	Great Am.	9,000,000
53.	WXLK-F	Roanoke-l	15.2	CHR	Coleman	3,500,000
54.	WYLD-F	New Orlns	15.1	B	Interurban	2,600,000
55.	WTIC	Hartford	15.0	MOR	Chase	9,200,000
	WNWN-F	Kalamazoo	15.0	C	---	1,400,000
57.	KKRD-F	Wichita	14.9	CHR	---	2,200,000
58.	WKCI-F	New Haven	14.7	CHR	Noble	8,500,000
	WSWT-F	Peoria	14.7	EZ	Comm.Service	1,000,000
	WRKT-AF	Erie	14.7	AOR	---	N/A
61.	WTFM-F	John city	14.6	AC	Home News	1,600,000
62.	KZZU-F	Spokane	14.4	CHR	Olympia	1,600,000
	WXLP-F	Davenport	14.4	AOR	Goodrich	1,500,000
64.	KOUL-F	Corpus Ch	14.3	C	---	1,500,000
65.	WFMZ-F	Allentown	14.1	EZ	---	1,900,000
	WYYY-F	Syracuse	14.1	AC	NewCity	5,000,000
	WCOS-F	Columbia	14.1	C	---	3,000,000
	WPOR-AF	Prtlnd,ME	14.1	C	---	2,500,000
69.	KXXY-AF	Oklahoma	14.0	C	NewMarket	4,700,000
	WAPE-F	Jacksnvle	14.0	CHR	Evergreen	4,600,000
	KTXF-F	MC-BROWN	14.0	C	---	1,500,000
	KUGN-F	Eugene	14.0	C	---	N/A
	KZII-F	Lubbock	14.0	CHR	---	600,000
74.	WNCI-F	ColumbusO	13.9	CHR	Nationwide	8,100,000
	KZFM-F	Corpus Ch	13.9	CHR	---	1,300,000
76.	WTQR-F	Greensbor	13.8	C	NewMarket	4,200,000
77.	WFMF-F	Btn Rouge	13.7	CHR	Jenne	2,400,000
	WAJI-F	Ft. Wayne	13.7	AC	S. Tarzian	2,000,000
	WXKC-F	Erie	13.7	AC	---	1,800,000
80.	WMSI-F	Jackson	13.6	C	---	3,300,000
	WLAP-F	Lexington	13.6	CHR	Trumper	2,550,000
82.	WWCT-F	Peoria	13.5	AOR	---	1,500,000
83.	WKRZ-F	WilkesBar	13.4	CHR	Keymarket	2,800,000
	KPXR-F	Anchorage	13.4	CHR	Ingstad	900,000
85.	KQKQ-F	Omaha	13.3	CHR	---	3,100,000
	KKXX-F	Bkrsfield	13.3	CHR	---	1,000,000
87.	WRVC-F	Huntingto	13.2	AC	---	800,000
	WGIR-F	Manchestr	13.2	AOR	Knight	3,000,000
89.	WVEE-F	Atlanta	13.1	B	Summit	10,900,000
	WSRS-F	Worcester	13.1	EZ	Knight	3,000,000
	KRLB-F	Lubbock	13.1	CHR	Dowe	1,600,000
92.	KEZO-AF	Omaha	13.0	AOR	Narragansett	3,100,000
	KPRR-F	El paso	13.0	CHR	---	1,200,000
94.	WUSY-F	Chtnooga	12.9	C	Colonial	2,550,000
	KGGO-F	Des moine	12.9	AOR	Stoner	2,500,000
96.	WHOT-F	Youngstwn	12.8	CHR	Myron Jones	2,800,000
	KHOP-F	Modesto	12.8	CHR	Fuller Jeff.	2,000,000
98.	WLEV-F	Allentown	12.7	AC	Zimmerman	3,600,000
	WIOT-F	Toledo	12.7	AOR	Reams	3,100,000
	WDZZ-F	Flint	12.7	B	---	2,000,000

*Based on 1/4 HR AVG, Metro Share, Broadcast Week, 12+

NATIONAL FM SHARE*

FAL 89 72.52%

SPG 89	73.438%	FAL 81	58.651%
FAL 88	71.904%	SPG 81	57.353%
SPG 88	71.376%	OCT/NOV 80	56.116%
FAL 87	70.605%	APR/MAY 80	54.254%
SPG 87	71.835%	OCT/NOV 79	53.627%
FAL 86	69.655%	APR/MAY 79	50.887%
SPG 86	68.791%	OCT/NOV 78	50.698%
FAL 85	67.109%	APR/MAY 78	47.638%
SPG 85	66.549%	OCT/NOV 77	46.501%
FAL 84	65.032%	APR/MAY 77	44.428%
SPG 84	64.290%	OCT/NOV 76	43.818%
FAL 83	63.058%	APR/MAY 76	40.886%
SPG 83	62.291%	APR/MAY 76	40.886%
FAL 82	60.571%		
SPG 82	58.870%		

FM GROWTH RATE

OCT/NOV 76 TO OCT/NOV 77:	6.123%
OCT/NOV 77 TO OCT/NOV 78:	9.026%
OCT/NOV 78 TO OCT/NOV 79:	5.777%
OCT/NOV 79 TO OCT/NOV 80:	4.641%
OCT/NOV 80 TO FAL 81:	4.517%
FAL 81 TO FAL 82:	3.274%
FAL 82 TO FAL 83:	4.106%
FAL 83 TO FAL 84:	3.130%
FAL 84 TO FAL 85:	3.194%
FAL 85 TO FAL 86:	3.794%
FAL 86 TO FAL 87:	1.364%
FAL 87 TO FAL 88:	1.840%
FAL 88 TO FAL 89:	0.857%

AMERICA'S 500 MOST-LISTENED-TO RADIO STATIONS*

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	FAL '88 RANK	ESTIMATED 1989 REVENUE
1. WGN	Chicago	1537	N/T	Tribune Co.	7	$ 37,400,000
2. WPAT-F	New York	1405	EZ	Park	3	11,200,000
3. WOR	New York	1388	N/T	Buckley	2	16,500,000
4. WLTW-F	New York	1366	AC	Viacom	4	24,000,000
5. WINS	New York	1289	N/T	Westinghouse	8	25,000,000
6. WHTZ-F	New York	1216	CHR	Malrite	1	21,000,000
7. WCBS-F	New York	1161	AC	CBS	5	23,500,000
8. WRKS-F	New York	1127	B	Summit	9	12,000,000
WQHT-F	New York	1127	CHR	Emmis	12	13,300,000
10. WNEW-F	New York	1113	AOR	Westinghouse (P)	19	18,500,000
11. KOST-F	Los Angeles	1097	AC	Cox	16	28,800,000
12. KPWR-F	Los Angeles	1064	CHR	Emmis	6	28,700,000
13. KIIS-F	Los Angeles	1053	CHR	Gannett	10	31,700,000
14. WCBS	New York	1046	N/T	CBS	11	20,200,000
15. WBLS-F	New York	1037	B	Inner City	17	14,000,000
16. KLOS-F	Los Angeles	982	AOR	Cap Cities/ABC	28	22,000,000
17. WNSR-F	New York	966	AC	Bonneville	20	15,000,000
18. WGCI-F	Chicago	918	B	Gannett	23	19,100,000
19. WXRK-F	New York	892	AOR	Infinity	13	18,000,000
20. WCCO	Minneapolis-St. Paul	888	MOR		24	21,500,000
21. WPLJ-F	New York	887	CHR	Cap Cities/ABC	14	13,000,000
22. WABC	New York	885	N/T	Cap Cities/ABC	15	15,800,000
23. WFAN	New York	872	N/T	Emmis	35	17,000,000
24. KQLZ-F	Los Angeles	868	CHR	Westwood One	55	7,500,000
25. KGO	San Francisco	824	N/T	Cap Cities/ABC	22	21,500,000
26. KABC	Los Angeles	814	N/T	Cap Cities/ABC	18	35,000,000
27. KMOX	St. Louis	806	N/T	CBS	32	21,700,000
28. WMMR-F	Philadelphia	773	AOR	Westinghouse	26	16,000,000
29. WJR	Detroit	751	MOR	Cap Cities/ABC	29	21,000,000
30. KBIG-F	Los Angeles	750	AC	Bonneville	38	17,900,000
31. WYNY-F	New York	726	C	Westwood One	21	8,400,000
32. KNX	Los Angeles	717	N/T	CBS	33	21,500,000
33. WBBM	Chicago	684	N/T	CBS	27	19,000,000
34. WNEW	New York	665	BB	Westwood One/Sillerman	44	7,000,000
35. WVAZ-F	Chicago	635	B	Broadcast Partners	52	8,200,000
36. WQCD-F	New York	627	J/NA	Tribune Co.	59	10,100,000
37. WYSP-F	Philadelphia	607	AOR	Infinity	55	8,700,000
38. KCBS	San Francisco	600	N/T	CBS	62	15,000,000
39. KTWV-F	Los Angeles	594	J/NA	Westinghouse	37	14,200,000
40. WVEE-F	Atlanta	586	B	Summit	127	10,900,000
41. KRTH-F	Los Angeles	581	AC	Beasley	31	22,400,000
42. KWKW	Los Angeles	577	SP	Lotus	276	5,000,000
43. KVIL-AF	Dallas-Ft. Worth	573	AC	Infinity	66	21,000,000
44. KLVE-F	Los Angeles	566	SP	Heftel	67	8,500,000
45. KYW	Philadelphia	563	N/T	Westinghouse	45	15,500,000
46. WUSL-F	Philadelphia	555	B	Tak	34	10,000,000
47. WEAZ-F	Philadelphia	537	EZ		43	9,200,000
48. WLUP-F	Chicago	533	AOR	Evergreen	65	20,000,000
49. KDKA	Pittsburgh	521	MOR	Westinghouse	42	8,700,000
50. WJLB-F	Detroit	519	B	Booth	75	10,600,000
51. WEGX-F	Philadelphia	513	CHR	Malrite	36	7,200,000
52. WXTU-F	Philadelphia	512	C	Beasley	82	5,500,000
53. WLUP	Chicago	511	N/T	Evergreen	113	6,500,000
54. WIVK-AF	Knoxville	510	C	Dick	72	5,500,000
55. KROQ-F	Los Angeles	507	AOR	Infinity	39	12,300,000
56. WBBM-F	Chicago	503	CHR	CBS	90	7,600,000
57. WHQT-F	Miami-Ft. Lauderdale	502	B	EZ	173	7,000,000
58. WYTZ-F	Chicago	501	CHR	Cap Cities/ABC	51	6,600,000
59. WBZ	Boston	497	MOR	Westinghouse	40	11,700,000
60. WIOQ-F	Philadelphia	492	CHR	EZ	247	3,200,000
WCKG-F	Chicago	492	AOR	Cox	49	8,000,000
62. WFLZ-F	Tampa-St. Petersburg	481	AC	Jacor	410	2,900,000
63. KSCS-F	Dallas-Ft. Worth	479	C	Cap Cities/ABC	63	10,000,000
64. KJOI-F	Los Angeles	476	EZ	Viacom (P)	25	10,000,000
65. KFWB	Los Angeles	474	N/T	Westinghouse	54	16,400,000
66. WRKO	Boston	471	N/T	Atlantic Ventures	64	9,500,000
67. KTNQ	Los Angeles	466	SP	Heftel	70	10,500,000
68. KMEL-F	San Francisco	463	CHR	Century	60	11,000,000
69. WXEZ-AF	Chicago	461	EZ	Century	30	7,400,000
70. WLIB	New York	459	B	Inner City	119	NA
71. WADO	New York	454	SP		57	NA
WFBQ-F	Indianapolis	454	AOR	Great American	78	9,000,000
73. WBAP	Dallas-Ft. Worth	453	C	Cap Cities/ABC	47	12,000,000
WPEN	Philadelphia	453	BB	Greater Media	89	6,000,000
75. WODS-F	Boston	452	AC	CBS	79	8,200,000
76. WDVE-F	Pittsburgh	451	AOR	Great American	86	5,100,000
77. WMZQ-AF	Washington	450	C	Viacom	88	14,500,000

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	FAL '88 RANK	1989 REVENUE
WGAY-F	Washington	450	EZ	Greater Media	119	8,600,000
79. WAPW-F	Atlanta	447	CHR	Susquehanna	111	8,600,000
80. WUSN-F	Chicago	446	C	Cook Inlet	106	6,700,000
81. WXRT-F	Chicago	434	AOR	Diamond	163	7,100,000
82. KNBR	San Francisco	433	MOR	Susquehanna	227	13,000,000
WZOU-F	Boston	433	CHR	Ardman	85	5,600,000
84. WSKQ-F	New York	430	SP	SBS	NA	NA
85. WNCN-F	New York	428	CL	GAF	110	5,800,000
86. KMJQ-F	Houston	427	B	Noble	53	11,100,000
87. WJJD	Chicago	426	BB	Infinity	163	4,000,000
88. KMPC	Los Angeles	425	BB	Golden West	102	13,500,000
89. WKSZ-F	Philadelphia	424	AC		76	9,000,000
90. KLSX-F	Los Angeles	422	AOR	Greater Media	100	18,900,000
91. WLYF-F	Miami-Ft. Lauderdale	417	EZ	Jefferson-Pilot	108	5,500,000
KILT-F	Houston	417	C	Westinghouse	182	10,100,000
KRLD	Dallas-Ft. Worth	417	N/T	Evergreen (P)	97	13,000,000
94. WSOC-F	Charlotte	413	C	Cox	96	6,000,000
WKQX-F	Chicago	413	AC	Emmis	58	9,300,000
WXKS-F	Boston	413	CHR	Pyramid	98	15,200,000
97. KOIT-AF	San Francisco	409	AC	Bonneville	123	10,000,000
98. WJMK-F	Chicago	407	AC	Infinity	41	11,800,000
99. WBCN-F	Boston	406	AOR	Inifnity	112	15,000,000

101.	KFI	Los Angel	405
102.	KZLA-F	Los Angel	404
103.	KIKK-F	Houston	402
104.	KEZK-F	St. Louis	399
105.	WPGC-F	Washingtn	397
	WOGL-F	Philadelp	397
107.	WWJ	Detroit	396
108.	WSB -F	Atlanta	394
109.	WDAF	Knsas Cty	393
	KSHE-F	St. Louis	393
111.	KABL-AF	San Fran	392
112.	KPLX-F	Dallas-FW	390
	WTMX-F	Chicagc	390
114.	WPCH-F	Atlanta	387
115.	WEAT-AF	West Palm	386
	KODJ-F	Los Angel	386
117.	KNIX-F	Phoenix	383
	KNIX-AF	Phoenix	383
	WSKQ	NewYork	383
120.	WSHH-F	Pittsburg	381
121.	KQRS-AF	Minn-St.P	379
122.	KPLZ-F	Seattle	378
123.	KJLH-F	Los Angel	373
124.	WQXR-F	NewYork	367
125.	WBZZ-F	Pittsburg	366
126.	KFRC	San Fran	359
127.	WWRM-F	Tampa-st.	357
128.	WLIT-F	Chicago	354
129.	KIRO	Seattle	352
	WPAT	NewYork	352
	WHYT-F	Detroit	352
132.	WFOX-F	Atlanta	351
133.	WMMS-F	Cleveland	349
	WKLS-F	Atlanta	349
135.	KLOL-F	Houston	348
136.	WJIB-F	Boston	347
137.	WRBQ-F	Tampa-st.	346
	WDOK-F	Cleveland	346
139.	WTIC	Hartford	341
140.	WXYV-F	Baltimore	338
	WWDB-F	Philadelp	338
142.	WNCI-F	ColumbusO	336
143.	WWWW-F	Detroit	333
144.	WYNF-F	Tampa-st.	331
145.	WJOI-F	Detroit	330
146.	KOA	Denver	328
147.	WQYK-F	Tampa-st.	326
	KKBQ-AF	Houston	326
149.	WIOD	Miami-ft.	325
	KLTR-F	Houston	325
151.	WDAS-F	Philadelp	324
152.	WDUV-F	Tampa-st.	321
	WLTF-F	Cleveland	321
154.	WHUD-F	NewYork	320
	WTIC-F	Hartford	320
	WLTI-F	Detroit	320
157.	WCAU	Philadelp	318
158.	KKDA-F	Dallas-FW	317
159.	WTQR-F	Greensbor	315
160.	WYHY-F	Nashville	314
	WLTE-F	Minn-St.P	314
162.	KSTP-F	Minn-St.P	313
	WMGK-F	Philadelp	313
164.	KACE-F	Los Angel	312
165.	WFMS-F	Indy	311
	WMAQ	Chicago	311
167.	WIBC	Indy	310
168.	WKYS-F	Washingtn	308
	WAVA-F	Washingtn	308
170.	WSB	Atlanta	307
171.	WLIF-F	Baltimore	306
	WMAL	Washingtn	306
173.	WKRQ-F	Cincinnat	305
174.	WAMZ-F	Louisvill	302
175.	KODA-F	Houston	301
176.	KEEY-F	Minn-St.P	300
177.	WYLD-F	New Orlns	299
	WZZK-AF	Brmngham	299
	WWRL	NewYork	299
180.	KDWB-F	Minn-St.P	297
181.	WKQI-F	Detroit	296
	WHDH	Boston	296
183.	KTRH	Houston	295
184.	WSNI-F	Philadelp	294
185.	WWSW-F	Pittsburg	293
	WEZN-F	NewYork	293
187.	WSSH-F	Boston	292
188.	WNUA-F	Chicago	291
	WMJX-F	Boston	291
190.	WPOW-F	Miami-ft.	290
191.	WWKA-F	Orlando	286
	WBAL	Baltimore	286
193.	WYAI-AF	Atlanta	285
	WESC-F	Grnvl-Sp	285
	WYAY-AF	Atlanta	285
196.	WTMJ	Milwaukee	284
	WWMX-F	Baltimore	284
198.	WHRK-F	Memphis	283
	WEEI	Boston	283
200.	WMJI-F	Cleveland	282
201.	WCMF-F	Rochester	281
202.	WKBQ-F	St. Louis	279
	WZAK-F	Cleveland	279
	WDFX-F	Detroit	279
	WCSX-F	Detroit	279
206.	WALK-AF	NewYork	278
	WUSA-F	Tampa-st.	278
208.	WMXJ-F	Miami-ft.	277
	KJMZ-F	Dallas-FW	277
210.	WRQX-F	Washingtn	276
211.	WIOG-F	Saginaw-b	273
212.	WBSB-F	Baltimore	272
	KBEQ-F	Knsas Cty	272
214.	WLW	Cincinnat	271
215.	WNIC-F	Detroit	269
216.	WSM -F	Nashville	267
217.	CKLW	Detroit	266
218.	WAAF-F	Boston	262
	WGNA-AF	ALBANY	262
220.	KCYY-F	San anton	261
221.	WHAS	Louisvill	260
	KMJM-F	St. Louis	260
223.	WIYY-F	Baltimore	258
	KKGO-F	Los Angel	258
225.	KSOL-F	San Fran	257
	WWYZ-F	Hartford	257
227.	KMPS-AF	Seattle	256
	WWDC-F	Washingtn	256
	KTAR	Phoenix	256
	WLS	Chicago	256
231.	KXXY-F	Oklahoma	254
	KXXY-AF	Oklahoma	254
233.	WPRO-F	Providenc	253
234.	WKTI-F	Milwaukee	251
	WBAB-F	NewYork	251
236.	WJHM-F	Orlando	250
	KRQR-F	San Fran	250
	WBLI-F	NewYork	250
239.	WOKI-F	Knoxville	248
	WJQY-F	Miami-ft.	248
241.	WFLN-F	Philadelp	247
	WLLZ-F	Detroit	247
243.	KFKF-AF	Knsas Cty	246
	WFOG-F	Norfolk	246
	WIL -F	St. Louis	246
246.	WVLK-F	Lexington	245
247.	WSTF-F	Orlando	244
248.	WDJX-AF	Louisvill	243
249.	WEZB-F	New Orlns	241
	WLOL-F	Minn-St.P	241
	WRIF-F	Detroit	241
252.	KSSN-F	Little Rk	240
	WKCI-F	New Haven	240
	WPHR-F	Cleveland	240
	WEBN-F	Cincinnat	240
	WZLX-F	Boston	240
257.	KFAB	Omaha	239
	KUBE-F	Seattle	239
	KMEZ-F	Dallas-FW	239
260.	KASE-F	Austin	238
	WKIS-F	Miami-ft.	238
	WNCX-F	Cleveland	238
263.	WTAE	Pittsburg	237
264.	KRAK-F	Sacrament	236
	KSD -F	St. Louis	236
	WJZZ-F	Detroit	236
	WKHX-F	Atlanta	236
268.	WDRM-AF	Huntsvill	234
	WQUE-AF	New Orlns	234
270.	WSSP-F	Orlando	233
	WCMS-AF	Norfolk	233
	KEGL-F	Dallas-FW	233
	WDRE-F	NewYork	233
274.	WHQT-F	West Palm	232
	WYNK-AF	Btn Rouge	232
	WENN-F	Brmngham	232
	WTVN	ColumbusO	232
278.	WXLK-F	Roanoke-l	231
	WHO	Des moine	231
280.	KXXX-F	San Fran	230
	WFYR-F	Chicago	230
282.	KKRZ-F	Prtlnd,OR	229
	KUPD-F	Phoenix	229
284.	WQAL-F	Cleveland	228
	WZPL-F	Indy	228
286.	KBRD-F	Seattle	227
	WIP	Philadelp	227
	WRCH-F	Hartford	227
289.	WMSI-F	Jackson	226
	WSIX-F	Nashville	226
	WTOP	Washingtn	226
-	KSAN-F	San Fran	226
	KKSF-F	San Fran	226
	WNIB-F	Chicago	226
295.	WOCL-F	Orlando	225
	KLAC	Los Angel	225
297.	WBLX-F	Mobile	224
298.	WLTT-F	Washingtn	223
	WHUR-F	Washingtn	223
	KIOI-F	San Fran	223

301.	WHTQ-F	Orlando	222
	KOMO	Seattle	222
	WHYI-F	Miami-ft.	222
	KTXQ-F	Dallas-FW	222
	KDFC-AF	San Fran	222
306.	KYKY-F	St. Louis	221
	WCXR-F	Washingtn	221
	WASH-F	Washingtn	221
309.	WPOC-F	Baltimore	220
310.	WKDF-F	Nashville	219
	WFMZ-F	Philadelp	219
	KGGI-F	Riverside	219
	KLIT-F	Los Angel	219
	WHJY-F	Boston	219
315.	KFBK	Sacrament	218
	WGAR-F	Cleveland	218
	WHLI	NewYork	218
	KRXY-F	Denver	218
	KRXY-AF	Denver	218
	KBCO-AF	Denver	218
321.	KZZP-AF	Phoenix	217
	KOSI-F	Denver	217
323.	WAFX-F	Norfolk	216
	KXKL-F	Denver	216
325.	KRQQ-F	Tucson	212
326.	KSFI-F	Salt Lake	211
327.	WMYI-F	Grnvl-Sp	210
	WQBA	Miami-ft.	210
	WSNY-F	ColumbusO	210
	WAMO-F	Pittsburg	210
	KLIF	Dallas-FW	210
332.	WGKX-F	Memphis	209
	KCMO	Knsas Cty	209
334.	WCKZ-F	Charlotte	208
	WHJY-F	Providenc	208
	KSKQ	Los Angel	208
337.	WRKZ-F	Harrisbrg	206
	KBAY-F	San Fran	206
	WZGC-F	Atlanta	206
340.	WDRC-F	Hartford	205
341.	KKAT-F	Salt Lake	204
	WWEZ-F	Cincinnat	204
343.	WGR -F	Buffalo	203
	WQSR-F	Baltimore	203
345.	WLYF-F	West Palm	202
	KBAY-F	San jose	202
	WXYT	Detroit	202
348.	WKRR-F	Greensbor	201
	KLDE-F	Houston	201
	WLKW-F	Providenc	201
	KMEO-F	Phoenix	201
352.	WKSF-F	Grnvl-Sp	200
	KLOU-F	St. Louis	200
	WXTR-F	Washingtn	200
355.	WWWE	Cleveland	199
356.	WDIA	Memphis	198
357.	KLTY-F	Dallas-FW	197
	KRBE-F	Houston	197
	KHYI-F	Dallas-FW	197
360.	KKYX	San anton	196
	WLUM-F	Milwaukee	196
	WWLI-F	Providenc	196
363.	WAQI	Miami-ft.	195
364.	WPLM-F	Boston	194
365.	WBEN	Buffalo	193
	WMYG-F	Pittsburg	193
	KLUV-F	Dallas-FW	193
	KLOS-F	Riverside	193
369.	WWLV-F	Orlando	192
	WCMQ-F	Miami-ft.	192
	WKCI-F	Hartford	192
372.	KZAP-F	Sacrament	191
	WAXY-F	Miami-ft.	191
	KYGO-F	Denver	191
375.	KUPL-F	Prtlnd,OR	190
	KOAI-F	Dallas-FW	190
	WOMC-F	Detroit	190
	WROR-F	Boston	190
379.	KZFX-F	Houston	189
380.	KISW-F	Seattle	188
	KKFR-F	Phoenix	188
382.	KCTC-F	Sacrament	187
	WAPE-F	Jacksnvle	187
	WXGT-F	ColumbusO	187
385.	KXYQ-F	Prtlnd,OR	186
	WHCN-F	Hartford	186
387.	WUSY-F	Chtnooga	185
	KQQL-F	Minn-St.P	185
	KDUO-F	Riverside	185
390.	WIXX-F	Appleton	184
	WMEE-F	Ft. Wayne	184
	KQKS-F	Denver	184
	WGY	ALBANY	184
394.	WRVQ-F	Richmond	183
	KHYS-F	Houston	183
396.	WRMR	Cleveland	182
	KOME-F	San Fran	182
	KGFJ	Los Angel	182
399.	WKRZ-F	WilkesBar	181
	WYRK-F	Buffalo	181
	WKDM	NewYork	181
402.	KEX	Prtlnd,OR	180
	WMJQ-F	Buffalo	180
	KKLT-F	Phoenix	180
405.	WIKS-F	GreenvlNC	179
	WKLR-F	Indy	179
407.	WPXY-F	Rochester	178
	WNNK-F	Harrisbrg	178
	WPEG-F	Charlotte	178
	WPXY-AF	Rochester	178
	WROW-F	ALBANY	178
412.	KXL -F	Prtlnd,OR	177
	WSSL-F	Grnvl-Sp	177
	WIOT-F	Toledo	177
	WDSY-F	Pittsburg	177
	KSFO	San Fran	177
	KQLZ-F	Riverside	177
	WPYX-F	ALBANY	177
419.	WNNK-F	York	176
	KXOA-F	Sacrament	176
	KSFM-F	Sacrament	176
	KKCW-F	Prtlnd,OR	176
	WKSE-F	Buffalo	176
	KDKB-F	Phoenix	176
425.	WTMI-F	Miami-ft.	175
426.	WSHE-F	Miami-ft.	173
427.	WOMX-F	Orlando	172
	WAPI-F	Brmngham	172
	WKDD-F	Cleveland	172
	KALI	Los Angel	172
	WIOF-F	Hartford	172
432.	WJMI-F	Jackson	171
	WEGR-F	Memphis	171
	KFOG-F	San Fran	171
	KRLA	Los Angel	171
436.	WWDM-F	Columbia	170
	WCOS-F	Columbia	170
	WEZN-F	New Haven	170
	WRDU-F	Raleigh	170
	KBFM-F	MC-BROWN	170
	WSKZ-F	Chtnooga	170
442.	WRKZ-F	York	169
	WJMH-F	Greensbor	169
	KXRX-F	Seattle	169
	WHOK-F	ColumbusO	169
	WLTJ-F	Pittsburg	169
	KQZY-F	Dallas-FW	169
448.	WOAI	San anton	168
	KMBR-F	Knsas Cty	168
	WKLH-F	Milwaukee	168
	KQUE-F	Houston	168
	WSTR-AF	Atlanta	168
453.	WITL-F	Lansing	167
	KIXI	Seattle	167
	WPRO	Providenc	167
456.	KWEN-F	Tulsa	166
	WGTZ-F	Dayton	166
	WEZW-F	Milwaukee	166
459.	KBTS-F	Austin	165
460.	KRST-F	Albuquerq	164
	WTRG-F	Raleigh	164
	WRAL-F	Raleigh	164
	WROQ-F	Charlotte	164
	KAZY-F	Denver	164
465.	WLAP-F	Lexington	163
	WAPL-F	Appleton	163
	WRFX-F	Charlotte	163
	KTCZ-F	Minn-St.P	163
	WOKQ-F	Boston	163
470.	WIOD	West Palm	162
	KBOS-F	Fresno	162
	KBSG-AF	Seattle	162
	WFLA	Tampa-st.	162
	WFMZ-F	Allentown	162
475.	WBT -F	Charlotte	161
	WNWS	Miami-ft.	161
	KKHI-AF	San Fran	161
	WQRS-F	Detroit	161
479.	WTCR-AF	Huntingto	160
	WKEE-F	Huntingto	160
	KTFM-F	San anton	160
	WFMF-F	Btn Rouge	160
	WYYY-F	Syracuse	160
	KBLX-F	San Fran	160
485.	WBT	Charlotte	159
	KITS-F	San Fran	159
	WSNE-F	Providenc	159
488.	WMIL-F	Milwaukee	158
489.	WVIC-F	Lansing	157
	WVIC-AF	Lansing	157
	WLAC-F	Nashville	157
	WINZ	Miami-ft.	157
	WCCC-F	Hartford	157
494.	KRMD-AF	Shreveprt	156
	WRMF-F	West Palm	156
	WBEE-F	Rochester	156
	KATT-F	Oklahoma	156
	WWL	New Orlns	156
	WRXL-F	Richmond	156
	KPRS-F	Knsas Cty	156

*Based on 1/4 HR AVG, Broadcast Week, 12+

AMERICA'S LEADING STATIONS - 12+ TSA CUME*

1.	WINS	NewYork	29535
2.	WHTZ-F	NewYork	23634
3.	WCBS	NewYork	21852
4.	WPLJ-F	NewYork	20319
5.	KIIS-F	Los Angel	19685
6.	WGN	Chicago	19407
7.	WLTW-F	NewYork	18895
8.	WCBS-F	NewYork	18437
9.	KMYZ-F	Tulsa	17851
10.	KPWR-F	Los Angel	17164
11.	WNEW-F	NewYork	16901
12.	KOST-F	Los Angel	16818
13.	WPAT-F	NewYork	16562
14.	WQHT-F	NewYork	16474
15.	WXRK-F	NewYork	16373
16.	WOR	NewYork	16298
17.	WRKS-F	NewYork	16065
18.	KNX	Los Angel	15583
19.	WNSR-F	NewYork	15084
20.	KPRR-F	El paso	14753
21.	WFAN	NewYork	14616
22.	KLOS-F	Los Angel	14166
23.	WBBM	Chicago	14062
24.	KYW	Philadelp	13896
25.	WBLS-F	NewYork	13737
26.	KQLZ-F	Los Angel	13239
27.	WABC	NewYork	12431
28.	KGO	San Fran	12388
29.	KFWB	Los Angel	12317
30.	KCBS	San Fran	12095
31.	KRTH-F	Los Angel	12020
32.	WCCO	Minn-St.P	11370
33.	KABC	Los Angel	11112
34.	WMMR-F	Philadelp	10900
35.	KBIG-F	Los Angel	10667
36.	WJR	Detroit	10634
37.	WBBM-F	Chicago	10322
38.	WGCI-F	Chicago	10256
39.	KTWV-F	Los Angel	10002
40.	WQCD-F	NewYork	9614
41.	WYTZ-F	Chicago	9555
42.	WNEW	NewYork	9519
43.	WEGX-F	Philadelp	9502
44.	WYSP-F	Philadelp	9371
45.	KMOX	St. Louis	9296
46.	WYNY-F	NewYork	9276
47.	KNBR	San Fran	9266
48.	WLUP-F	Chicago	8981
49.	WCKG-F	Chicago	8873
50.	WIOQ-F	Philadelp	8722
51.	KLSX-F	Los Angel	8532
52.	WMAQ	Chicago	8444
53.	WKQX-F	Chicago	8383
54.	WZOU-F	Boston	8267
55.	WEAZ-F	Philadelp	8229
56.	WJMK-F	Chicago	8168
57.	KROQ-F	Los Angel	8155
58.	KRLD	Dallas-FW	8137
59.	WNCN-F	NewYork	8075
60.	KFI	Los Angel	7866
61.	KMEL-F	San Fran	7810
62.	KMPC	Los Angel	7726
63.	KJOI-F	Los Angel	7513
64.	KDKA	Pittsburg	7387
65.	KODJ-F	Los Angel	7299
66.	[illegible]	Boston	7205
67.	WXKS-F	Boston	7184
68.	WVAZ-F	Chicago	7117
69.	WODS-F	Boston	7107
70.	WWJ	Detroit	7014
71.	WBAP	Dallas-FW	6991
72.	KLVE-F	Los Angel	6891
73.	KOIT-AF	San Fran	6795
74.	WOGL-F	Philadelp	6767
75.	WQXR-F	NewYork	6719
76.	WKQI-F	Detroit	6553
77.	WBCN-F	Boston	6535
78.	KSCS-F	Dallas-FW	6498
79.	KIRO	Seattle	6493
80.	WXEZ-AF	Chicago	6480
81.	WUSL-F	Philadelp	6379
82.	WHYT-F	Detroit	6356
83.	WKSZ-F	Philadelp	6328
84.	WAVA-F	Washingtn	6316
85.	KKBQ-AF	Houston	6259
86.	WBZZ-F	Pittsburg	6238
87.	WAPW-F	Atlanta	6155
88.	WUSN-F	Chicago	6146
89.	WXTU-F	Philadelp	6142
90.	WSB -F	Atlanta	6096
91.	KZLA-F	Los Angel	6004
92.	KVIL-AF	Dallas-FW	5996
93.	KILT-F	Houston	5974
94.	KOA	Denver	5935
95.	WPGC-F	Washingtn	5924
96.	WTMX-F	Chicago	5898
97.	WCAU	Philadelp	5833
98.	KIKK-F	Houston	5830
99.	WDVE-F	Pittsburg	5784
100.	WTOP	Washingtn	5783
101.	WRQX-F	Washingtn	5730
	KRBE-F	Houston	5730
103.	KPLX-F	Dallas-FW	5721
104.	WLUP	Chicago	5714
105.	WRKO	Boston	5711
106.	KQRS-AF	Minn-St.P	5708
107.	WMGK-F	Philadelp	5697
108.	KABL-AF	San Fran	5684
109.	WMMS-F	Cleveland	5681
110.	WMAL	Washingtn	5645
111.	WMZQ-AF	Washingtn	5641
112.	WSNI-F	Philadelp	5618
113.	KFRC	San Fran	5597
114.	WWDC-F	Washingtn	5525
115.	WEEI	Boston	5524
116.	WFYR-F	Chicago	5482
117.	WGAY-F	Washingtn	5480
118.	WJLB-F	Detroit	5474
119.	WDFX-F	Detroit	5453
120.	WXRT-F	Chicago	5420
121.	WFBQ-F	Indy	5399
122.	KDWB-F	Minn-St.P	5397
123.	WHDH	Boston	5389
124.	KTRH	Houston	5346
	WFOX-F	Atlanta	5346
126.	KKGO-F	Los Angel	5345
127.	WPAT	NewYork	5341
128.	KJLH-F	Los Angel	5288
129.	WMJX-F	Boston	5266
130.	KSHE-F	St. Louis	5248
131.	WRBQ-F	Tampa-st.	5196
132.	KIOI-F	San Fran	5185
133.	KEGL-F	Dallas-FW	5159
134.	WSB	Atlanta	5156
135.	WDAF	Knsas Cty	5149
136.	WHQT-F	Miami-ft.	5127
137.	WRIF-F	Detroit	5115
138.	KPLZ-F	Seattle	5070
139.	KXXX-F	San Fran	5014
	KLIT-F	Los Angel	5014
141.	WLOL-F	Minn-St.P	4976
142.	WLIT-F	Chicago	4948
143.	KWKW	Los Angel	4943
144.	WVEE-F	Atlanta	4942
145.	WJJD	Chicago	4939
146.	WIP	Philadelp	4936
147.	WNIC-F	Detroit	4923
148.	KNIX-AF	Phoenix	4888
149.	WLTE-F	Minn-St.P	4884
	WCSX-F	Detroit	4884

*Based on 12+ TSA Cume, Broadcast Week

151.	WNUA-F	Chicago	4874
152.	KLOL-F	Houston	4861
153.	WLLZ-F	Detroit	4845
154.	WPCH-F	Atlanta	4842
155.	WIOD	Miami-ft.	4832
156.	WTIC-F	Hartford	4825
157.	WDOK-F	Cleveland	4820
158.	WWWW-F	Detroit	4806
159.	KTNQ	Los Angel	4767
160.	WFLZ-F	Tampa-st.	4751
161.	WKLS-F	Atlanta	4750
162.	WLS	Chicago	4744
163.	WLTF-F	Cleveland	4742
164.	WSSH-F	Boston	4669
165.	WSOC-F	Charlotte	4653
166.	KODA-F	Houston	4644
167.	WPEN	Philadelp	4635
168.	WIVK-AF	Knoxville	4629
169.	WJIB-F	Boston	4622
170.	WWSW-F	Pittsburg	4606
171.	KJMZ-F	Dallas-FW	4588
172.	KSOL-F	San Fran	4583
173.	WJOI-F	Detroit	4582
174.	WLYF-F	Miami-ft.	4562
175.	WKBQ-F	St. Louis	4542
176.	KSFO	San Fran	4541
177.	WLW	Cincinnat	4524
178.	KHYI-F	Dallas-FW	4514
179.	WZLX-F	Boston	4507
180.	WSKQ-F	NewYork	4506
181.	KLAC	Los Angel	4484
182.	KOMO	Seattle	4446
183.	WMJI-F	Cleveland	4437
184.	WLTI-F	Detroit	4431
185.	WEZN-F	NewYork	4413
186.	WWRM-F	Tampa-st.	4412
187.	WROR-F	Boston	4397
188.	WHYI-F	Miami-ft.	4372
189.	KMJQ-F	Houston	4368
190.	WKRQ-F	Cincinnat	4363
191.	WNCI-F	ColumbusO	4359
192.	WLIB	NewYork	4358
193.	KSTP-F	Minn-St.P	4356
194.	KRQR-F	San Fran	4341
195.	WKTI-F	Milwaukee	4322
196.	WHUR-F	Washingtn	4308
197.	WKYS-F	Washingtn	4301
198.	KLTR-F	Houston	4294
199.	WAAF-F	Boston	4273
200.	WBSB-F	Baltimore	4268
201.	WCXR-F	Washingtn	4255
202.	WYAY-AF	Atlanta	4246
	WYAI-AF	Atlanta	4246
204.	WWDB-F	Philadelp	4243
	WPHR-F	Cleveland	4243
206.	WDAS-F	Philadelp	4213
207.	WWWE	Cleveland	4205
208.	WTMJ	Milwaukee	4153
209.	KUBE-F	Seattle	4151
210.	WLTT-F	Washingtn	4141
211.	WTIC	Hartford	4131
212.	KACE-F	Los Angel	4123
213.	KKDA-F	Dallas-FW	4071
214.	WPRO-F	Providenc	4050
215.	WBAB-F	NewYork	4047
216.	WALK-AF	NewYork	4045
217.	KEZK-F	St. Louis	4026
218.	WWMX-F	Baltimore	4022
219.	WMXJ-F	Miami-ft.	4017
220.	WADO	NewYork	3976
221.	KLUV-F	Dallas-FW	3967
222.	KDFC-AF	San Fran	3942
223.	KBEQ-F	Knsas Cty	3935
224.	KTXQ-F	Dallas-FW	3918
225.	WBAL	Baltimore	3903
226.	WSHH-F	Pittsburg	3892
227.	KSAN-F	San Fran	3881
228.	WZZK-AF	Brmngham	3875
229.	WXTR-F	Washingtn	3863
230.	WYHY-F	Nashville	3850
231.	KFOG-F	San Fran	3845
232.	WBLI-F	NewYork	3823
233.	WFLN-F	Philadelp	3819
234.	WASH-F	Washingtn	3816
235.	KZZP-AF	Phoenix	3800
236.	WEZB-F	New Orlns	3775
237.	WDRE-F	NewYork	3766
238.	WPOW-F	Miami-ft.	3757
239.	WYNF-F	Tampa-st.	3729
240.	WEAT-AF	West Palm	3655
241.	WNIB-F	Chicago	3605
	KCMO	Knsas Cty	3605
243.	KSD -F	St. Louis	3597
244.	WJZZ-F	Detroit	3587
245.	WZGC-F	Atlanta	3586
246.	WOMC-F	Detroit	3559
247.	KTAR	Phoenix	3558
248.	WSTF-F	Orlando	3549
249.	KEEY-F	Minn-St.P	3537
250.	WDUV-F	Tampa-st.	3527
251.	WTAE	Pittsburg	3523
252.	KRXY-AF	Denver	3520
253.	KLDE-F	Houston	3519
254.	CKLW	Detroit	3511
255.	WLIF-F	Baltimore	3493
	WKHX-F	Atlanta	3493
257.	KRLA	Los Angel	3483
258.	KYKY-F	St. Louis	3476
259.	WZPL-F	Indy	3464
260.	WOMX-F	Orlando	3463
261.	KFAB	Omaha	3448
262.	WIYY-F	Baltimore	3414
263.	WKSS-F	Hartford	3400
264.	WBEN	Buffalo	3390
265.	WHAS	Louisvill	3371
266.	WSTR-AF	Atlanta	3367
267.	WNCX-F	Cleveland	3365
268.	WIOG-F	Saginaw-b	3361
269.	WTQR-F	Greensbor	3355
270.	WQYK-F	Tampa-st.	3343
271.	WAXY-F	Miami-ft.	3339
272.	KITS-F	San Fran	3337
273.	WHJY-F	Boston	3329
274.	WEBN-F	Cincinnat	3323
275.	WFMT-F	Chicago	3321
276.	WWKA-F	Orlando	3315
277.	WHUD-F	NewYork	3306
278.	WKDD-F	Cleveland	3290
	WXYV-F	Baltimore	3290
280.	WIBC	Indy	3275
281.	KKHI-AF	San Fran	3272
282.	KNRJ-F	Houston	3256
283.	WUSA-F	Tampa-st.	3254
284.	WFMS-F	Indy	3249
285.	WDRC-F	Hartford	3236
286.	KKSF-F	San Fran	3229
287.	WSNY-F	ColumbusO	3221
288.	WGMS-AF	Washingtn	3219
289.	KLOU-F	St. Louis	3209
290.	KKRZ-F	Prtlnd,OR	3202
291.	WIL -F	St. Louis	3200
292.	WQUE-AF	New Orlns	3196
293.	WJQY-F	Miami-ft.	3174
294.	WAMZ-F	Louisvill	3172
295.	WDJX-AF	Louisvill	3171
296.	KZFX-F	Houston	3166
297.	WWL	New Orlns	3164
	KSFM-F	Sacrament	3164
299.	WWRL	NewYork	3152
300.	WKCI-F	New Haven	3148
301.	KXKL-F	Denver	3144
302.	KQQL-F	Minn-St.P	3138
303.	WQAL-F	Cleveland	3133
304.	WXYT	Detroit	3128
305.	KMPS-AF	Seattle	3126
306.	WHJY-F	Providenc	3123
307.	WOCL-F	Orlando	3118
308.	WKDF-F	Nashville	3112
309.	WMJQ-F	Buffalo	3110
310.	WSM -F	Nashville	3108
311.	WQSR-F	Baltimore	3094
312.	KGGI-F	Riverside	3091
313.	KOAI-F	Dallas-FW	3070
314.	WGAR-F	Cleveland	3066
315.	KFBK	Sacrament	3049
316.	WRCH-F	Hartford	3037
317.	WHCN-F	Hartford	3032
318.	KSSN-F	Little Rk	3029
319.	KUPD-F	Phoenix	3016
320.	KPRC	Houston	3014
321.	WZAK-F	Cleveland	3001

AMERICA'S LEADING STATIONS - METRO CUME RATING* (25.0+)

1.	WIVK-AF	Knoxville	53.7
2.	WTCR-AF	Huntington, WV	44.3
3.	WCCO	Minneapolis-St. Paul	41.5
4.	WIOG-F	Saginaw-Bay City-Mid	40.4
5.	WZYP-F	Huntsville	40.2
6.	WKFR-F	Kalamazoo	39.9
7.	WMEE-F	Fort Wayne	39.5
8.	WKEE-F	Huntington, WV	39.3
9.	WVIC-AF	Lansing	39.2
10.	WJET-F	Erie	38.9
11.	KFAB	Omaha	38.5
12.	KMOX	St. Louis	37.5
13.	WNNK-F	Harrisburg	37.1
14.	WQUT-F	John City-Kingsport	36.2
15.	WXBQ-F	John City-Kingsport	34.7
16.	WKZW-F	Peoria	34.6
17.	WHOT-F	Youngstown	34.5
	KRQQ-F	Tucson	34.5
19.	WCRZ-F	Flint	34.2
20.	WDRM-AF	Huntsville	34.0
21.	WPXR-F	Davenport-Ri-Moline	33.7
22.	KRLB-F	Lubbock	33.6
23.	KBFM-F	Mcallen-Brownsville	33.4
24.	WKRZ-F	Wilkes Barre-Scranto	33.2
25.	WVLK-F	Lexington	33.1
26.	KPXR-F	Anchorage	32.8
27.	KGOT-F	Anchorage	32.3
28.	KSSN-F	Little Rock	32.2
29.	WXLK-F	Roanoke-Lynchburg	32.1
	WZEE-F	Madison	32.1
31.	WYYY-F	Syracuse	32.0
32.	WIXX-F	Appleton-Oshkosh	31.6
33.	WLAP-F	Lexington	31.4
34.	WSKZ-F	Chattanooga	31.3
35.	WEZN-F	Bridgeport	31.2
	WBEN	Buffalo-Niagara Fall	31.2
37.	KQMQ-AF	Honolulu	31.0
38.	WHHY-F	Montgomery	30.9
	WXKC-F	Erie	30.9
40.	KQKQ-F	Omaha	30.8
41.	WHO	Des Moines	30.6
42.	WKCI-F	New Haven	30.4
	WICC	Bridgeport	30.4
44.	WLAN-F	Lancaster	30.3
	WHAS	Louisville	30.3
46.	KZII-F	Lubbock	30.2
	WAPE-F	Jacksonville	30.2
48.	WZZK-AF	Birmingham	30.0
49.	WTFM-F	John City-Kingsport	29.9
	KKXX-F	Bakersfield	29.9
	KDKA	Pittsburgh	29.9
52.	WLWI-F	Montgomery	29.8
	WTIC-F	Hartford	29.8
54.	WIKS-F	Greenville, NC	29.7
55.	WMYU-F	Knoxville	29.6
	KYW	Philadelphia	29.6
57.	WGIR-F	Manchester	29.5
58.	KZFM-F	Corpus Christi	29.4
	WNCI-F	Columbus, OH	29.4
60.	WAPL-F	Appleton-Oshkosh	29.3
61.	WYCR-F	York	29.1
	KKRD-F	Wichita	29.1
	KRNQ-F	Des Moines	29.1
64.	WNTQ-F	Syracuse	28.9
	WEAT-AF	West Palm Beach	28.9
66.	KZZU-F	Spokane	28.8
	WMHE-F	Toledo	28.8
	WABB-F	Mobile	28.8
	KLLL-F	Lubbock	28.8
	KUZZ-AF	Bakersfield	28.8
71.	WFMF-F	Baton Rouge	28.7
72.	WSRS-F	Worcester	28.5
	WRQN-F	Toledo	28.5
	KPRR-F	El Paso	28.5
	WPRO-F	Providence	28.5
76.	WEZB-F	New Orleans	28.4
	WTIC	Hartford	28.4
78.	WKTI-F	Milwaukee	28.1
79.	KOUL-F	Corpus Christi	28.0
80.	WSOC-F	Charlotte	27.9
81.	WPXY-AF	Rochester	27.7
	WMSI-F	Jackson	27.7
	WFBQ-F	Indianapolis	27.7
84.	WRVQ-F	Richmond	27.4
85.	KRMD-AF	Shreveport	27.3
86.	WCMF-F	Rochester	27.2
	WUSY-F	Chattanooga	27.2
88.	WOWO-AF	Fort Wayne	27.1
89.	WITL-F	Lansing	26.8
90.	KIRO	Seattle-Tacoma	26.7
	WIBC	Indianapolis	26.7
92.	WZHT-F	Montgomery	26.6
	WDJX-AF	Louisville	26.6
	WAMZ-F	Louisville	26.6
	KOA	Denver	26.6
96.	WJMI-F	Jackson	26.4
	KKOB	Albuquerque	26.4
	WTMJ	Milwaukee	26.4
99.	WYHY-F	Nashville	26.3
100.	WHRK-F	Memphis	26.2
101.	KXXY-AF	Oklahoma City	26.0
	WWCT-F	Peoria	26.0
	WSNY-F	Columbus, OH	26.0
104.	WBLX-F	Mobile	25.9
105.	WCCK-F	Erie	25.8
	WIOG-F	Flint	25.8
	WHNN-F	Saginaw-Bay City-Mid	25.8
	KSND-F	Eugene	25.8
109.	WKCI-F	Bridgeport	25.7
110.	WWLV-F	Daytona Beach	25.6
111.	KTXF-F	Mcallen-Brownsville	25.5
	KLAQ-F	El Paso	25.5
	WXLP-F	Davenport-Ri-Moline	25.5
	WAYV-F	Atlantic City	25.5
	WKRQ-F	Cincinnati	25.5
116.	WCOS-F	Columbia, SC	25.4
117.	WSYR	Syracuse	25.3
	WRKT-AF	Erie	25.3
119.	WKQQ-F	Lexington	25.2
	WBZZ-F	Pittsburgh	25.2
	WSGW	Saginaw-Bay City-Mid	25.2
122.	WMYI-F	Greenville-Spartanbu	25.1
	WRVA	Richmond	25.1
124.	WIBA-F	Madison	25.0
	WSTW-F	Wilmington, DE	25.0

*Based on 12+ Metro Cume Rating, Mon-Sun, 6A-Mid.

AMERICA'S LEADING STATIONS BY FORMAT*

1/4 HOUR AVERAGE

TOP 40/CHR/CONTEMP

1.	WHTZ-F	NewYork	1172
2.	WQHT-F	NewYork	1073
3.	KPWR-F	Los Angel	1016
4.	KIIS-F	Los Angel	890
5.	WPLJ-F	NewYork	798
6.	KQLZ-F	Los Angel	626
7.	WBBM-F	Chicago	499
8.	WYTZ-F	Chicago	468
9.	WEGX-F	Philadelp	432
10.	WIOQ-F	Philadelp	414
11.	KMEL-F	San Fran	407
12.	WPGC-F	Washingtn	362
13.	WXKS-F	Boston	358
14.	KPLZ-F	Seattle	331
15.	WHYT-F	Detroit	329
16.	WZOU-F	Boston	321
17.	WAPW-F	Atlanta	317
18.	KKLQ-AF	SanDiego	316
19.	KKBQ-AF	Houston	314
20.	WBZZ-F	Pittsburg	300
21.	WRBQ-F	Tampa-st.	298
22.	WDFX-F	Detroit	272
23.	WPOW-F	Miami-ft.	266
24.	WAVA-F	Washingtn	261
25.	WNCI-F	ColumbusO	258
26.	KDWB-F	Minn-St.P	257
27.	WKBQ-F	St. Louis	250
28.	WBLI-F	NewYork	244
29.	WPRO-F	Providenc	242
30.	WBSB-F	Baltimore	237
31.	KKRZ-F	Prtlnd,OR	222
32.	KXXX-F	San Fran	221
33.	KUBE-F	Seattle	218
34.	WRQX-F	Washingtn	217
35.	KBEQ-F	Knsas Cty	214
36.	WKTI-F	Milwaukee	213
37.	WLOL-F	Minn-St.P	212
38.	WEZB-F	New Orlns	211
	WKRQ-F	Cincinnat	211
40.	KRXY-AF	Denver	208
41.	WTIC-F	Hartford	201

AOR/CLASSIC

1.	WNEW-F	NewYork	1002
2.	WXRK-F	NewYork	829
3.	KLOS-F	Los Angel	694
4.	WMMR-F	Philadelp	588
5.	WLUP-F	Chicago	513
6.	WXRT-F	Chicago	425
7.	WCKG-F	Chicago	419
8.	WYSP-F	Philadelp	417
9.	KROQ-F	Los Angel	414
10.	KLSX-F	Los Angel	360
11.	KQRS-AF	Minn-St.P	314
12.	KSHE-F	St. Louis	312
13.	WBCN-F	Boston	308
14.	KLOL-F	Houston	297
15.	WFBQ-F	Indy	279
16.	WKLS-F	Atlanta	274
17.	WDVE-F	Pittsburg	270
18.	WMMS-F	Cleveland	263
19.	WBAB-F	NewYork	249
20.	KGB -F	SanDiego	244
21.	WLLZ-F	Detroit	237
22.	KRQR-F	San Fran	236
23.	WCSX-F	Detroit	235
24.	WIYY-F	Baltimore	231
25.	WCMF-F	Rochester	224
26.	WDRE-F	NewYork	223
	KSD -F	St. Louis	223
28.	WEBN-F	Cincinnat	206
29.	KBCO-AF	Denver	204
30.	WCXR-F	Washingtn	202

AC/OLDIES/SOFT ROCK

1.	WLTW-F	NewYork	1284
2.	WCBS-F	NewYork	1116
3.	KOST-F	Los Angel	946
4.	WNSR-F	NewYork	941
5.	KBIG-F	Los Angel	651
6.	KVIL-AF	Dallas-FW	562
7.	KRTH-F	Los Angel	439
8.	KOIT-AF	San Fran	404
9.	WFLZ-F	Tampa-st.	392
10.	WKQX-F	Chicago	385
11.	WTMX-F	Chicago	384
	WJMK-F	Chicago	384
13.	WKSZ-F	Philadelp	353
14.	WLIT-F	Chicago	350
15.	WSB -F	Atlanta	338
16.	KLTR-F	Houston	320
17.	WOGL-F	Philadelp	318
18.	WLTI-F	Detroit	305
19.	WODS-F	Boston	296
20.	KODJ-F	Los Angel	292
21.	KSTP-F	Minn-St.P	281
22.	WWRM-F	Tampa-st.	278
23.	WKQI-F	Detroit	276
24.	WDOK-F	Cleveland	273
25.	WWMX-F	Baltimore	270
26.	WMJX-F	Boston	267
27.	WALK-AF	NewYork	266
	WUSA-F	Tampa-st.	266
29.	WLTF-F	Cleveland	252
	WNIC-F	Detroit	252
31.	WMXJ-F	Miami-ft.	250
32.	WMGK-F	Philadelp	247
33.	WSNI-F	Philadelp	245
34.	WLTE-F	Minn-St.P	239
35.	WJQY-F	Miami-ft.	228
	WFOX-F	Atlanta	228
37.	WFYR-F	Chicago	221
38.	WMJI-F	Cleveland	218
39.	KIOI-F	San Fran	217
40.	WWSW-F	Pittsburg	210
41.	KYKY-F	St. Louis	205
42.	WLTT-F	Washingtn	200
	WSSH-F	Boston	200

MOR/VARIETY

1.	WCCO	Minn-St.P	638
2.	WJR	Detroit	539
3.	KDKA	Pittsburg	426
4.	WBZ	Boston	344
5.	KNBR	San Fran	309
6.	WSB	Atlanta	298
7.	WMAL	Washingtn	293
8.	WIBC	Indy	288
9.	WTIC	Hartford	268
10.	WTMJ	Milwaukee	240
11.	WHAS	Louisvill	208
12.	KOMO	Seattle	193
13.	WBEN	Buffalo	183
14.	WTVN	ColumbusO	179
15.	KEX	Prtlnd,OR	170
16.	WLW	Cincinnat	168
17.	KFMB	SanDiego	148
18.	KFAB	Omaha	139
	WBT	Charlotte	139
20.	WRVA	Richmond	138
21.	WGY	ALBANY	131
22.	KSL	Salt Lake	124
23.	WKRC	Cincinnat	122
24.	KSSK	Honolulu	113
25.	WHIO	Dayton	111
26.	WHAM	Rochester	109
27.	KRMG	Tulsa	101

COUNTRY

1.	WYNY-F	NewYork	686
2.	WUSN-F	Chicago	435
3.	KSCS-F	Dallas-FW	418
4.	WXTU-F	Philadelp	375
5.	KILT-F	Houston	372
6.	KIKK-F	Houston	363
	KZLA-F	Los Angel	363
8.	WMZQ-AF	Washingtn	353
9.	KPLX-F	Dallas-FW	336
10.	WIVK-AF	Knoxville	334
11.	KNIX-AF	Phoenix	331
12.	WWWW-F	Detroit	303
13.	WQYK-F	Tampa-st.	301
14.	KEEY-F	Minn-St.P	276
15.	WBAP	Dallas-FW	241
16.	WSOC-F	Charlotte	239
17.	WFMS-F	Indy	223
18.	WDAF	Knsas Cty	220
19.	WYAY-AF	Atlanta	217
20.	KSAN-F	San Fran	216
21	WKIS-F	Miami-ft.	213
22.	KMPS-AF	Seattle	212
23.	KFKF-AF	Knsas Cty	208
	WAMZ-F	Louisvill	208
26.	WZZK-AF	Brmngham	206
26.	KSON-AF	SanDiego	200
	KCYY-F	San anton	200
28.	WIL -F	St. Louis	199
29.	KLAC	Los Angel	196
30.	WTQR-F	Greensbor	192
31.	KXXY-AF	Oklahoma	191
	WPOC-F	Baltimore	191
33.	WKHX-F	Atlanta	184
34.	WCMS-AF	Norfolk	182
35.	KRAK-F	Sacramento	180

BLACK/URBAN

1.	WRKS-F	NewYork	1097
2.	WBLS-F	NewYork	1026
3.	WGCI-F	Chicago	910
4.	WVAZ-F	Chicago	633
5.	WVEE-F	Atlanta	510
6.	WJLB-F	Detroit	508
7.	WLIB	NewYork	459
8.	WUSL-F	Philadelp	457
9.	WHQT-F	Miami-ft.	416
10.	KMJQ-F	Houston	415
11.	KJLH-F	Los Angel	372
12.	WXYV-F	Baltimore	326
13.	KACE-F	Los Angel	311
14.	KKDA-F	Dallas-FW	299
15.	WYLD-F	New Orlns	295
16.	WKYS-F	Washingtn	285
17.	WDAS-F	Philadelp	284
18.	KJMZ-F	Dallas-FW	260
19.	KMJM-F	St. Louis	258
20.	WHRK-F	Memphis	248
21.	KSOL-F	San Fran	236
22.	WZAK-F	Cleveland	229
23.	WHUR-F	Washingtn	206
24.	WQUE-AF	New Orlns	195
25.	WAMO-F	Pittsburg	188
26.	WLUM-F	Milwaukee	186
27.	KGFJ	Los Angel	182
28.	WDIA	Memphis	172
29.	WENN-F	Brmngham	157
30.	WNJR	NewYork	156
31.	KPRS-F	Knsas Cty	153
32.	KTFM-F	San anton	150
33.	WIKS-F	GreenvlNC	148
34.	WPEG-F	Charlotte	147
35.	WJHM-F	Orlando	143
	WILD	Boston	143
37.	WTLC-F	Indy	142
38.	WEDR-F	Miami-ft.	139
39.	WOWI-F	Norfolk	129
	WMMJ-F	Washingtn	129
41.	WDAS	Philadelp	128
42.	WJMH-F	Greensbor	123
43.	WIZF-F	Cincinnat	119
44.	WGPR-F	Detroit	118
45.	WBLX-F	Mobile	117
46.	XHRM-F	SanDiego	114
47.	WCDX-F	Richmond	113
48.	WMYK-F	Norfolk	112
	KHYS-F	Houston	112

BEAUTIFUL/EASY

1.	WPAT-F	NewYork	1343
2.	WXEZ-AF	Chicago	454
3.	WEAZ-F	Philadelp	440
4.	KJOI-F	Los Angel	415
5.	WGAY-F	Washingtn	414
6.	WLYF-F	Miami-ft.	398
7.	KABL-AF	San Fran	382
8.	KEZK-F	St. Louis	353
9.	WPAT	NewYork	351
10.	WPCH-F	Atlanta	341
11.	WSHH-F	Pittsburg	333
12.	WJOI-F	Detroit	315
13.	WJIB-F	Boston	295
14.	KODA-F	Houston	285
15.	WLIF-F	Baltimore	284
16.	WEAT-AF	West Palm	262
17.	KJQY-F	SanDiego	228
18.	KMEZ-F	Dallas-FW	222
19.	WFOG-F	Norfolk	207
20.	KMEO-F	Phoenix	196
	KOSI-F	Denver	196
22.	WLKW-F	Providenc	194
23.	KBRD-F	Seattle	191
24.	WQAL-F	Cleveland	190
25.	WDUV-F	Tampa-st.	183
26.	KSFI-F	Salt Lake	179
27.	WWEZ-F	Cincinnat	173
28.	KBAY-F	San Fran	165

*Based on 12+ Metro Cume Rating, Mon-Sun, 6A-Mid.

NEWS/TALK

1.	WGN	Chicago	1325
2.	WINS	NewYork	1277
3.	WOR	NewYork	1240
4.	WCBS	NewYork	937
5.	WABC	NewYork	767
6.	KABC	Los Angel	764
7.	WFAN	NewYork	732
8.	KMOX	St. Louis	696
9.	KGO	San Fran	680
10.	WBBM	Chicago	612
11.	KNX	Los Angel	559
12.	KYW	Philadelp	514
13.	[illegible]S	San Fran	509
14.	WLUP	Chicago	459
15.	KFWB	Los Angel	431
16.	WRKO	Boston	383
17.	WWJ	Detroit	374
18.	KRLD	Dallas-FW	348
19.	KIRO	Seattle	317
20.	WCAU	Philadelp	280
21.	KFI	Los Angel	273
22.	WBAL	Baltimore	270
	WHDH	Boston	270
24.	WIOD	Miami-ft.	268
25.	WMAQ	Chicago	262
26.	WEEI	Boston	259
27.	KTRH	Houston	255
28.	WWDB-F	Philadelp	252
29.	WTAE	Pittsburg	234
30.	KOA	Denver	233
31.	KTAR	Phoenix	230
32.	WIP	Philadelp	203
33.	WTOP	Washingtn	201
34.	KLIF	Dallas-FW	195
35.	WXYT	Detroit	193
36.	WLS	Chicago	179
37.	KSDO	SanDiego	170
38.	WPRO	Providenc	166
39.	KFBK	Sacrament	164
40.	KCMO	Knsas Cty	155
41.	WNWS	Miami-ft.	151
42.	WINZ	Miami-ft.	149
43.	WHJJ	Providenc	148
44.	WWWE	Cleveland	147
45.	KPRC	Houston	145
46.	WGST	Atlanta	136
47.	WWRC	Washingtn	131
48.	KXL	Prtlnd,OR	130
49.	WFLA	Tampa-st.	128
50.	WWL	New Orlns	124
51.	WCBM	Baltimore	115
52.	KTOK	Oklahoma	112
53.	WOAI	San anton	111
54.	KFYI	Phoenix	107
55.	KING	Seattle	100

NOSTALGIA

1.	WNEW	NewYork	628
2.	WPEN	Philadelp	408
3.	WJJD	Chicago	401
4.	KMPC	Los Angel	343
5.	KFRC	San Fran	294
6.	WHLI	NewYork	211
7.	CKLW	Detroit	178
8.	KQUE-F	Houston	166
9.	KPOP	SanDiego	154
10.	WRMR	Cleveland	153
11.	WOKY	Milwaukee	152
12.	KIXI	Seattle	134
13.	WPLM-F	Boston	124
14.	WGUL-AF	Tampa-st.	119
	WJAS	Pittsburg	119
16.	WNAK	WilkesBar	103
17.	KAAM	Dallas-FW	99
18.	KOY	Phoenix	97
19.	WBYU	New Orlns	89
20.	WXKS	Boston	83
21.	KLFF	Phoenix	81
22.	WLVU-F	Tampa-st.	73

RELIGION/GOSPEL

1.	WWRL	NewYork	299
2.	KLTY-F	Dallas-FW	159
3.	WAOK	Atlanta	143
4.	WFME-F	NewYork	139
	KKLA-F	Los Angel	139
6.	WBOK	New Orlns	93
7.	WYLL-F	Chicago	75
8.	KHVN	Dallas-FW	72
9.	KHCB-F	Houston	69
10.	WLOK	Memphis	67
	WBGR	Baltimore	67
12.	WYCB	Washingtn	65
13.	KCMS-F	Seattle	64
14.	WYCA-F	Chicago	61
15.	WPCE	Norfolk	60
	KMAX-F	Los Angel	60
17.	WMBM	Miami-ft.	58
18.	KWWJ	Houston	57
	KRVK	Knsas Cty	57
20.	WMUZ-F	Detroit	55
21.	WRBS-F	Baltimore	54
22.	WDAC-F	Lancaster	49
23.	WAGG	Brmngham	48
24.	KFAX	San Fran	47
	KFSG-F	Los Angel	47
26.	WNAP	Philadelp	43

SPANISH

1.	KWKW	Los Angel	573
2.	KLVE-F	Los Angel	522
3.	WADO	NewYork	454
4.	KTNQ	Los Angel	450
5.	WSKQ-F	NewYork	427
6.	WSKQ	NewYork	383
7.	WQBA	Miami-ft.	210
8.	KSKQ	Los Angel	208
9.	WCMQ-F	Miami-ft.	192
10.	WKDM	NewYork	181
11.	WAQI	Miami-ft.	180
12.	KALI	Los Angel	170
13.	WOJO-F	Chicago	152
14.	WIND	Chicago	147
15.	WJIT	NewYork	138
16.	WQBA-F	Miami-ft.	136
17.	KSKQ-F	Los Angel	135
18.	KBRG-F	San Fran	127
19.	KGBT	MC-BROWN	107
20.	KCOR	San anton	99
21.	KLOK	San Fran	87
	KLAT	Houston	87
23.	KXYZ	Houston	76
24.	KIQI	San Fran	71
25.	KQQK-F	Houston	69
26.	KEYH	Houston	67
27.	WCMQ	Miami-ft.	58
28.	KESS	Dallas-FW	57
29.	KLVL	Houston	54
30.	KIWW-F	MC-BROWN	52
	KAMA	El paso	52

CLASSICAL

1.	WNCN-F	NewYork	417
2.	WQXR-F	NewYork	351
3.	WNIB-F	Chicago	225
4.	KDFC-AF	San Fran	215
5.	WFLN-F	Philadelp	205
6.	WTMI-F	Miami-ft.	159
7.	KKHI-AF	San Fran	156
8.	WGMS-AF	Washingtn	144
9.	WQRS-F	Detroit	143
10.	KFSD-F	SanDiego	136
11.	WFMT-F	Chicago	132
12.	KING-F	Seattle	128
13.	WCRB-F	Boston	121
14.	WRR -F	Dallas-FW	109
15.	WCLV-F	Cleveland	82
16.	KVOD-F	Denver	72
17.	KCFX-F	Knsas Cty	68
18.	WFMR-F	Milwaukee	51

JAZZ/NEW AGE

1.	WQCD-F	NewYork	619
2.	KTWV-F	Los Angel	504
3.	WNUA-F	Chicago	289
4.	KKGO-F	Los Angel	228
5.	WJZZ-F	Detroit	227
6.	KKSF-F	San Fran	224
7.	KOAI-F	Dallas-FW	183
8.	KBLX-F	San Fran	157
9.	KIFM-F	SanDiego	130
	WXDJ-F	Miami-ft.	130
11.	KJAZ-F	San Fran	94
12.	WHVE-F	Tampa-st.	78
13.	KQPT-F	Sacrament	76

AMERICA'S LEADING STATIONS BY FORMAT*

METRO SHARE

TOP 40/CHR/CONTEMP

1.	WKEE-F	Huntingto	22.6
2.	WKFR-F	Kalamazoo	19.9
3.	WMEE-F	Ft. Wayne	19.8
4.	WNNK-F	Harrisbrg	19.6
5.	WJET-F	Erie	19.4
6.	WQUT-F	John city	19.3
7.	KBFM-F	MC-BROWN	18.6
8.	WVIC-AF	Lansing	18.5
9.	WZYP-F	Huntsvill	17.9
	WIOG-F	Saginaw-b	17.9
11.	WSKZ-F	Chtnooga	17.3
12.	WPXR-F	Davenport	17.1
13.	KRQQ-F	Tucson	16.7
14.	WKZW-F	Peoria	16.0
15.	WXLK-F	Roanoke-l	15.2
16.	KKRD-F	Wichita	14.9
17.	WKCI-F	New Haven	14.7
18.	KZZU-F	Spokane	14.4
19.	KZII-F	Lubbock	14.0
	WAPE-F	Jacksnvle	14.0

AOR/CLASSIC

1.	WCMF-F	Rochester	15.7
2.	WAPL-F	Appleton	15.6
3.	WFBQ-F	Indy	15.3
4.	WRKT-AF	Erie	14.7
5.	WXLP-F	Davenport	14.4
6.	WWCT-F	Peoria	13.5
7.	WGIR-F	Manchestr	13.2
8.	KEZO-AF	Omaha	13.0
9.	KGGO-F	Des moine	12.9
10.	WIOT-F	Toledo	12.7
11.	WBLM-F	Prtlnd,ME	12.6
	KLAQ-F	El paso	12.6
13.	WRXL-F	Richmond	12.1
14.	WKQQ-F	Lexington	11.9
15.	WHEB-AF	Portsmoth	11.4
	WRKR-F	Kalamazoo	11.4
17.	WAAF-F	Worcester	10.8
	WXFX-F	Montgomer	10.8
19.	KLBJ-F	Austin	10.6
20.	WKQZ-F	Saginaw-b	10.4
21.	WIBA-F	Madison	10.3
	WEBN-F	Cincinnat	10.3
23.	KLPX-F	Tucson	10.0
24.	WOUR-F	Utica-rom	9.9
25.	XWHL-F	Anchorage	9.8
26.	KMOD-F	Tulsa	9.7
27.	WKRR-F	Greensbor	9.6
	WAQY-F	Springfie	9.6
29.	WZZO-F	Allentown	9.5
30.	WIMZ-AF	Knoxville	9.3
	KMJX-F	Little Rk	9.3
32.	KQRS-AF	Minn-St.P	9.1
	WGR -F	Buffalo	9.1
34.	WPLR-F	New Haven	9.0

AC/OLDIES/SOFT ROCK

1.	WCRZ-F	Flint	18.2
2.	WEZN-F	Brdgeport	15.7
3.	WTFM-F	John city	14.6
4.	WYYY-F	Syracuse	14.1
5.	WAJI-F	Ft. Wayne	13.7
	WXKC-F	Erie	13.7
7.	WRVC-F	Huntingto	13.2
8.	WLEV-F	Allentown	12.7
9.	WFLZ-F	Tampa-st.	11.6
10.	WMYI-F	Grnvl-Sp	11.4
11.	WMGX-F	Prtlnd,ME	10.7
12.	WARM-F	York	10.3
	WSNY-F	ColumbusO	10.3
14.	KVIL-AF	Dallas-FW	10.2
15.	WUUU-F	Utica-rom	10.1
	KISC-F	Spokane	10.1
17.	WAYV-F	Atlantic	10.0
18.	KODS-F	Reno	9.9
	KWFM-AF	Tucson	9.9
20.	WSTF-F	Orlando	9.7
21.	KRNO-AF	Reno	9.6
22.	KUUL-F	Davenport	9.4
	WJBR-F	Wilmingto	9.4
24.	WMGN-F	Madison	9.3
25.	KKMY-F	Beaumont	9.2
	WHNN-F	Saginaw-b	9.2
27.	WMYU-F	Knoxville	9.1
	KMGE-F	Eugene	9.1
	WEBE-F	Brdgeport	9.1
30.	WBYR-F	Ft. Wayne	9.0

MOR/VARIETY

1.	WCCO	Minn-St.P	18.4
2.	WHAS	Louisvill	15.9
3.	KFAB	Omaha	15.8
	WHO	Des moine	15.8
	WIBC	Indy	15.8
6.	WTIC	Hartford	15.0
7.	KDKA	Pittsburg	12.3
	WSGW	Saginaw-b	12.3
9.	WRVA	Richmond	11.7
10.	KKOB	Albuquerq	11.3
11.	WICC	Brdgeport	11.0
12.	WBEN	Buffalo	10.7
13.	WTMJ	Milwaukee	10.5
14.	WGY	ALBANY	10.3
15.	WELI	New Haven	9.9
	WHBC	Canton	9.9
17.	KSSK	Honolulu	9.8
18.	WTVN	ColumbusO	9.7
19.	WSYR	Syracuse	9.6
	WMBD	Peoria	9.6
21.	KRMG	Tulsa	9.3
22.	WBT	Charlotte	9.0
23.	WHIO	Dayton	8.9
24.	WSBA	York	8.8
	WOWO-AF	Ft. Wayne	8.8
26.	WLW	Cincinnat	8.4
27.	WIBA	Madison	8.3
	WJR	Detroit	8.3
29.	KEX	Prtlnd,OR	8.2
	WVLK	Lexington	8.2

COUNTRY

1.	WIVK-AF	Knoxville	37.7
2.	WTCR-AF	Huntingto	29.8
3.	WDRM-AF	Huntsvill	22.1
4.	WXBQ-F	John city	19.1
5.	KLLL-F	Lubbock	18.7
6.	WKSJ-AF	Mobile	18.2
	KUZZ-AF	Bkrsfield	18.2
8.	KRMD-AF	Shreveprt	18.1
	WVLK-F	Lexington	18.1
10.	KSSN-F	Little Rk	17.7
11.	WITL-F	Lansing	17.3
12.	WLLR-F	Davenport	17.1
13.	WZZK-AF	Brmngham	16.2
14.	WAMZ-F	Louisvill	15.9
15.	WLWI-F	Montgomer	15.5
16.	KASE-F	Austin	15.4
	WSOC-F	Charlotte	15.4
18.	WNWN-F	Kalamazoo	15.0
19.	KCUL-F	Corpus Ch	14.3
20.	WPOR-AF	Prtlnd,ME	14.1
	WCOS-F	Columbia	14.1
22.	KTXF-F	MC-BROWN	14.0
	KXXY-AF	Oklahoma	14.0
	KUGN-F	Eugene	14.0
25.	WTQR-F	Greensbor	13.8
26.	WMSI-F	Jackson	13.6
27.	WUSY-F	Chtnooga	12.9
28.	KHEY-F	El paso	12.5
29.	KRST-F	Albuquerq	12.4
	WSIX-F	Nashville	12.4
31.	WFMS-F	Indy	12.3
32.	WKCQ-F	Saginaw-b	12.1
33.	KFMS-AF	Las Vegas	12.0
34.	KJJY-AF	Des moine	11.9
35.	WESC-F	Grnvl-Sp	11.8
36.	KNIX-AF	Phoenix	11.4
	WRNS-AF	GreenvlNC	11.4
38.	WGNA-AF	ALBANY	11.0
	KAYD-AF	Beaumont	11.0
	WCUZ-F	Gr Rapids	11.0

BLACK/URBAN

1.	WIKS-F	GreenvlNC	20.2
2.	WZHT-F	Montgomer	19.2
3.	KHYS-F	Beaumont	18.8
4.	WBLX-F	Mobile	16.6
5.	WHRK-F	Memphis	16.2
6.	WWDM-F	Columbia	15.7
7.	WJMI-F	Jackson	15.6
8.	WYLD-F	New Orlns	15.1
9.	WVEE-F	Atlanta	13.1
10.	WDZZ-F	Flint	12.7
11.	WENN-F	Brmngham	12.3
12.	KMJJ-F	Shreveprt	11.6
13.	KDKS-F	Shreveprt	11.4
14.	WDIA	Memphis	11.2
15.	KIPR-F	Little Rk	10.5
16.	WQUE-AF	New Orlns	10.0
17.	WBLX-F	Pensacola	9.9
	KQXL-F	Btn Rouge	9.9
19.	WJHM-F	Orlando	9.6
	WCDX-F	Richmond	9.6
21.	WPEG-F	Charlotte	9.5
22.	WXYV-F	Baltimore	9.1
23.	WCKU-F	Lexington	9.0
24.	WJMH-F	Greensbor	8.8
25.	WJTT-F	Chtnooga	8.4
26.	KMJQ-F	Houston	8.1
	WLUM-F	Milwaukee	8.1
28.	WHQT-F	Miami-ft.	8.0

BEAUTIFUL/EASY

1.	WEAT-AF	West Palm	19.3
2.	WWLV-F	Dytna Bch	17.9
3.	WZID-F	Manchestr	15.6
4.	WSWT-F	Peoria	14.7
5.	WFMZ-F	Allentown	14.1
6.	WSRS-F	Worcester	13.1
7.	WHBC-F	Canton	12.7
8.	WDEF-F	Chtnooga	11.9
9.	WPVR-F	Roanoke-l	11.5
10.	KSFI-F	Salt Lake	11.3
11.	WRSA-F	Huntsvill	11.1
12.	KUMU-AF	Honolulu	10.8
13.	WROW-F	ALBANY	10.6
14.	WLQR-F	Toledo	10.4
15.	WMEZ-F	Pensacola	10.1
16.	WEZK-F	Knoxville	10.0
	WFOG-F	Norfolk	10.0
	WFPG-F	Atlantic	10.0
19.	KBEE-F	Modesto	9.8
20.	WNCE-F	Lancaster	9.7
21.	WSHH-F	Pittsburg	9.6
22.	KXLY-F	Spokane	9.5
	WOOD-F	Gr Rapids	9.5
	KEZK-F	St. Louis	9.5
25.	KXTZ-F	Las Vegas	9.3

NEWS/TALK

1.	KMOX	St. Louis	18.8
2.	KMJ	Fresno	11.1
3.	WGN	Chicago	10.7
4.	WOC	Davenport	9.2
5.	WIBX	Utica-rom	8.8
6.	KIRO	Seattle	8.7
7.	KFBK	Sacrament	8.5
8.	KOA	Denver	8.4
9.	KTOK	Oklahoma	8.2
	KGO	San Fran	8.2
11.	KTAR	Phoenix	7.9
12.	WBAL	Baltimore	7.5
13.	WNIR-F	Akron	7.4
14.	KCMO	Knsas Cty	7.3
15.	KGO	Salinas	7.1
	WPTF	Raleigh	7.1
	KARN	Little Rk	7.1
18.	WTAE	Pittsburg	6.8
	WPRO	Providenc	6.8
20.	WJNO	West Palm	6.7
21.	KYW	Philadelp	6.6
	WVOC	Columbia	6.6
	WRKO	Boston	6.6
24.	KXL	Prtlnd,OR	6.3
	WWL	New Orlns	6.3
	WJBO	Btn Rouge	6.3
	KRLD	Dallas-FW	6.3
28.	KCBS	San Fran	6.1
29.	WHJJ	Providenc	6.0
30.	KXLY	Spokane	5.7
	WOAI	San anton	5.7
	WWJ	Detroit	5.7
33.	WOR	Monmouth-	5.5
34.	KTRH	Beaumont	5.4
35.	KOH	Reno	5.3
36.	WERC	Brmngham	5.2
	WIOD	Miami-ft.	5.2
38.	KOA	Colorado	5.1
39.	KTRH	Houston	5.0

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*Based on 12+ Metro Share, Broadcast week.

NOSTALGIA

1.	WNAK	WilkesBar	8.6
	WEYZ	Erie	8.6
3.	WMAS	Springfie	7.7
4.	WOKY	Milwaukee	6.6
5.	WFMJ	Youngstwn	6.5
	WRDR-F	Atlantic	6.5
7.	WROD	Dytna Bch	6.3
8.	KEEL	Shreveprt	6.2
9.	WYNZ	Prtlnd,ME	5.8
	KORK	Las Vegas	5.8
11.	KGVY	Tucson	5.3
12.	WPEN	Philadelp	5.2
13.	WNEB	Worcester	5.0
	WNAM	Appleton	5.0

RELIGION/GOSPEL

1.	WDAC-F	Lancaster	8.6
2.	WOAD	Jackson	6.5
3.	WNDC	Btn Rouge	5.6
4.	KOKA	Shreveprt	5.0
5.	WBOK	New Orlns	4.8
6.	WLOK	Memphis	4.4
7.	WAGG	Brmngham	3.8
8.	WAOK	Atlanta	3.7
9.	WZTN	Montgomer	3.5
10	WJMM-F	Lexington	3.3
11	WCTL-F	Erie	3.2
12.	WPCE	Norfolk	2.9
	KLTY-F	Dallas-FW	2.9
	WTGH	Columbia	2.9
15.	WEMM-F	Huntingto	2.8
16.	WCGW	Lexington	2.7
	KWKY	Des moine	2.7
	KRVK	Knsas Cty	2.7
19.	WDJC-F	Brmngham	2.6
20.	WGTM	GreenvlNC	2.5
21.	WPEO	Peoria	2.4
22.	WKPR	Kalamazoo	2.3
23.	KJAK-F	Lubbock	2.2
24.	WAPZ	Montgomer	2.1
	KCTA	Corpus Ch	2.1
	KTFA-F	Beaumont	2.1
	KAMB-F	Modesto	2.1
28.	WEMI-F	Appleton	2.0
	WFUR-F	Gr Rapids	2.0

SPANISH

1.	KGBT	MC-BROWN	12.4
2.	KWAC	Bkrsfield	7.9
3.	KUNO	Corpus Ch	6.9
4.	KLOC	Modesto	6.8
5.	KAMA	El paso	6.5
6.	KIWW-F	MC-BROWN	6.0
	KBNA-AF	El paso	6.0
8.	KQXX-F	MC-BROWN	5.5
9.	KCOR	San anton	5.1
10.	KBOR-AF	MC-BROWN	4.5
11.	KCCT	Corpus Ch	4.2
12.	WQBA	Miami-ft.	4.0

CLASSICAL

1.	KLEF-F	Anchorage	7.2
2.	WSLT-F	Atlantic	5.0
3.	KFSD-F	SanDiego	3.9
4.	KING-F	Seattle	3.5
5.	KBOQ-F	Salinas	3.4
6.	KHFM-F	Albuquerq	3.3
7.	KCFX-F	Knsas Cty	3.2
8.	WTMI-F	Miami-ft.	3.1
9.	WPKM-F	Prtlnd,ME	2.8
10.	KDFC-AF	San Fran	2.6
	WGMS-AF	Washingtn	2.6
	WFLN-F	Philadelp	2.6
	WCLV-F	Cleveland	2.6
	KVOD-F	Denver	2.6
15.	KIWI-F	Bkrsfield	2.5
16.	WQRS-F	Detroit	2.2
	WFMR-F	Milwaukee	2.2
18.	WCRB-F	Boston	2.1
19.	WRR -F	Dallas-FW	2.0
20.	KKHI-AF	San Fran	1.9
	KXTR-F	Knsas Cty	1.9
22.	WNIB-F	Chicago	1.8
23.	KSAC	Sacrament	1.7
24.	WNCN-F	NewYork	1.5

JAZZ/NEW AGE

1.	KHHH-F	Honolulu	4.2
2.	KQPT-F	Sacrament	3.9
3.	KIFM-F	SanDiego	3.7
4.	KEYV-F	Las Vegas	3.6
5.	WLOQ-F	Orlando	3.5
	WJZZ-F	Detroit	3.5
7.	KOAI-F	Dallas-FW	3.3
8.	KTWV-F	Los Angel	3.1
9.	KNIK-F	Anchorage	2.9
10.	KLRS-F	Salinas	2.7
	KKSF-F	San Fran	2.7
12.	WAEZ-F	Huntingto	2.5
	WXDJ-F	Miami-ft.	2.5
	WBZN-AF	Milwaukee	2.5
15.	WQCD-F	NewYork	2.3
	WHVE-F	Tampa-st.	2.3
	WNUA-F	Chicago	2.3
	KHIH-F	Denver	2.3
19.	KGSR-F	Austin	2.2
20.	KLSK-F	Albuquerq	2.1
	KBZE-F	Colorado	2.1
	WNWV-F	Cleveland	2.1

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENING*

HIGHEST			LOWEST		
1.	Lancaster	93.26%	1.	San Francisco	60.74%
2.	Huntington, WV	92.81%	2.	Bakersfield	61.72%
3.	Greenville, NC	89.75%	3.	Wilkes Barre-Scranton	63.14%
4.	Greenville-Spartanburg	88.67%	4.	Stockton	63.91%
5.	Lansing	87.57%	5.	Des Moines	65.02%
6.	Orlando	85.98%	6.	Honolulu	65.37%
7.	Greensboro-WS	85.94%	7.	San Antonio	65.48%
8.	Grand Rapids	85.83%	8.	New York	65.50%
9.	Columbia, SC	85.55%	9.	Kansas City	65.78%
10.	Norfolk	85.15%	10.	Boston	65.94%

* FM share of total listening, 12+ Metro, 1/4 Hour AVG, Broadcast Week.

MARKETS WITH HIGHEST AND LOWEST APR'S**

HIGHEST			LOWEST		
1.	Providence	19.4	1.	Huntington, WV	14.6
2.	Miami-Ft. Lauderdale	19.3	2.	Eugene	14.9
3.	New York	19.1	3.	John City-Kingsport	15.3
4.	Wilkes Barre-Scranton	19.0	4.	Portland, OR	15.4
5.	Philadelphia	18.9	5.	Modesto	15.5
6.	Tampa-St. Petersburg	18.8		Dayton	15.5
7.	Atlantic City	18.7	7.	Beaumont	15.6
8.	Bridgeport	18.6	8.	Raleigh	15.7
9.	Nassau-Suffolk	18.5		Grand Rapids	15.7
10.	San Antonio	18.4		Salt Lake City	15.7

** The APR shows the average percentage of the 12+ population which is using the radio (Mon-Sun, 6A-MID). The figure is comparable to television's PVT (Persons Viewing Television).

MEAN APR FOR ALL RATED MARKETS

FAL 89 17.13

SPG 89	17.53	SPG 82	16.04
SPG 88	16.47	SPG 81	15.42
SPG 87	16.73	SPG 80	15.42
SPG 86	17.10	SPG 79	15.62
SPG 85	17.32	SPG 78	15.42
SPG 84	17.50	SPG 77	15.40
SPG 83	17.33	SPG 76	15.74

MARKETS WITH HIGHEST PERCENTAGE OF BELOW-THE-LINE LISTENING***

1.	Monmouth-Ocean	68.5%	11.	New Haven	42.0%
2.	Stockton	58.5%	12.	Lancaster	40.1%
3.	Bridgeport	55.5%	13.	Worcester	37.4%
4.	Wilmington, DE	55.3%	14.	Atlantic City	36.4%
5.	Akron	54.0%	15.	Springfield, MA	35.1%
6.	Daytona Beach	50.9%	16.	York	34.4%
7.	Manchester	48.5%	17.	Pensacola	32.6%
8.	Riverside-San Bernardino	48.5%	18.	Salinas-Monterey-Santa Cruz	31.5%
9.	Portsmouth-Dover-Rochester,nh	48.2%	19.	West Palm Beach	30.7%
10.	Canton	43.7%	20.	Flint	29.0%

*** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing total listening to stations listed below the line (stations outside the market's metro) by total listening to all stations.

MARKETS WITH HIGHEST PERCENTAGE OF LISTENING TO NON-LISTED STATIONS****

1.	Eugene	20.7%	10.	Stockton	17.6%
2.	Portland, ME	20.2%	11.	Madison	17.0%
3.	Jackson	20.1%	12.	Jacksonville	16.9%
4.	Lancaster	19.2%	13.	Kalamazoo	16.7%
5.	Las Vegas	19.0%	14.	Bakersfield	16.3%
6.	Austin	18.5%	15.	Salinas-Monterey-Santa Cruz	16.1%
7.	Colorado Springs	17.8%	16.	Lexington	15.6%
8.	Modesto	17.8%	17.	Lansing	15.5%
9.	Raleigh	17.6%	18.	New Haven	15.4%

**** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing listening to non-listed stations by total listening to all radio stations. A large part of the non-listed listening is probably to public and non-commercial stations. Other listening to distant stations (clears). Other listening will be to local commercial stations which do not qualify for listing in the rating book. The importance of this table (and the table above) is that this is listening that is not going to local commercial outlets. This affects CPM's and the effectiveness of local radio.

STATION FORMAT AND FORMAT LISTENERSHIP*

	AM	FM	TOTAL	%
AC/OLDIES/SOFT ROCK	264,800 (125)	3,737,800 (368)	4,002,600 (493)	18.61
TOP 40/CHR/CONTEMP	15,000 (16)	3,096,400 (229)	3,111,400 (245)	14.47
AOR/CLASSIC	26,800 (25)	2,697,000 (224)	2,723,800 (249)	12.67
NEWS/TALK	2,367,900 (149)	40,600 (4)	2,408,500 (153)	11.20
COUNTRY	367,000 (142)	1,838,000 (182)	2,205,000 (324)	10.25
BLACK/URBAN	363,100 (82)	1,528,600 (80)	1,891,700 (162)	8.80
BEAUTIFUL/EASY	88,100 (25)	1,451,000 (110)	1,539,100 (135)	7.16
MOR/VARIETY	930,300 (121)	2,300 (4)	932,600 (125)	4.34
SPANISH	501,200 (72)	219,200 (26)	720,400 (98)	3.35
NOSTALGIA	602,800 (93)	55,700 (7)	658,500 (100)	3.06
RELIGION/GOSPEL	245,800 (124)	158,900 (53)	404,700 (177)	1.88
JAZZ/NEW AGE	6,400 (4)	367,600 (37)	374,000 (41)	1.74
CLASSICAL	18,300 (8)	319,200 (29)	337,500 (37)	1.57
UNKNOWN/OTHERS	113,900 (90)	79,200 (66)	193,100 (156)	0.90
	5,911,400 (1076)	15,591,500 (1419)	21,502,900 (2495)	

* Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Every station reported in the metro is included. Simulcast facilities count as two stations. Figures in paranthesis are the number if stations programming that format. FIGURES NOT IN 100's.

FORMAT PERCENTAGES - AM AND FM BANDS - FORMAT SHARE TRENDS

	AM	FM	COMBINED	FAL 88	FAL 87	FAL 86	FAL 85	FAL 84	FAL 83	FAL 82	FAL 81
AC/OLDIES/SOFT ROCK	4.48%	23.97%	18.61%	18.39%	17.10%	18.20%	15.80%	15.10%	13.00%	-	-
TOP 40/CHR/CONTEMP	0.25%	19.86%	14.47%	14.83%	14.00%	14.50%	15.40%	16.50%	-	-	-
AOR/CLASSIC	0.45%	17.30%	12.67%	12.91%	12.50%	12.40%	11.20%	10.10%	-	-	-
NEWS/TALK	40.06%	0.26%	11.20%	10.78%	9.90%	9.50%	9.60%	9.80%	10.20%	10.30%	10.30%
COUNTRY	6.21%	11.79%	10.25%	10.29%	10.40%	10.00%	10.60%	10.80%	11.50%	11.20%	12.20%
BLACK/URBAN	6.14%	9.80%	8.80%	8.64%	10.40%	10.50%	9.80%	9.80%	10.60%	10.90%	9.60%
BEAUTIFUL/EASY	1.49%	9.31%	7.16%	7.77%	8.50%	8.80%	10.00%	10.70%	10.70%	11.90%	13.50%
MOR/VARIETY	15.74%	0.01%	4.34%	4.55%	5.70%	6.00%	6.70%	7.20%	7.60%	-	-
SPANISH	8.48%	1.41%	3.35%	3.04%	3.00%	2.70%	2.90%	2.60%	3.00%	2.60%	2.60%
NOSTALGIA	10.20%	0.36%	3.06%	2.98%	3.00%	3.30%	4.00%	4.00%	4.50%	4.10%	2.40%
RELIGION/GOSPEL	4.16%	1.02%	1.88%	1.77%	1.80%	1.50%	1.80%	1.80%	1.70%	1.60%	1.30%
JAZZ/NEW AGE	0.11%	2.36%	1.74%	1.78%	1.30%	-	-	-	-	-	-
CLASSICAL	0.31%	2.05%	1.57%	1.70%	1.50%	1.60%	1.50%	1.50%	1.50%	1.50%	1.40%
UNKNOWN/OTHERS	1.93%	0.51%	0.90%	0.58%	0.80%	0.90%	0.70%	0.40%	0.40%	0.30%	0.30%

CHANGES SINCE FALL 1988

	Changes in Format Share			Change in 1/4 HR Totals	Change in # of Stations (89 vs. 88)
	Since 1988	Since 1985	Since 1980		
AC/OLDIES/SOFT ROCK	+ 1.2%	+ 17.8%	NA	+ 3.1%	+17 (+ 3.6%)
TOP 40/CHR/CONTEMP	- 2.4%	- 6.0%	NA	- 0.6%	+ 3 (+ 1.2%)
AOR/CLASSIC	- 1.9%	+ 13.1%	NA	0.0%	+13 (+ 5.5%)
NEWS/TALK	+ 3.9%	+ 16.7%	+ 5.7%	+ 5.9%	+23 (+17.7%)
COUNTRY	- 0.4%	- 3.3%	+ 0.5%	+ 1.5%	-11 (- 3.3%)
BLACK/URBAN	+ 1.9%	- 10.2%	- 9.3%	+ 3.7%	-19 (-10.4%)
BEAUTIFUL/EASY	- 7.9%	- 28.4%	- 52.9%	- 6.1%	-12 (- 8.2%)
MOR/VARIETY	- 4.6%	- 35.2%	NA	- 2.9%	-10 (- 7.4%)
SPANISH	+ 10.2%	+ 15.5%	+ 40.0%	+ 12.3%	+11 (+12.6%)
NOSTALGIA	+ 2.7%	- 23.5%	NM	+ 4.9%	- 1 (- 1.0%)
RELIGION/GOSPEL	+ 6.2%	+ 4.4%	+ 56.7%	+ 8.2%	+ 0 (+ 0.0%)
JAZZ/NEW AGE	- 2.2%	NM	NM	- 0.2%	+ 1 (+ 2.5%)
CLASSICAL	- 7.6%	+ 4.7%	+ 12.1%	- 6.0%	- 3 (- 7.5%)
UNKNOWN/OTHERS	+ 55.2%	+ 28.6%	+ 43.0%	+ 57.8%	+47 (+43.1%)

BEST MARKETS FOR VARIOUS FORMATS

TOP 40/CHR/CONTEMP

(National Average: 14.47%)

1.	Harrisburg	31.0%
2.	Kalamazoo	29.8%
	Lubbock	29.8%
4.	Anchorage	28.7%
5.	John City-Kings	26.9%
6.	Huntington, WV	26.6%
	Lansing	26.6%
8.	Columbus, OH	25.7%
9.	Lancaster	25.2%
	Baton Rouge	25.2%

AOR/CLASSIC

(National Average: 12.67%)

1.	Erie	27.8%
2.	Portsmouth-Dover	27.7%
3.	Manchester	26.1%
4.	San Diego	20.7%
5.	Springfield, MA	20.4%
6.	Anchorage	20.2%
7.	Minneapolis-St.	19.6%
8.	Worcester	18.9%
9.	Portland, OR	18.8%
10.	Boston	18.7%

AC/OLDIES/SOFT ROCK

(National Average: 18.61%)

1.	Tampa-St. Pete	39.3%
2.	Bridgeport	30.9%
3.	Portland, ME	30.8%
4.	Allentown-Beth	29.6%
5.	Raleigh	26.8%
6.	Springfield, MA	26.6%
7.	Rochester	26.5%
8.	Utica-Rome	26.3%
9.	Fort Wayne	26.2%
10.	Cleveland	26.1%

MOR/VARIETY

(National Average: 4.34%)

1.	Des Moines	25.8%
2.	Minneapolis-St.	21.9%
3.	Louisville	20.4%
4.	Eugene	17.6%
	Omaha	17.6%
6.	Indianapolis	17.4%
7.	Saginaw-Bay City	17.2%
	Hartford	17.2%
9.	Flint	16.1%
	Pittsburgh	16.1%

COUNTRY

(National Average: 10.25%)

1.	Knoxville	43.6%
2.	John City-Kings	41.9%
3.	Huntington, WV	38.3%
4.	Lubbock	32.9%
5.	Shreveport	31.2%
6.	Nashville	30.6%
7.	Chattanooga	30.5%
8.	Wichita	30.2%
9.	Huntsville	29.8%
10.	Oklahoma City	26.2%

BLACK/URBAN

(National Average: 8.80%)

1.	Memphis	34.9%
2.	Montgomery	30.8%
3.	Beaumont	29.5%
4.	Birmingham	28.6%
5.	Mobile	28.2%
6.	New Orleans	27.7%
7.	Jackson	27.3%
8.	Greenville, NC	26.5%
9.	Shreveport	24.6%
10.	Raleigh	22.7%

BEAUTIFUL/EASY

(National Average: 7.16%)

1.	Daytona Beach	22.9%
2.	West Palm Beach	22.6%
3.	Manchester	22.1%
4.	Allentown-Beth	18.4%
5.	Worcester	17.8%
6.	Peoria	16.4%
7.	Albany-Schenect	16.2%
8.	Canton	14.5%
9.	Atlantic City	14.2%
	Stockton	14.2%

NEWS/TALK

(National Average: 11.20%)

1.	Chicago	25.3%
2.	St. Louis	20.6%
3.	New York	20.4%
4.	Providence	19.0%
5.	Monmouth-Ocean	18.5%
	Boston	18.5%
7.	Philadelphia	18.1%
8.	San Francisco	16.2%
9.	Los Angeles	14.8%
10.	West Palm Beach	13.5%

NOSTALGIA

(National Average: 3.06%)

1.	Wilkes Barre-SC	17.7%
2.	Tucson	10.8%
3.	Erie	10.1%
4.	Tampa-St. Pete	9.9%
5.	Springfield, MA	9.3%
6.	Utica-Rome	8.9%
7.	Syracuse	8.2%
8.	Daytona Beach	7.8%
9.	Atlantic City	7.5%
10.	Appleton-Oshkos	7.4%

RELIGION/GOSPEL

(National Average: 1.88%)

1.	Lancaster	10.7%
2.	Jackson	9.3%
3.	Birmingham	9.1%
4.	Baton Rouge	8.3%
5.	Memphis	7.7%
6.	Lexington	7.5%
7.	New Orleans	7.4%
8.	Montgomery	6.5%
9.	Shreveport	6.1%
10.	Kansas City	5.8%

SPANISH

(National Average: 3.35%)

1.	McAllen-Brownsv	42.8%
2.	Miami-Ft. Laude	18.0%
3.	El Paso	17.2%
4.	Salinas-Monterey	15.7%
5.	Bakersfield	14.2%
	Los Angeles	14.2%
7.	Corpus Christi	13.1%
8.	San Antonio	12.3%
9.	Fresno	9.0%
10.	Lubbock	8.9%

CLASSICAL

(National Average: 1.57%)

1.	Anchorage	8.1%
2.	Atlantic City	6.4%
3.	Kansas City	5.5%
4.	San Francisco	5.0%
5.	San Diego	4.3%
6.	Salinas-Monterey	4.0%
7.	Seattle-Tacoma	3.9%
8.	Albuquerque	3.7%
9.	Portland, ME	3.5%
10.	Miami-Ft. Laude	3.3%

JAZZ/NEW AGE

(National Average: 1.74%)

1.	San Francisco	6.5%
2.	Los Angeles	5.0%
3.	Sacramento	4.6%
4.	Honolulu	4.5%
	Las Vegas	4.5%
6.	San Diego	4.1%
7.	Orlando	3.9%
8.	Detroit	3.8%
9.	Dallas-Ft. Worth	3.6%
10.	Anchorage	3.3%

INDIVIDUAL STATION AUDIENCE BREAKDOWNS

In this section the audience composition of almost 800 stations is examined. This total equals nearly 10% of all commercial radio stations in the United States. The following information is included for each station:

TIME SPENT LISTENING (TSL): This figure shows the amount of time which an average listener spends with a given station. The total is given in hours instead of 1/4 hours.

This figure is derived by the following calculation: Average 1/4 HR audience times 504 (the number of quarter hours in the Broadcast Week). The resulting figure is divided by the weekly Metro Cume. This figure is divided by four to come up with a figure in hours.

TURN OVER RATIO (T/O RATIO): This figure roughly indicates the number of groups of people which contribute to the station's average audience. It is calculated by taking the Metro Cume (12+, Broadcast Week) and dividing it by the Metro 1/4 HR AVG (Broadcast Week).

PERCENT EXCLUSIVE CUME (% EXCL): This fascinating figure indicates the loyalty of a station's audience. It is calculated by dividing the exclusive cume (12+ Metro, Broadcast Week) by the Metro Cume (12+, Broadcast Week).

PERCENT 12-24, 25-54, 55+: As of Spring 1987, we have changed the ages covered in this breakdown. You may recall that in previous editions, the cells were Teens, 18-34, 18-49, and 50+. The changes were made for two reasons. First of all the new Arbitron rating books make it easier to calculate these cells. Secondly, I think the new cells better reflect those which readers are most interested.

This figure is simply the percentage of a station's total audience (12+ Metro AQH, Broadcast Week), which lies in these demographic cells.

PERCENT MALE/FEMALE (%M, %F): The methodology is the same as that for 12-24, 25-54, etc.

Below are the means by format. Also included is the number of stations sampled.

		STAT	TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
CHR/CONTEMP	1990	117	8.0	15.7	11.1	54.7	42.8	2.5	41.5	58.5
	1989	108	8.2	15.3	11.6	53.8	41.9	4.3	42.3	57.7
	1988	123	9.0	14.0	13.8	55.1	42.3	2.6	41.1	58.9
	1987	-	9.0	14.0	12.8	56.9	42.4	.7	43.9	56.1
	1986	-	8.6	14.6	11.2	-	-	-	42.6	57.4
AOR/CLASSIC	1990	109	8.7	14.5	8.4	39.7	58.8	1.5	69.0	31.0
	1989	95	9.2	13.7	9.0	41.9	56.4	1.7	66.4	33.6
	1988	100	9.5	13.3	10.5	43.3	54.7	2.0	68.1	31.9
	1987	-	9.5	13.3	9.8	47.2	50.8	2.2	66.8	33.2
	1986	-	9.1	13.7	11.1	-	-	-	67.0	33.0
AC/SOFT/OLDIES	1990	118	7.9	15.6	6.8	15.2	74.8	10.0	40.4	59.6
	1989	124	8.5	14.8	7.5	15.4	75.5	9.1	41.9	58.1
	1988	115	8.6	14.7	8.5	17.3	75.2	7.5	40.4	59.6
	1987	-	8.1	15.2	8.2	17.6	72.5	9.9	42.0	58.0
	1986	-	8.8	14.3	8.1	-	-	-	41.5	58.5
BTFL/EZ	1990	61	10.9	11.6	14.6	4.2	42.8	53.0	39.0	61.0
	1989	63	11.1	11.3	14.1	4.0	41.2	54.8	39.3	60.7
	1988	64	11.2	11.3	16.9	2.8	37.9	59.3	39.1	60.9
	1987	-	11.5	11.0	16.4	3.4	40.1	56.5	40.3	59.7
	1986	-	11.7	10.7	14.4	-	-	-	39.0	61.0
MOR/VARIETY	1990	52	8.5	14.9	10.7	2.8	42.7	54.5	45.7	54.3
	1989	53	8.5	14.8	11.3	3.2	42.8	54.0	42.7	57.3
	1988	56	9.8	12.9	14.2	3.1	41.0	55.9	41.4	58.6
	1987	-	9.6	13.2	13.2	4.1	44.1	52.8	43.2	56.8
	1986	-	9.6	13.1	12.4	-	-	-	44.2	55.8
COUNTRY	1990	100	10.6	11.9	17.7	12.5	62.8	24.7	48.4	51.6
	1989	97	10.8	11.6	18.4	12.8	63.1	24.1	48.1	51.9
	1988	103	11.0	11.5	19.5	13.1	63.2	23.7	48.2	51.8
	1987	-	11.0	11.5	18.8	13.2	62.1	24.7	47.8	52.2
	1986	-	11.1	11.3	18.0	-	-	-	50.3	49.7
NEWS/TALK	1990	52	7.7	16.3	7.5	2.8	41.6	55.6	50.6	49.4
	1989	54	7.8	16.1	8.7	2.8	39.0	58.2	50.0	50.0
	1988	51	8.5	150	9.3	2.8	39.6	57.6	48.2	51.8
	1987	-	8.1	15.3	9.1	3.0	38.6	58.4	48.4	51.6
	1986	-	8.1	15.2	8.8	-	-	-	47.5	52.5

		STAT	TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
BLACK/URBAN	1990	44	11.1	11.4	14.6	42.0	52.9	5.1	44.4	55.6
	1989	45	10.6	11.9	14.3	44.3	50.3	5.4	45.4	54.6
	1988	48	11.4	11.1	14.8	45.6	49.7	4.7	45.9	54.1
	1987	-	11.9	10.6	13.6	47.2	47.2	5.6	45.0	55.0
	1986	-	11.7	10.7	12.3	-	-	-	45.0	55.0
NOSTALGIA	1990	25	10.0	12.5	12.6	0.8	17.8	81.4	43.2	56.8
	1989	23	11.6	10.8	14.1	1.1	19.7	79.2	39.9	60.1
	1988	21	10.7	11.9	14.7	1.0	20.7	78.3	41.2	58.8
	1987	-	10.9	11.6	13.8	1.1	22.8	76.1	43.4	55.6
	1986	-	11.9	10.6	14.1	-	-	-	46.0	54.0
RELIGION/GOSPEL	1990	20	8.3	15.2	12.5	8.5	53.4	38.1	31.9	68.1
	1989	19	8.9	14.2	11.9	10.2	52.6	37.3	33.8	66.2
	1988	21	8.3	15.1	11.8	11.0	54.1	34.9	31.7	68.3
	1987	-	8.9	14.2	14.3	10.8	53.1	36.1	32.2	67.8
	1986	-	8.9	14.2	10.0	-	-	-	30.9	69.1
HISPANIC	1990	23	11.3	11.1	14.0	13.9	58.5	27.6	40.5	59.5
	1989	20	11.8	10.5	15.8	12.2	59.2	28.6	43.8	56.2
	1988	24	13.0	9.7	18.6	13.1	63.2	23.7	45.2	54.8
	1987	-	13.2	9.5	15.4	15.5	57.0	57.0	46.6	53.4
	1986	-	12.2	10.3	16.1	-	-	-	38.0	62.0
CLASSICAL	1990	17	7.5	16.7	5.6	3.2	53.2	43.6	49.2	50.8
	1989	20	7.9	16.0	5.5	4.5	53.5	42.0	47.9	52.1
	1988	19	7.1	17.6	6.5	4.4	51.3	44.3	52.1	47.9
	1987	-	7.2	17.4	5.7	3.4	51.5	45.1	49.7	50.3
	1986	-	7.6	16.7	6.3	-	-	-	52.5	47.5
JAZZ/NEW AGE	1990	20	7.2	17.5	4.8	6.0	85.4	8.6	57.3	42.7
	1989	21	7.9	16.0	5.5	9.3	82.2	8.5	57.5	42.5
	1988	21	7.4	16.9	4.8	8.8	84.0	7.2	58.7	41.3
	1987	14	6.9	18.3	5.7	9.4	80.3	10.3	54.2	45.8

CHR/TOP 40/CONTEMP

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		8.0	15.7	11.1	54.7	42.8	2.5	41.5	58.5
WKDD	Akron	8.1	15.4	7	64	34	2	42	58
WFLY	Albany	8.3	15.2	10	62	37	1	43	57
WAEB-F	Allen-Beth	7.9	16.0	7	52	40	8	42	58
KGOT	Anch	8.0	15.8	9	40	60	0	65	35
WAPW	Atlanta	9.0	14.0	14	69	29	2	46	54
WAYV	Atlantic City	9.2	13.6	13	36	57	7	47	53
KBTS	Austin	7.7	16.3	9	62	37	1	33	67
WBSB	Baltimore	8.2	15.3	12	55	44	1	40	60
WGGZ	Baton Rouge	6.7	19.0	8	50	50	0	40	60
WAPI-F	Birm	8.4	15.1	11	59	35	6	45	55
WXKS-F	Boston	7.7	16.5	6	49	49	2	38	62
WZOU	Boston	7.0	18.1	8	65	34	1	41	59
WKSE	Buff	8.1	15.5	10	51	48	1	31	69
WSKZ	Chatt	11.1	11.4	21	55	42	3	53	47
WBBM-F	Chicago	6.2	20.2	4	61	35	4	43	57
WYTZ	Chicago	6.5	19.3	9	71	27	2	41	59
WKRQ	Cincinnati	8.8	14.3	13	63	34	3	39	61
KIKX	Colo Spg	6.9	18.2	8	57	36	7	52	48
WNOK	Colum SC	6.6	19.2	5	41	59	0	38	62
WNCI	Colum OH	10.0	12.6	15	40	53	7	38	62
WXGT	Colum OH	9.2	13.7	12	60	38	2	64	36
KHYI	Dallas	5.3	23.9	8	64	36	0	43	57
KEGL	Dallas	5.3	23.7	4	63	37	0	38	62
WPXR	Daven RI	10.3	12.3	21	51	48	1	34	66
WGTZ	Dayton	7.9	16.0	15	53	44	3	42	58
KRXY-F	Denver	8.0	15.7	9	60	39	1	34	66
KQKS	Denver	7.8	16.2	6	80	18	2	37	63
KRNQ	Des Moines	8.8	14.4	22	54	46	0	44	56
WHYT	Detroit	7.1	17.7	6	68	30	2	37	63
WKQI-F	Detroit	5.8	21.6	4	28	68	4	35	65
KPRR	El Paso	10.1	12.4	15	69	31	0	42	58
WJET	Erie	10.1	12.5	15	56	40	4	38	62
WMEE	Ft. Wayne	11.0	11.5	21	48	52	0	34	66
KRZR	Fresno	8.0	15.8	11	62	38	0	54	46
WKZL	Greens WS	9.2	13.7	10	59	41	0	26	74
WANS	Green SC	9.3	13.6	17	74	24	2	44	56
WNNK	Harris	10.9	11.5	18	35	60	5	40	60
WTIC-F	Hart	8.6	14.6	12	48	46	6	40	60
KKBQ-F	Houston	6.7	18.9	6	49	48	3	43	57
KRBE-F	Houston	4.5	27.9	3	55	42	3	40	60
KNRJ	Houston	5.6	22.6	3	72	28	0	28	72
WKEE-F	Hunt WV	10.6	11.9	23	55	39	6	52	48
WZYP	Hunts AL	9.9	12.7	16	51	42	7	45	55
WZPL	Indy	9.3	13.5	14	55	43	2	43	57
WAPE-F	Jacksonville	9.3	13.5	14	59	38	3	46	54
WQUT	JC-King	10.2	12.3	15	49	51	0	45	55
WKFR	Kalamazoo	10.4	12.1	11	47	51	2	52	48
KBEQ	Kansas City	8.9	14.2	13	64	35	1	44	56
KXXR	Kansas City	9.5	13.3	15	67	33	0	50	50
WLAN-F	Lanc	7.7	16.3	12	42	53	5	42	58
WVIC A/F	Lansing	9.8	12.7	15	38	39	23	46	54
KLUC	LV	9.4	13.6	9	60	38	2	43	57
WLAP-F	Lexington	9.2	13.6	12	50	48	2	26	74
WBLI	Long Island	8.7	14.4	12	27	66	7	35	65
WDJX A/F	Louisville	9.0	14.0	13	54	45	1	43	57
KPWR	LA	8.1	15.6	8	64	35	1	44	56
KIIS-F	LA	6.7	18.7	5	46	52	2	44	56
KQLZ	LA	7.7	16.3	9	64	35	1	56	44
WZEE	Madison	8.4	15.1	9	62	38	0	40	60
KBFM	McAllen	12.5	10.1	21	68	31	1	37	63

CHR/TOP 40/CONTEMP Continued

National Mean:		8.0	15.7	11.1	54.7	42.8	2.5	41.5	58.5
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
WMC-F	Memphis	8.8	14.3	8	33	62	5	39	61
WHQT	Miami	12.2	10.3	17	44	53	3	41	59
WPOW	Miami	10.0	12.6	11	66	32	2	45	55
WHYI	Miami	6.4	19.6	5	40	55	5	38	62
WKTI	Milwaukee	7.3	17.2	12	46	50	4	38	62
WLOL-F	Minn-SP	6.1	20.7	5	58	41	1	34	66
KDWB-F	Minn-SP	6.9	18.1	5	78	22	0	39	61
WABB-F	Mobile	9.4	13.4	13	53	44	3	48	52
WYHY	Nashville	9.5	13.2	10	65	33	2	36	64
WKCI	New Haven	10.1	12.5	13	45	53	2	39	61
WEZB	New Orleans	8.7	14.4	12	49	46	5	46	54
WHTZ	NY	6.5	19.5	6	47	48	5	40	60
WPLJ	NY	5.5	23.0	6	45	52	3	39	61
WQHT	NY	8.8	14.4	9	66	30	4	41	59
WNVZ	Norfolk	7.6	16.6	24	47	49	4	41	59
WGH	Norfolk	6.9	18.2	6	68	29	3	44	56
KJYO	Oklahoma City	7.8	16.1	8	61	39	0	46	54
KQKQ	Omaha	9.5	13.3	14	60	39	1	27	73
WOMX A/F	Orlando	7.1	17.7	2	38	60	2	43	57
WKZW	Peoria	9.7	13.0	18	50	48	2	41	59
WEGX	Philadelphia	7.1	15.0	8	59	39	2	43	57
WIOQ	Philadelphia	7.3	17.2	5	65	31	4	37	63
KZZP A/F	Phoenix	7.0	18.1	12	60	39	1	37	63
WBZZ	Pittsburgh	7.7	16.4	10	48	50	2	36	64
KKRZ	Port O	9.4	13.4	14	58	41	1	39	61
WERZ	Ports NH	11.0	11.5	4	44	54	2	32	68
WPRO-F	Providence	8.4	15.0	14	51	45	4	42	58
WRVQ	Richmond	9.5	13.2	21	46	52	2	47	53
KGGI	River-SB	9.9	12.8	13	59	37	4	41	59
WXLK	Roanoke	11.0	11.5	16	43	52	5	45	55
WPXY A/F	Rochester	8.7	14.6	13	47	50	3	42	58
KSFM	Sacramento	7.3	17.3	11	54	44	2	42	58
WIOG	Sag-BC	9.8	12.8	17	50	46	4	41	59
WKBQ	St. Louis	8.1	15.5	14	68	31	1	34	66
KCPX-F	Salt Lake	5.2	24.2	7	57	43	0	33	67
KITY	San Antonio	8.2	15.4	8	63	36	1	45	55
KTFM	San Antonio	7.7	16.3	9	48	46	6	43	57
KKLQ A/F	San Diego	9.2	13.7	11	59	39	2	45	55
KFMB-F	San Diego	6.1	20.8	8	30	69	1	28	72
KMEL	SF	7.6	16.6	8	58	40	2	49	51
KXXX	SF	5.7	22.1	5	61	39	0	30	70
KITS	SF	6.0	21.1	7	48	52	0	49	51
KPLZ	Seattle	9.3	13.5	14	74	26	0	44	56
KUBE	Seattle	7.2	17.5	6	47	52	1	41	59
KZZU-F	Spokane	9.9	12.8	22	70	30	0	53	47
WNTQ	Syracuse	8.3	15.1	12	66	34	0	36	64
WRBQ A/F	Tampa	8.9	14.1	11	38	55	7	47	53
WMHE	Toledo	5.4	23.4	5	38	60	2	40	60
KRQQ	Tucson	10.5	12.0	20	63	35	2	41	59
KAYI	Tulsa	7.8	16.1	10	58	42	0	51	49
WAVA	Washington DC	6.4	19.6	5	56	43	1	44	56
WPGC	Washington DC	8.8	14.3	5	50	46	4	45	55
WRQX	Washington DC	6.4	19.7	6	53	47	0	27	73
KKRD	Wichita	10.3	12.3	23	53	46	1	41	59
WKRZ	WB/Scran	9.7	13.0	15	41	50	9	43	57
WSTW	Wilm DE	9.9	12.7	8	29	66	5	48	52
WHOT-F	Young	8.2	15.3	11	43	49	8	39	61

AOR/CLASSIC

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		8.7	14.5	8.4	39.7	58.8	1.5	69.0	31.0
WPYX	Albany	8.0	15.8	7	33	64	3	59	41
KZRR	Albuquerque	9.3	13.4	5	26	74	0	67	33
WZZO	Allen-Beth	9.9	12.8	14	41	57	2	66	34
KWHL	Anch	10.1	12.5	12	47	53	0	72	28
WAPL	Apple-Osh	11.5	11.0	12	50	50	0	62	38
WKLS	Atlanta	9.0	13.9	7	46	53	1	69	31
KLBJ-F	Austin	9.7	12.9	9	47	51	2	78	22
WIYY	Baltimore	9.6	13.1	10	34	65	1	65	35
WZRR	Birm	10.5	12.0	17	31	68	1	65	35
WBCN	Boston	8.2	15.3	6	31	69	0	72	28
WZLX	Boston	6.7	18.7	8	30	70	0	72	28
WGR-F	Buffalo	11.5	7.4	10	43	54	3	71	29
WRFX	Charlotte	9.6	13.1	8	22	74	4	59	41
WCKG	Chicago	6.5	19.3	5	44	54	2	54	46
WLUP-F	Chicago	7.4	17.1	3	36	63	1	62	38
WXRT	Chicago	10.2	12.4	8	14	85	1	69	31
WEBN	Cincinnati	9.7	13.0	10	47	53	0	70	30
WMMS	Cleveland	8.4	14.9	7	34	65	1	62	38
WNCX	Cleveland	9.4	13.5	4	31	68	1	76	24
KILO	Colo Spg	10.6	11.9	7	55	45	0	71	29
WLVQ	Columbus OH	7.0	17.9	5	35	62	3	67	33
KTXQ	Dallas	7.0	18.0	2	34	66	0	71	29
KZEW	Dallas	6.1	20.6	1	47	53	0	77	23
WXLP	Daven RI	11.4	11.1	15	41	59	0	62	38
WTUE	Dayton	8.1	15.5	14	41	59	0	68	32
KBCO-F	Denver	10.8	11.7	6	15	83	2	62	38
KBPI	Denver	6.1	20.8	3	37	63	0	67	33
KAZY	Denver	7.3	17.3	7	53	47	0	74	26
KGGO	Des Moines	11.0	11.4	15	41	56	3	56	44
WLLZ	Detroit	6.5	19.3	3	45	52	3	62	38
WRIF	Detroit	5.7	22.3	2	40	59	1	70	30
WCSX	Detroit	6.9	18.4	2	25	73	2	62	38
KLAQ	El Paso	11.0	11.4	15	56	43	1	71	29
WXKE	Ft. Wayne	10.0	12.6	11	48	50	2	86	14
KKDJ	Fresno	9.6	13.1	7	36	64	0	68	32
WLAV-F	Grand Rapids	9.6	13.1	7	38	60	2	67	33
WKRR	Greens WS	12.2	10.3	16	45	53	2	58	42
WHCN	Hart	8.0	15.8	36	43	57	0	75	25
KZFX	Houston	7.9	16.0	6	22	78	0	62	38
KLOL	Houston	8.9	14.2	9	36	63	1	76	24
WFBQ	Indy	12.4	10.1	15	42	55	3	68	32
WFYV	Jkville	9.4	13.4	11	37	62	1	63	37
WRKR	Kalamazoo	10.9	11.5	16	34	62	4	74	26
KYYS	Kansas City	7.3	17.2	4	31	69	0	71	29
WIMZ A/F	Knoxville	9.5	13.3	10	48	51	1	65	35
KKLZ	LV	8.6	14.6	9	26	74	0	67	33
WKQQ	Lexington	10.1	12.4	8	48	51	1	69	31
WBAB	Long Island	8.8	14.4	6	34	64	2	78	22
KLOS	LA	8.5	14.9	5	25	74	1	69	31
KLSX	LA	6.2	20.4	2	22	78	0	66	34
KROQ	LA	7.7	16.3	9	57	41	2	63	37
WQMF	Louisville	8.4	14.9	11	35	65	0	80	20
WIBA-F	Madison	8.7	14.4	8	38	62	0	77	23
WEGR	Memphis	11.8	10.7	16	37	61	2	62	38
WGTR	Miami	6.6	19.1	3	35	63	2	66	34
WLZR A/F	Milwaukee	8.3	15.1	11	60	40	0	73	27
WKLH	Milwaukee	8.9	14.1	6	19	81	0	66	34
WQFM	Milwaukee	7.8	16.2	2	55	45	0	64	36
KQRS A/F	Minn-SP	8.3	15.1	6	38	59	3	77	23
KTCZ	Minn-SP	8.7	14.5	7	12	86	2	61	39

AOR/CLASSIC Continued

National Mean:		8.7	14.5	8.4	39.7	58.8	1.5	69.0	31.0
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
KDJK	Modesto	10.5	12.0	9	40	60	0	82	18
WKDF	Nashville	8.3	15.2	7	48	52	0	66	34
WNEW-F	NY	8.1	15.6	6	33	65	2	65	35
WXRK	NY	6.9	18.3	4	26	70	4	72	28
WNOR A/F	Norfolk	8.8	14.3	8	45	55	0	78	22
WAFX	Norfolk	10.6	11.9	10	37	63	0	68	32
KATT	Oklahoma City	8.6	14.7	5	58	43	9	70	30
KEZO-F	Omaha	11.4	11.0	13	38	61	1	66	34
WDIZ	Orlando	8.9	14.2	4	45	52	3	74	26
WHTQ	Orlando	10.1	12.5	11	48	51	1	72	28
WWCT	Peoria	10.8	11.7	17	50	48	2	70	30
WMMR	Philadelphia	9.4	13.4	6	32	67	1	69	31
WYSP	Philadelphia	7.9	16.0	3	36	62	2	72	28
KDKB	Phoenix	7.2	17.4	6	24	76	0	65	35
KUPD	Phoenix	9.1	13.8	10	54	46	0	63	37
WDVE	Pittsburgh	9.8	12.8	8	53	47	0	66	34
WMYG	Pittsburgh	8.8	14.3	5	44	56	0	67	33
WBLM	Port M	10.5	12.0	10	46	54	0	68	32
KINK	Port O	8.8	14.4	7	7	89	4	51	49
KGON	Port O	9.2	13.7	10	34	64	2	84	16
WHEB-F	Ports NH	12.3	10.2	14	55	45	0	61	39
WHJY	Providence	8.8	14.4	9	46	53	3	73	27
WRDU	Raleigh	8.2	15.4	11	38	62	0	59	41
WRXL	Richmond	11.1	11.3	12	31	69	0	61	39
WROV-F	Roanoke	12.8	9.8	12	22	75	3	61	39
WCMF	Rochester	12.5	10.1	16	44	55	1	72	28
KRXQ	Sacramento	11.1	11.4	16	49	51	0	69	31
KZAP	Sacramento	9.1	13.9	7	22	78	0	71	29
WKQZ	Sag - BC	11.6	10.9	13	51	49	0	77	23
KSHE	St. Louis	9.6	13.1	8	48	52	0	67	33
KSD	St. Louis	8.4	15.0	6	29	69	2	65	35
KISS	San Antonio	7.9	15.9	4	42	52	6	70	30
KGB	San Diego	9.2	13.8	11	46	54	0	75	25
KRQR	SF	7.6	16.5	5	29	70	1	65	35
KFOG	SF	5.6	22.3	4	15	83	2	68	32
KOME	San Jose	8.1	15.6	5	29	69	2	71	29
KISW	Seattle	8.5	14.9	7	41	59	0	77	23
KXRX	Seattle	8.6	14.7	5	25	75	0	81	39
WAQX-F	Syracuse	7.6	16.7	4	41	59	0	68	32
WYNF	Tampa	9.9	12.8	9	37	62	1	72	28
WKRL	Tampa	6.9	18.2	5	16	84	0	60	40
WIOT	Toledo	10.7	11.8	15	46	54	0	72	28
KMOD	Tulsa	8.8	14.3	11	38	62	0	79	21
WOUR	Utica	10.5	12.0	13	36	63	1	69	31
WWDC-F	Washington DC	5.1	24.5	2	36	62	2	67	33
WCXR	Washington DC	6.6	19.2	3	23	76	1	64	36
KICT	Wichita	8.1	15.5	10	45	54	1	61	39
WEZX	WB/Scran	13.0	9.7	16	38	58	4	75	25
WAAF	Worc	10.3	12.3	14	57	41	2	59	41

AC/SOFT/OLDIES

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		7.9	15.6	6.8	15.2	74.8	10.0	40.4	59.6
WKLI	Albany	8.1	15.5	10	29	66	5	21	79
KKOB-F	Albuquerque	7.7	16.3	5	25	66	9	35	65
WLEV	Allen-Beth	12.2	10.4	10	8	84	8	38	62
KEAG	Anch	8.6	14.7	6	14	86	0	57	43
WSB-F	Atlanta	8.1	15.5	6	15	80	5	37	63
WFOX	Atlanta	7.5	16.7	8	12	86	14	49	51
KKMJ	Austin	8.4	15.0	7	16	76	8	35	65
WWMX	Baltimore	8.8	14.4	8	17	74	9	35	65
WMJJ	Birm	9.0	14.1	13	20	72	8	38	62
WODS	Boston	8.2	15.4	7	13	78	9	52	48
WSSH-F	Boston	7.6	16.6	6	12	59	29	28	72
WMJX	Boston	7.4	17.0	4	26	65	9	34	66
WROR	Boston	5.0	25.2	5	18	73	9	36	64
WEBE	Bridge	9.8	12.8	6	15	85	0	34	66
WEZN	Bridge	11.8	10.7	11	3	44	53	59	41
WBUF	Buffalo	9.6	13.1	8	8	78	14	33	67
WLMX	Chatt	7.5	16.9	6	18	61	21	24	76
WLIT	Chicago	9.2	13.7	4	7	80	13	48	52
WJMK	Chicago	6.3	19.9	5	13	77	10	54	46
WKQX	Chicago	6.0	21.0	4	21	72	7	34	66
WTMX	Chicago	8.4	15.0	4	14	79	7	32	68
WFYR	Chicago	5.3	23.7	5	9	83	8	46	54
WWNK-F	Cincinnati	8.5	14.9	5	26	72	2	37	63
WRRM	Cincinnati	8.2	15.4	4	18	75	7	17	83
WLTF	Cleveland	9.0	14.0	7	21	75	4	31	69
WMJI	Cleveland	8.3	15.2	6	15	80	5	51	49
WSNY	Colum OH	8.4	15.1	6	21	73	6	34	66
KVIL A/F	Dallas	12.6	10.0	11	8	79	13	28	72
KLUV	Dallas	6.6	19.1	5	15	85	0	51	49
KQZY	Dallas	7.8	16.2	7	25	67	8	40	60
KZPS	Dallas	6.8	18.6	5	22	77	1	66	34
KMGC	Dallas	7.9	15.9	2	27	70	3	36	64
WWSN	Dayton	9.0	14.1	9	14	82	4	36	64
KXKL A/F	Denver	8.1	15.5	9	14	84	2	57	43
KXLT	Denver	9.3	13.6	5	21	76	3	40	60
KLYF	Des Moines	8.3	15.3	10	9	85	6	45	55
WNIC	Detroit	6.9	18.3	3	22	73	5	30	70
WOMC	Detroit	6.8	18.4	3	12	74	14	38	62
WLTI	Detroit	9.2	13.7	4	12	78	10	33	67
WKSG	Detroit	6.5	19.3	4	21	76	3	47	53
WXKC	Erie	9.0	14.1	11	16	76	8	34	66
WCRZ	Flint	12.0	10.5	10	16	82	2	43	57
WAJI	Ft. Wayne	12.1	10.4	12	8	88	4	42	58
KFSO	Fresno	8.1	15.6	7	6	91	3	64	36
WLHT	Grand Rapids	8.3	15.2	9	16	84	0	40	60
WMAG	Greens-WS	10.0	12.6	9	5	84	11	33	67
WFBC-F	Green SC	7.4	17.0	6	16	56	28	31	69
WMYI-F	Green SC	9.7	13.0	12	20	76	4	39	61
WIOF	Hart	9.4	13.4	5	19	67	14	30	70
WDRC-F	Hart	8.2	15.3	7	5	94	1	50	50
WAIV	Jkville	6.9	18.2	4	11	75	14	46	54
WIVY	Jkville	6.6	19.2	6	12	79	9	34	66
WTFM	JC-King	9.4	13.4	16	19	62	19	33	67
KUDL	Kansas City	8.1	15.5	8	13	81	6	39	61
KLSI	Kansas City	8.0	15.8	5	17	78	5	27	73
WMYU	Knox	6.7	18.7	12	9	80	11	43	57
WFMK	Lansing	8.9	14.2	4	22	76	2	40	60
KMZQ	LV	7.2	17.5	8	23	63	14	30	70
WALK A/F	Long Island	9.8	12.8	5	8	74	18	34	66
KOST	LA	8.3	15.2	5	23	67	10	36	64

AC/SOFT/OLDIES Continued

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		7.9	15.6	6.8	15.2	74.8	10.0	40.4	59.6
KBIG	LA	9.1	13.8	5	13	69	18	32	68
KRTH	LA	5.9	21.3	4	7	84	9	49	51
WVEZ	Louisville	9.3	13.6	12	6	71	23	43	57
WMGN	Madison	10.4	12.2	8	23	69	8	30	70
WRVR-F	Memphis	8.2	15.3	5	23	68	9	38	62
WMXJ	Miami	9.7	13.0	8	7	83	10	48	52
WAXY	Miami	7.4	17.1	4	25	62	13	38	62
WLVE	Miami	7.2	17.6	3	12	75	13	40	60
WJQY	Miami	10.0	12.7	9	14	71	15	31	69
WMYX	Milwaukee	9.3	13.6	6	26	69	5	24	76
WZTR	Milwaukee	8.4	14.9	8	12	84	4	58	42
KSTP-F	Minn-SP	9.4	13.4	7	11	75	14	36	64
KLXK	Minn-SP	5.7	22.0	1	12	86	2	47	53
WLAC-F	Nashville	8.2	15.4	6	25	73	2	32	68
WLTS	New Orleans	6.7	18.7	8	18	74	8	33	67
WCBS-F	NY	8.1	15.6	6	7	82	11	58	42
WLTW	NY	8.9	14.1	4	10	72	18	34	66
WNSR	NY	8.2	15.3	6	18	69	13	38	62
WLTY	Norfolk	6.7	18.8	7	19	73	8	47	53
WSTF	Orlando	9.6	13.2	11	21	67	12	38	62
WKSZ	Philadelphia	8.7	14.5	6	7	60	33	30	70
WMGK	Philadelphia	6.8	18.4	2	11	80	9	26	74
WOGL	Philadelphia	7.8	16.1	8	7	85	15	50	50
WSNI	Philadelphia	6.8	18.4	4	13	78	9	43	57
KKLT	Phoenix	8.8	14.3	8	17	77	6	33	67
KOOL-F	Phoenix	8.4	15.0	8	9	89	2	60	40
WLTJ	Pittsburgh	10.2	12.4	6	9	83	8	28	72
WWSW	Pittsburgh	8.0	15.7	10	12	80	8	48	52
KKCW	Port O	8.0	15.7	12	13	80	7	42	58
WWLI	Providence	11.8	10.7	10	5	81	14	40	60
WRAL	Raleigh	7.9	15.9	10	14	73	13	33	67
WSLQ	Roanoke	7.2	17.6	2	18	79	3	44	56
WVOR	Roch	8.2	15.3	7	12	80	8	38	62
KXOA-F	Sacramento	8.8	14.4	11	17	78	5	35	65
WHNN	Sag-BC	7.9	15.9	5	15	77	8	41	59
KMMX	San Antonio	10.0	12.6	10	15	83	2	41	59
KYXY	San Diego	8.9	14.1	6	7	82	11	33	67
KCBQ A/F	San Diego	6.1	20.6	5	9	90	1	62	38
KOIT A/F	SF	7.8	16.2	3	15	69	16	38	62
KI[illegible]I-F	SF	5.6	22.6	9	22	75	3	40	60
KYA-F	SF	5.0	25.4	3	8	88	4	53	47
KARA	San Jose	6.8	18.6	8	21	78	1	41	59
KEZR	San Jose	6.2	20.2	2	24	76	0	37	63
KBSG A/F	Seattle	6.8	18.5	6	16	83	1	54	46
KLSY A/F	Seattle	6.5	19.4	3	45	53	2	38	62
WHYN-F	Spg MA	7.8	16.1	8	25	63	12	34	66
WYYY	Syracuse	9.3	13.5	9	22	75	3	39	61
WWRM	Tampa	9.6	13.2	13	9	46	45	41	59
WUSA	Tampa	11.6	10.9	12	7	73	20	43	57
WNLT	Tampa	8.7	14.6	5	24	76	0	33	67
WXTR	Washington DC	6.7	18.7	6	15	78	7	49	51
WLTT	Washington DC	6.8	18.6	4	8	89	3	35	65
WASH	Washington DC	6.7	18.7	5	19	75	6	43	57
WRMF	W. Palm	11.2	11.3	12	12	64	24	38	62
WMGS	WB/Scran	10.1	12.5	7	16	73	11	45	55
WJBR-F	Wilm DE	9.4	13.3	7	21	63	16	30	70
WARM	York	11.0	11.5	6	9	85	6	38	62

BTFL/EZ

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		10.9	11.6	14.6	4.2	42.8	53.0	39.0	61.0
WROW-F	Albany	13.0	9.7	17	6	33	61	37	63
WFMZ	Allen	13.2	9.5	23	2	42	56	35	65
WPCH	Atlanta	3.1	12.3	13	6	56	38	45	55
WLIF	Baltimore	10.9	11.5	15	7	40	53	33	67
WJIB	Boston	9.6	13.1	13	4	36	60	37	63
WJYE	Buffalo	9.4	13.5	10	9	51	40	37	63
WHBC-F	Canton	11.4	11.0	20	1	42	57	38	62
WDEF-F	Chatt	9.7	12.6	15	3	43	54	34	66
WXEZ A/F	Chicago	9.1	13.8	5	2	56	42	42	58
WWEZ	Cincinnati	11.3	11.1	15	3	45	52	35	65
WQAL	Cleveland	9.3	13.5	13	4	39	57	35	65
KMEZ	Dallas	11.0	11.5	12	2	44	54	44	56
WWLV	Daytona	15.8	8.0	34	0	21	79	43	57
KOSI	Denver	10.7	11.8	10	5	46	49	38	62
WJOI	Detroit	9.2	13.7	8	3	36	61	38	62
WEZV	Ft. Wayne	7.8	16.1	7	8	48	44	52	48
WOOD-F	Grand Rapids	9.5	13.2	10	1	36	63	36	64
WRCH	Hart	10.2	12.4	7	1	65	34	44	56
KUMU A/F	Hono	10.4	12.1	14	4	56	40	43	57
KODA	Houston	8.4	15.0	6	10	60	30	40	60
WXTZ	Indy	3.9	32.7	7	6	42	52	53	47
WQLR	Kalamazoo	10.3	12.2	9	5	47	48	32	68
KMBR	Kansas City	9.4	13.4	9	8	49	43	39	61
WEZK	Knox	11.4	11.1	14	5	51	44	35	65
WNCE	Lanc	10.7	11.7	16	0	32	68	40	60
KXTZ	LV	13.9	9.1	29	1	30	69	39	61
KEZQ-F	Little Rock	11.3	11.2	17	5	43	52	35	65
KJOI	LA	7.7	16.3	8	1	46	53	39	61
WZID	Manchester	15.1	8.4	15	9	46	45	40	60
WLYF	Miami	12.0	10.5	17	2	34	64	41	59
WEZW	Milwaukee	9.9	12.8	11	8	44	48	41	59
KBEE	Modesto	10.7	11.8	20	2	30	68	40	60
WZEZ	Nashville	7.9	16.0	14	3	54	43	30	70
WPAT A/F	NY	10.7	11.7	9	0	28	72	44	56
WFOG	Norfolk	12.8	9.9	18	5	38	57	38	62
KKNG	Oklahoma City	10.6	11.9	11	8	46	46	48	52
KESY	Omaha	11.5	11.0	11	4	48	48	23	77
WSSP	Orlando	10.2	12.4	21	7	40	53	42	58
WMEZ	Pensacola	11.3	11.1	12	10	40	50	29	71
WSWT	Peoria	14.1	8.9	17	5	50	45	30	70
WEAZ	Philadelphia	8.6	14.7	8	15	49	36	32	68
KMEO-A	Phoenix	10.3	12.2	21	5	35	60	39	61
WSHH	Pittsburgh	12.6	10.0	12	3	37	60	37	63
KXL-F	Port O	11.3	11.2	23	2	38	60	36	64
WLKW	Providence	12.0	10.5	14	1	26	73	28	72
WTVR-F	Richmond	11.0	11.5	11	0	41	59	38	62
KDUO	River-SB	13.6	9.30	19	6	34	60	44	56
KCTC	Sacramento	11.6	10.8	16	1	31	68	36	64
WGER	Sag-BC	10.4	12.1	8	0	71	29	29	71
KEZK	St. Louis	13.0	9.7	13	3	40	57	42	58
KSFI	Salt Lake	11.3	11.2	12	8	55	37	38	62
KQXT	San Antonio	9.3	13.6	6	6	35	59	35	65
KJQY	San Diego	13.1	9.6	13	2	29	69	37	63
KABL A/F	SF	8.8	14.3	11	2	40	58	34	66
KBAY	San Jose	10.6	11.9	10	3	46	51	46	54
KBRD	Seattle	9.8	10.9	16	4	37	59	42	58
KBEZ	Tulsa	12.1	10.4	19	3	52	45	46	54
WGAY	Washington DC	10.4	12.1	15	2	46	52	37	63
WEAT A/F	W. Palm	15.2	8.3	27	2	17	81	35	65
WSRS	Worc	10.4	12.1	10	7	57	36	38	62
WKBN-F	Young	8.6	14.6	10	5	59	36	40	60

MOR/VARIETY

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		8.5	14.9	10.7	2.8	42.7	54.5	45.7	54.3
WAKR	Akron	7.4	16.9	14	7	45	48	38	62
WGY	Albany	9.6	13.1	10	5	48	47	35	65
KKOB	Albuquerque	9.6	13.2	14	6	50	44	52	48
WHBY	Apple-Osh	6.8	18.5	12	0	37	63	54	46
WSB	Atlanta	7.7	16.3	12	1	45	54	50	50
WBZ	Boston	8.8	14.3	9	2	42	66	36	64
WICC	Bridge	8.4	14.9	13	3	48	49	40	60
WBEN	Buffalo	7.4	16.9	10	6	42	52	46	54
WHBC	Canton	8.8	14.2	11	0	35	65	40	60
WBT	Charlotte	10.5	11.9	9	0	46	54	45	55
WGN	Chicago	10.2	12.3	10	2	38	60	45	55
WKRC	Cincinnati	6.5	19.3	6	5	48	47	43	57
WLW	Cincinnati	7.7	16.5	8	3	56	41	67	33
WTVN	Colum OH	11.8	10.7	16	5	51	44	46	54
WHO	Des Moines	10.4	12.1	14	5	37	58	46	54
WJR	Detroit	8.8	14.3	8	3	50	47	48	52
WOWO	Ft. Wayne	7.1	17.7	7	2	51	47	54	46
WOOD	Grand Rapids	9.5	13.2	6	2	32	66	53	47
WHP	Harrisburg	7.7	16.3	18	0	30	70	50	50
WTIC	Hart	12.1	10.4	19	0	25	75	41	59
KSSK	Hono	11.9	12.4	13	6	74	20	46	54
WIBC	Indy	13.3	9.5	17	2	38	60	34	66
WKZO	Kalamazoo	6.2	20.2	10	0	38	62	41	59
KMBZ	Kansas City	5.9	21.2	6	7	46	47	48	52
WVLK	Lexington	8.7	14.5	10	3	58	39	58	42
WHAS	Louisville	10.9	11.6	13	0	44	56	44	56
WIBA	Madison	9.7	13.0	10	2	35	63	55	45
WTMJ	Milwaukee	8.8	14.3	8	3	36	61	46	54
WCCO	Minn-SP	9.8	12.9	13	3	42	55	51	49
WELI	New Haven	9.1	13.9	11	0	39	61	38	62
KFAB	Omaha	9.0	14.1	16	3	49	48	49	51
WDBO	Orlando	7.9	15.9	8	1	40	59	52	48
WMBD	Peoria	9.7	13.0	9	2	33	65	29	71
KDKA	Pittsburgh	9.2	13.7	11	2	39	59	45	55
KEX	Port O	9.1	13.8	8	2	59	39	49	51
WPTF	Raleigh	8.2	15.3	10	2	41	57	39	61
WRVA	Richmond	9.7	13.0	20	4	43	53	39	61
WHAM	Roch	8.2	15.4	12	3	42	55	50	50
WSGW	Sag-BC	10.9	11.6	10	1	38	61	42	58
KSL	Salt Lake	7.0	18.1	10	4	49	47	58	42
KFMB	San Diego	7.7	16.1	9	2	61	37	56	44
KNBR	SF	5.9	21.4	4	11	56	33	56	44
KOMO	Seattle	6.3	19.9	9	5	44	51	46	54
WSYR	Syracuse	8.0	15.7	9	1	37	62	44	56
WSPD	Toledo	7.6	16.5	10	0	24	76	31	69
KRMG	Tulsa	9.1	13.8	11	6	55	39	49	51
WMAL	Washington DC	6.9	18.3	7	3	39	58	48	52
WARM	WB/Scranton	7.6	16.7	9	2	36	62	44	56
WDEL	Wilm DE	10.0	12.6	13	0	36	64	38	62
WTAG	Worc	8.5	14.9	10	2	28	70	42	58
WSBA	York	10.7	11.8	15	2	34	66	37	63
WKBN	Young	8.9	14.1	6	6	33	61	43	57

COUNTRY

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		10.6	11.9	17.7	12.5	62.8	24.7	48.4	51.6
KRST	Albuquerque	11.8	10.6	14	17	71	12	55	45
WKHX	Atlanta	9.1	13.8	13	15	72	13	45	55
WYAY	Atlanta	7.8	16.2	11	14	70	16	51	49
KASE	Austin	12.6	10.0	23	17	64	19	51	49
KUZZ A/F	Bakers	12.7	9.9	21	14	61	25	53	47
WPOC	Baltimore	10.3	12.3	16	11	57	32	59	41
WYNK A/F	Baton Rouge	8.3	15.2	13	18	58	24	47	53
WZZK A/F	Birm	11.2	11.3	27	9	60	31	49	51
WYRK	Buffalo	11.9	10.6	20	8	60	22	54	46
WSOC-F	Charlotte	11.6	10.9	23	10	58	32	49	51
WLVK	Charlotte	7.4	17.1	11	22	57	21	41	59
WUSY	Chatt	9.5	13.2	19	8	72	20	49	51
WUSN	Chicago	9.4	13.4	11	9	62	29	43	57
WUBE	Cincinnati	10.5	12.0	26	7	55	38	46	54
WGAR-F	Cleveland	9.2	13.7	13	4	65	31	43	57
KKCS A/F	Colo Spg	11.6	10.9	28	18	71	11	49	51
WCOS-F	Colum SC	12.3	10.3	20	17	53	30	54	46
KOUL	Corpus C	11.9	10.6	18	14	71	15	43	57
KSCS	Dallas	9.4	13.4	10	21	59	20	50	50
KPLX	Dallas	8.6	14.6	8	24	56	20	40	60
WBAP	Dallas	7.4	17.1	12	2	54	44	61	39
WLLR	Daven RI	14.3	8.8	25	14	62	24	52	48
WHKO	Dayton	9.4	12.7	15	11	60	29	42	58
KYGO-F	Denver	9.9	12.8	12	12	70	18	51	49
KJJY A/F	Des Moines	10.9	11.6	19	18	61	21	41	59
WWWW	Detroit	8.9	14.1	13	8	62	30	46	54
KHEY-F	El Paso	11.2	11.2	14	21	66	13	48	52
KUGN-F	Eugene	11.8	10.7	20	8	70	22	47	53
KFRE-F	Fresno	9.3	13.5	15	3	54	43	45	55
WCUZ-F	Grand Rapids	10.5	12.0	19	9	70	21	54	46
WTQR	Greens-WS	13.4	9.4	22	7	64	29	54	46
WESC-F	Green SC	11.4	11.0	15	8	54	38	45	55
WRKZ	Harris	12.0	10.5	28	8	71	21	53	47
KDEO	Hono	9.0	14.1	16	22	71	7	46	54
KIKK-F	Houston	8.8	14.3	13	21	59	20	45	55
KILT-F	Houston	9.1	13.8	12	16	69	15	48	52
WTCR A/F	Hunt WV	12.3	10.2	24	8	69	23	41	59
WDRM	Hunts AL	14.6	8.6	26	14	67	19	46	54
WBHP	Hunts AL	9.5	13.2	10	4	58	38	65	35
WFMS	Indy	13.1	9.6	26	13	67	20	49	51
WMSI	Jackson MS	10.2	12.3	27	17	60	23	54	46
WQIK-F	Jkville	10.7	11.8	22	11	62	27	50	50
WXBQ	JC-King	10.6	11.9	20	14	67	19	42	58
WDAF	Kansas City	9.5	13.2	19	3	61	36	49	81
KFKF-F	Kansas City	10.9	11.6	11	25	53	22	41	59
WIVK A/F	Knox	15.3	8.2	30	13	55	32	49	51
WITL	Lansing	13.6	9.3	29	14	64	22	39	61
KFMS A/F	LV	12.5	10.1	21	4	78	18	51	49
WVLK-F	Lexington	11.7	10.8	26	6	66	28	48	52
KSSN	Little Rock	11.5	11.0	25	15	61	24	48	52
KZLA	LA	8.6	14.7	9	5	75	20	59	41
WAMZ	Louisville	12.4	10.1	22	16	66	18	54	46
KLLL-F	Lubbock	14.4	8.8	22	17	70	13	53	47
KTXF	McAllen	12.3	10.3	24	26	57	17	38	62
WGKX	Memphis	11.2	11.3	31	14	53	33	54	46
WKIS	Miami	10.7	11.8	19	2	60	38	49	51
WMIL	Milwaukee	8.6	14.7	12	7	65	28	50	50
KEEY	Minn-SP	11.4	11.0	10	16	64	20	42	58
WKSJ-F	Mobile	12.1	10.4	23	6	55	39	50	50
KMIX-F	Modesto	9.4	13.4	14	16	65	19	50	50

COUNTRY Continued

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		10.6	11.9	17.7	12.5	62.8	24.7	48.4	51.6
WLWI	Mont AL	11.2	11.3	22	10	62	28	47	53
WSM-F	Nash	9.8	12.9	17	10	62	28	44	56
WSIX-F	Nash	13.5	9.3	17	9	71	20	51	49
WYNY	NY	10.2	12.4	8	6	64	30	46	54
WCMS A/F	Norfolk	12.6	10.0	21	14	52	34	63	37
KXXY A/F	Oklahoma City	11.4	11.1	15	15	65	20	50	50
WOW-F	Omaha	10.3	12.3	13	12	71	7	52	48
WWKA	Orlando	12.2	10.3	18	6	55	39	49	51
WOWW	Pensa	10.7	11.8	21	18	57	25	45	55
WXTU	Philadelphia	11.0	11.4	11	11	58	31	49	51
KNIX A/F	Phoenix	10.5	12.0	21	10	64	26	43	57
WDSY	Pittsburgh	9.8	12.8	14	6	75	19	56	44
WPOR A/F	Port M	12.0	10.5	20	2	52	44	47	53
KUPL-F	Port O	9.4	13.4	16	9	62	29	47	53
WOKQ	Ports NH	10.4	12.1	17	6	47	47	49	51
WQDR	Raleigh	10.7	11.8	13	19	66	15	37	63
WYYD	Roanoke	13.0	9.7	20	9	64	27	44	56
WBEE	Roch	12.2	10.4	21	8	60	32	50	50
KRAK-F	Sacramento	10.7	11.8	16	8	63	29	51	49
WKCQ	Sag-BC	12.7	9.9	9	11	66	23	46	54
WIL-F	St. Louis	9.7	13.0	15	12	68	30	48	52
KKAT	Salt Lake	10.5	12.0	11	25	66	9	48	52
KCYY	San Antonio	12.1	10.4	15	24	68	8	42	58
KAJA	San Antonio	7.8	16.0	9	19	62	19	40	60
KSON A/F	San Diego	9.9	12.7	17	12	62	26	55	45
KSAN	SF	7.4	17.0	8	12	70	18	48	52
KMPS A/F	Seattle	9.7	12.9	15	10	70	20	44	56
KRPM A/F	Seattle	8.7	14.5	14	26	60	14	55	45
KRMD A/F	Shreve	14.3	8.8	25	19	55	26	50	50
KDRK	Spokane	9.9	12.8	13	21	64	15	36	64
WQYK A/F	Tampa	13.6	9.3	25	6	58	36	46	54
WKKO	Toledo	10.9	11.5	19	5	71	24	49	51
KIIM	Tucson	10.6	11.8	14	9	63	28	47	53
KVOO	Tulsa	6.9	18.2	6	16	40	44	37	63
KWEN-F	Tulsa	9.6	13.2	15	14	80	6	51	49
WMZQ A/F	Washington DC	9.8	12.9	15	10	68	22	50	50
WIRK	W. Palm	11.3	11.1	27	9	54	37	55	45
KFDI-F	Wichita	10.5	12.0	19	2	69	29	53	47
KZSN	Wichita	11.1	11.4	16	26	53	21	46	54
WQXK	Youngs	12.1	10.4	24	5	49	46	62	38

NEWS/TALK

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		7.7	16.3	7.5	2.8	41.6	55.6	50.6	49.4
WNIR-F	Akron	13.2	9.5	14	1	44	55	45	55
WGST	Atlanta	7.3	17.3	3	3	66	31	63	37
WBAL	Baltimore	9.2	13.6	10	2	34	64	50	50
WERC	Birm	8.2	15.4	14	0	48	52	48	52
WRKO	Boston	11.0	11.5	6	3	32	65	44	56
WEEI	Boston	6.9	18.4	5	2	37	61	57	43
WHDH	Boston	7.3	17.4	6	1	44	55	46	54
WBBM	Chicago	6.2	20.2	6	4	38	58	56	44
WMAQ	Chicago	4.7	27.1	5	0	36	64	52	48
WLUP-A	Chicago	11.1	11.3	3	19	78	3	76	24
WCKY	Cincinnati	8.8	14.4	6	0	25	75	41	59
WWWE	Cleveland	6.1	20.6	4	7	42	51	63	37
KRLD	Dallas	6.3	19.9	11	5	50	45	61	39
KLIF	Dallas	9.6	13.2	6	5	61	34	53	47
WHIO	Dayton	9.7	12.9	15	1	37	62	36	64

NEWS/TALK Continued

National Mean:		7.7	16.3	7.5	2.8	41.6	55.6	50.6	49.4
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
KOA	Denver	6.9	18.3	5	4	51	45	52	48
WWJ	Detroit	7.3	17.3	8	3	36	61	54	46
WXYT	Detroit	8.2	15.4	3	1	43	66	47	53
KMJ	Fresno	10.5	12.0	16	2	41	57	51	49
KTRH	Houston	6.9	18.2	7	0	42	58	58	42
KPRC	Houston	6.3	19.9	4	4	44	52	64	36
KCMO	Kansas City	7.0	18.0	8	4	45	51	56	44
KABC	LA	9.6	13.1	8	2	44	54	46	54
KNX	LA	5.8	21.8	5	4	47	49	56	44
KFWB	LA	4.8	26.0	10	0	39	61	53	47
WIOD	Miami	8.1	15.5	6	4	50	46	53	47
WNWS	Miami	9.0	14.0	9	1	19	80	43	57
WINZ	Miami	7.5	16.8	7	0	20	80	47	53
WISN	Milwaukee	7.9	15.9	2	0	35	65	44	56
WWL	New Orleans	6.4	19.6	6	1	39	60	54	46
WABC	NY	8.8	14.4	4	5	36	59	47	53
WCBS	NY	6.2	20.4	8	2	34	64	44	56
WINS	NY	5.6	22.6	7	5	48	47	49	51
WOR	NY	10.7	11.8	7	0	23	77	31	69
KTOK	Oklahoma City	8.4	15.1	14	3	38	59	42	58
KYW	Philadelphia	5.3	23.8	6	3	42	55	46	54
WCAU	Philadelphia	7.2	17.4	4	3	36	61	39	61
KTAR	Phoenix	8.7	14.5	8	1	37	62	54	46
WTAE	Pittsburgh	8.8	14.3	3	1	36	63	53	47
KXL	Port O	8.8	14.2	8	6	27	67	42	58
KOH	Reno	7.4	17.1	8	5	42	53	55	45
KFBK	Sacramento	8.9	14.1	9	3	50	47	55	45
KMOX	St. Louis	11.4	11.1	15	3	38	59	46	54
WOAI	San Antonio	8.7	14.5	11	0	34	66	49	51
KSDO	San Diego	9.2	13.7	10	1	45	54	50	50
KGO	SF	8.6	14.6	8	2	43	55	48	52
KCBS	SF	6.4	19.8	5	4	52	44	54	46
KIRO	Seattle	6.8	18.4	8	3	56	41	60	40
WFLA	Tampa	9.1	13.8	7	5	40	55	57	43
WTOP	Washington	5.1	24.7	7	1	60	39	56	44
WWRC	Washington DC	9.2	13.6	4	1	50	49	45	55
WJNO	W. Palm	10.4	12.2	11	1	27	72	38	62

BLACK/URBAN

National Mean:		11.1	11.4	14.6	42.0	52.9	5.1	44.4	55.6
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
WVEE	Atlanta	15.0	8.4	35	39	59	2	54	46
WXYV	Baltimore	13.0	9.7	17	45	50	5	43	57
KQXL	Baton Rouge	12.0	10.5	12	52	46	2	42	58
KHYS	Beaumont	18.5	6.8	26	38	51	11	49	51
WENN	Birm	14.4	8.7	17	39	48	13	40	60
WPEG	Charlotte	13.3	9.5	27	46	49	5	45	55
WGCI-F	Chicago	11.3	11.2	13	46	51	3	41	59
WVAZ	Chicago	11.3	11.2	8	20	76	4	38	62
WBLZ	Cincinnati	8.5	14.8	8	44	55	1	34	66
WZAK	Cleveland	12.4	10.2	18	46	52	2	43	57
WWDM	Colum SC	15.5	8.1	26	40	53	7	56	44
KKDA-F	Dallas	10.9	11.6	13	44	51	5	49	51
KJMZ-F	Dallas	7.7	16.3	7	71	26	3	38	62
WJLB	Detroit	12.5	10.1	13	47	49	4	41	59
WDZZ	Flint	13.5	9.3	26	33	62	5	47	53

BLACK/URBAN

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		11.1	11.4	14.6	42.0	52.9	5.1	44.4	55.6
WQMG	Greens-WS	10.2	12.4	4	41	49	10	59	41
WLWZ	Green SC	13.9	9.0	35	43	57	0	42	58
WIKS	Green NC	15.0	8.3	29	44	51	5	51	49
KMJQ	Houston	12.7	10.0	14	32	63	5	54	46
WTLC	Indy	14.2	8.9	20	27	57	16	50	50
WJMI	Jackson MS	12.4	10.2	14	55	42	3	50	50
KJLH	LA	9.1	13.9	5	34	63	3	54	46
WHRK	Memphis	13.4	9.0	15	54	44	2	50	50
KRNB	Memphis	5.8	21.6	2	51	47	2	45	55
WEDR	Miami	10.5	12.0	8	39	57	4	49	51
WBLX	Mobile	14.4	8.8	21	40	54	6	37	63
WQQK	Nashville	12.3	10.2	10	36	63	1	31	69
WQUE A/F	New Orleans	9.6	13.1	7	47	49	4	40	60
WYLD-F	New Orleans	16.8	7.5	20	38	56	6	50	50
WRKS	NY	8.9	14.1	10	54	42	4	40	60
WBLS	NY	9.6	13.1	5	23	69	8	49	51
WOWI	Norfolk	9.0	14.1	10	34	57	9	50	50
WJHM	Orlando	13.1	9.6	22	50	48	2	32	68
WUSL	Philadelphia	11.0	11.5	13	53	42	5	35	65
WDAS-F	Philadelphia	9.7	13.0	5	21	74	5	49	51
WAMO-F	Pittsburgh	11.1	11.3	18	47	45	8	33	67
WFXC	Raleigh	9.4	13.4	11	47	43	10	44	56
WCDX	Richmond	14.1	8.9	21	43	55	2	39	61
KMJM	St. Louis	13.3	9.5	21	46	47	7	35	65
KSOL	SF	7.0	18.0	5	52	47	1	31	69
KDKS	Shreveport	11.4	11.0	16	53	44	3	47	53
WHUR	Washington DC	6.5	19.3	3	20	70	10	51	49
WDJY	Washington DC	5.6	22.5	7	44	51	5	51	49
WKYS	Washington DC	9.1	13.8	4	31	63	6	47	53

NOSTALGIA

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		10.0	12.5	12.6	0.8	17.8	81.4	43.2	56.8
WITH	Baltimore	7.4	17.1	4	0	5	95	55	45
WECK	Buffalo	9.9	12.7	12	0	6	94	36	64
WJJD	Chicago	10.9	11.5	8	2	18	80	46	54
WRMR	Cleveland	11.3	11.2	10	0	19	81	45	55
KEZW	Denver	10.5	12.0	18	0	13	87	42	58
CKLW	Detroit	8.0	15.7	4	1	22	77	37	63
WEYZ	Erie	12.9	9.8	19	0	25	75	44	56
KQUE	Houston	9.2	13.7	12	2	45	53	42	58
KJLA	Kansas City	7.7	16.3	15	0	10	90	53	47
WHLI	Long Island	16.4	7.7	5	0	17	83	48	52
KMPC	LA	6.7	18.7	7	3	31	66	52	48
WOKY	Milwaukee	10.7	11.8	13	2	30	68	45	55
WAVZ	New Haven	9.0	14.0	18	0	8	92	44	56
WBYU	New Orleans	11.3	11.2	13	2	19	79	42	58
WNEW	NY	9.0	14.0	5	1	30	69	49	51
WPEN	Philadelphia	12.4	10.2	15	0	17	73	38	62
KOY	Phoenix	9.9	12.7	12	0	32	68	39	61
WJAS	Pittsburgh	9.8	12.9	10	0	21	79	41	59
WYNZ	Port M	11.5	11.0	26	5	10	85	47	53
KFRC	SF	7.8	16.1	6	1	20	79	38	62
KIXI	Seattle	8.9	14.1	15	0	25	75	37	63
WMAS	Spg MA	14.5	8.7	23	0	8	92	31	69
WGUL A/F	Tampa	11.5	11.0	16	0	3	97	51	49
WDAE	Tampa	9.5	13.3	11	0	4	96	42	58
WNAK	WB/Scran	22.1	5.7	19	0	6	94	35	65

RELIGION/GOSPEL

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		8.3	15.2	12.5	8.5	53.4	38.1	31.9	68.1
WBGR	Baltimore	11.1	11.4	7	10	42	48	26	74
WDJC	Birm	8.5	14.8	19	6	66	28	34	66
WROL	Boston	8.0	15.7	4	3	47	50	18	82
KHVN	Dallas	10.2	12.3	21	15	61	24	20	80
KLTY	Dallas	10.3	12.2	13	25	75	0	36	64
WMUZ	Detroit	5.9	21.2	11	18	61	21	41	59
WFUR-F	Grand Rapids	4.6	27.2	7	12	24	64	41	59
WEMM	Hunt, WV	5.0	25.5	15	0	18	82	18	82
WDAC	Lanc	12.5	10.0	21	6	48	46	40	60
WJMM	Lexington	10.5	12.0	19	0	94	6	50	50
WLOK	Memphis	8.8	14.3	11	4	54	42	22	78
WBOK	New Orleans	11.8	8.2	29	2	37	61	42	58
WWRL	NY	12.0	10.5	11	10	55	35	30	70
WFME	NY	10.3	12.3	6	3	53	44	17	83
WNAP	Philadephia	14.4	8.7	14	14	70	16	23	77
WPIT-F	Pittsburgh	5.3	23.7	7	3	56	41	35	65
KPDQ-F	Port O	7.3	17.3	10	10	55	35	21	79
KFAX	SF	7.0	18.0	3	4	44	52	50	50
KCMS-F	Seattle	7.5	16.8	13	22	75	3	47	53
WYCB	Washington	10.3	12.2	9	2	33	65	27	73

HISPANIC

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		11.3	11.1	14.0	13.9	58.5	27.6	40.5	59.5
KXKS	Albuquerque	24.6	5.1	14	12	59	29	45	55
WOJO	Chicago	9.5	13.3	14	32	63	5	54	46
WIND	Chicago	11.8	10.7	13	24	61	15	33	67
KUNO	Corpus C	12.7	9.9	24	3	36	61	39	61
KESS	Dallas	13.3	9.5	21	17	40	43	46	54
KBNA A/F	El Paso	8.8	14.3	8	23	61	16	36	64
KAMA	El Paso	12.3	10.2	14	6	69	25	48	52
KLAT	Houston	8.4	15.1	7	15	61	24	45	55
KXYZ	Houston	9.1	13.9	9	13	82	5	47	53
KLVE	LA	10.6	11.9	11	31	65	4	48	52
KTNQ	LA	12.6	10.0	15	23	58	19	53	47
KWKW	LA	14.7	8.6	20	15	78	7	45	55
KSKQ-F	LA	7.8	16.1	7	22	68	10	42	58
KGBT	McAllen	11.1	11.3	21	9	50	41	48	52
KIWW-F	McAllen	7.7	16.4	9	20	69	11	42	58
KBOR A/F	McAllen	9.8	12.8	8	21	45	34	42	58
WAQI	Miami	13.2	9.5	12	1	37	62	48	52
WQBA	Miami	14.1	8.9	11	2	25	72	34	66
WCMQ-F	Miami	10.6	11.9	11	7	70	23	35	65
WADO	NY	14.4	8.7	17	1	57	42	21	79
WSKQ-F	NY	12.0	10.5	15	11	83	6	53	47
WJIT	NY	13.7	9.2	14	8	59	33	28	72
KCOR	San Antonio	16.0	7.9	27	4	49	47	30	70

CLASSICAL

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		7.5	16.7	5.6	3.2	53.2	43.6	49.2	50.8
KLEF	Anch	12.6	10.0	5	10	78	12	45	55
WCRB	Boston	7.2	17.5	6	4	52	44	54	46
WFMT	Chicago	5.2	24.0	5	3	49	48	50	50
WNIB	Chicago	8.0	15.7	2	1	55	44	53	47
WCLV	Cleveland	8.4	15.0	7	3	34	63	36	64
WRR	Dallas	7.0	18.1	7	4	48	48	43	57
KVOD	Denver	7.9	15.9	5	1	63	36	43	57
WQRS	Detroit	7.8	16.2	5	2	40	58	46	54
WTMI	Miami	8.7	14.5	12	3	41	56	52	48
WQXR	NY	7.1	17.8	5	2	45	53	55	45
WNCN	NY	6.8	18.6	4	3	60	37	51	49
WFLN	Philadelphia	8.4	15.0	4	0	49	51	58	42
KFSD	San Diego	8.8	14.3	10	4	51	45	46	54
KKHI A/F	SF	6.3	20.0	2	2	52	46	41	59
KDFC A/F	SF	7.1	17.7	5	9	64	27	52	48
KING-F	Seattle	8.6	14.6	7	2	65	33	65	35
WGMS A/F	Washington DC	6.4	19.7	4	2	58	40	47	53

JAZZ/NAC

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		7.2	17.5	4.8	6.0	85.4	8.6	57.3	42.7
KLSK	Alb/SF	6.7	18.7	4	0	89	11	71	29
KNIK	Anch	6.7	18.9	0	0	78	22	56	44
WNUA	Chicago	7.6	16.5	5	8	86	6	66	34
WRBZ	Cincinnati	3.9	32.6	3	0	89	11	63	37
KOAI	Dallas	7.8	16.1	4	8	92	0	63	37
KHIH	Denver	6.6	19.0	4	6	90	4	54	46
WJZZ	Detroit	8.4	15.1	5	8	80	12	55	45
KTWV	LA	7.6	16.6	5	4	81	15	55	45
KKGO	LA	6.1	20.6	5	5	54	41	46	54
WXDJ	Miami	12.6	10.0	7	9	88	3	64	36
WBZN A/F	Milwaukee	8.9	14.1	3	13	84	3	54	46
WQCD	NY	8.3	15.1	6	4	87	9	57	43
WLOQ	Orlando	8.8	14.3	4	2	93	5	63	37
KGRX	Phoenix	5.1	24.5	4	5	95	0	76	24
KQPT	Sacramento	7.7	16.3	9	10	84	6	46	54
KIFM	San Diego	8.9	14.2	7	8	84	8	59	41
KKSF	SF	8.9	14.2	3	5	91	4	57	43
KBLX	SF	7.1	17.9	4	12	84	4	41	59
KNVA	Seattle	6.8	18.7	7	3	89	8	51	49
WHVE	Tampa	7.5	16.7	7	4	90	6	49	51

SECTION B

INDIVIDUAL MARKET REPORTS

NOTE: Following these definition pages the Individual Market Reports can be found in alphabetical order.

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

NOTE: Even long-term subscribers should read these pages very carefully. There have been numerous changes and additions to American Radio. It will greatly increase your understanding of the Individual Market Reports if you are familiar with the systems and methodologies used.

The best way to explain and Individual Market Report is to go through it section by section. We will use an imaginary market and will start with the top of the market report on the far left.

Arbitron Rank/Pop (12+): 49/512,000
MSA Rank/Pop: 44/601,000
ADI #50
Average Person Rating: 18.4
Market TSL: 24.5 hours

The Arbitron rank is the 12+ population of the Arbitron metro survey area. The rank number (49 in this case) is the ranking among the 270 Arbitron Standard radio markets.

The MSA (metropolitan Statistical Area) rank is shown along with the total estimated population. Where the market has been split into two or more MSA's all of the MSA's are listed.

The Arbitron ADI ranking can be found directly below the MSA rank.

The ARP is the Average Person Rating. The ARP indicated the percentage of the 12+ population which is using radio from 6 am-midnight, Mon-Sun (the Broadcast Week). The ARP is roughly comparable to television's Persons Viewing Television (PVT) figures.

The market TSL shows the "Time Spent Listening" by the average radio listener in the market. In this case, the average listener spends 24.5 hours listening to radio.

Stations: 27/20
Diaries: 701/730:1/53.5%
Sample Target: 647
% Below Line: 3.3
% Not Listed: 8.6

There were 27 stations listed in the rating book for this market. Of those 27 a total of 20 stations were listed above the line (home to Arbitron metro). Thus a total of seven stations were licensed to cities outside of the metro, but they still qualified for inclusion in the rating book. You should be aware that some stations now appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

The information on the "Diaries" is a bit complex, but it is all very important:

1st figure: 701 - the number of usable (in-tab) diaries returned from the market's metro

2nd figure: 730 - in the metro there was one diary returned for every 730 people 12+

3rd figure: 53.5% - total returned (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary.

The sample target shows a number of in-tab diaries designated for the metro. This is basically Arbitron's goal for returned diaries. Remember that this number represents total diaries and does not necessarily refer to any individual demo. It is not a percentage of total people contacted. It is a percentage of total people sent diaries.

The % below line figure indicated the percentage of total radio listening earned by below the line stations.

This figure would reflect listening to distant stations, non-commercial and public stations, and local stations which did not have enough audience to qualify for listing in the book.

This figure along with the "% Below the Line" figures indicate how much listening in the market is not available to the local commercial stations. This could have an affect on CPM's and also the effectiveness and salability of local radio.

Est. 1989 Revenue:	$14,500,000
HH Income:	$25,700
Retail $:	3.5 Bil
Pop Per Station:	25,600
#1 Biller:	WAAA $2,000,000

The revenue estimates are based upon calculations made in the 1990 edition of Duncan's Radio Market Guide. The figures are gross and they do not include trades.

HH Income means Consumer Spendable Income per household. This market's estimate is $25,700.

Total retail sales in the market are estimated at 3.5 billion dollars.

The data comes from Sales & Marketing Management and they are dated 1 October, 1989.

The population per Station shows the number of people (12+) per metro area radio station. The figure is calculated by dividing 12+ metro population by the number of "above-the-line" stations.

The #1 Biller shows the station I believe is the leading biller in the market and its estimated 1988 gross revenue. This data is extracted from the 1989 edition of Duncan's Radio Market Guide.

12+METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 89	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 CON-VERSION	BIRCH SHARE	BURCH AQH	BIRCH CUME
1. WAAA-F (AC)	513/10.0	8.1	9.3	8.1	7.5	8.9	527/6596	6262/20.4	19.6	16.3	133	7.8	457	4209

All of the figures in this section are based upon the Broadcast Week (Mon-Sun, 6 am-midnight). The audience figures are in hundreds. The ratings and shares are always percentages.

Next to the station's calls is a format code. The legend for this code is as follows:

CHR - Contemporary Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to 1987)
B - Black (audience predominatly black -- over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - Easy Listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band/Nostalgia
M - Middle of the Road (MOR), Full Service, Variety
J/NA - Jazz, New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
?? - Other, Unknown

Then reading from left to right: WAAA has 51,300 listeners per quarter hour in the metro. This earns the station 10.0% share of audience during the latest rating period. Historical shares follow along with a four-book average for those markets with quarterly measurement.

Next is the TSA 1/4 Hour Average and Weekly cume. Then the Metro Cume and Cume Rating is shown. WAAA's cume rating is 20.4%. This means that 20.4% of this market's population (12+) listens to WAAA for five minutes or more during a given week. Historical cume ratings follow.

The 25-54% Conversion shows the ratio between each station's 25-54 share and its 12+ share. WAAA's 25-54 share is 133% of its 12+ share. This figure shows each station's ability to convert its total share (12+) into the shares of what is currently the most sought after demo.

Next is the Latest Birch audience data for each station.

12+ METRO SHARE (METRO): 76.96% (3732 of 4849) (Fal. 88: 76.10%)

These figures show how well FM radio is doing in the market--at least as far as listening levels are concerned. To calculate these figures I simply added up the Mon-Sun, 6 am-midnight, quarter hour numbers of all listed stations and divided it into the total numbers for the FM stations. There is, of course, listening to stations which do not qualify for a listing in the Arbitron report for the market. However, by definition this amount is small and it should not significantly affect the percentages.

DEMOGRAPHIC AND DAYPART RANKINGS

Directly below the FM Share figures are 21 demo and daypart rankings. The number of stations listed depends upon the size of the market. I am not allowed to print actual ratings figures per my agreement with Arbitron. All of these rankings are based on 1/4 HR. AVG. The criteria for the rankings is as follows:

TEENS: Ages 12-17, Mon-Sun, 6A-MID, Metro
18-34: Adults 18-34, Mon-Sun, 6A-MID, Metro
18-49: Adults 18-49, Mon-Sun, 6A-MID, Metro
25-49: Adults 25-49, Mon-Sun, 6A-MID, Metro
25-54: Adults 25-54, Mon-Sun, 6A-MID, Metro
35+ : Adults 35+, Mon-Sun, 6A-MID, Metro
12+ AMD: Total persons, 12+, Mon-Fri, Metro, 6A-MID
12+ MID: Total persons, 12+, Mon-Fri, Metro, 10A-3P
12+ PMD: Total persons, 12+, Mon-Fri, Metro, 3P-7P
12+ EVE: Total persons, 12+, Mon-Fri, Metro, 7P-MID
OVERNIGHT: Total persons, 12+, Mon-Sun, 12MID-6A

WOM 18-24: Women 18-24, Mon-Sun, 6A-MID, Metro
WOM 18-34: Women 18-34, Mon-Sun, 6A-MID, Metro
WOM 18-49: Women 18-49, Mon-Sun, 6A-MID, Metro
WOM 25-34: Women 25-34, Mon-Sun, 6A-MID, Metro
WOM 25-54: Women 25-54, Mon-Sun, 6A-MID, Metro

MEN 18-24: Men 18-24, Mon-Sun, 6A-MID, Metro
MEN 18-34: Men 18-34, Mon-Sun, 6A-MID, Metro
MEN 18-49: Men 18-49, Mon-Sun, 6A-MID, Metro
MEN 25-34: Men 25-34, Mon-Sun, 6A-MID, Metro
MEN 25-54: Men 25-54, Mon-Sun, 6A-MID, Metro

NOTE: If a station's call letters are followed by a > symbol it means there is a very large difference between that station and the station following it in the ranking. The >> means that there is a huge difference between the marked station and the next ranked station. The difference is around 10 share points or the marked station has twice as much audience. Conversely, the < symbol means that the two ranked stations are very close in share.

FORMATS	AM	FM	TOTAL	%	SPR 87 %
Country	153 (3)	176 (2)	329 (5)	13.9	14.1

This table is based on the broadcast week, 1/4 Hour Average, 12+ Metro. The table includes every format in the market and every station which shows up in the market's metro. In this market there are 15,300 people listening to 3 different AM stations programming country music. The FM figures are added to the AM to show a total for the market. 13.9% of radio listening in this market is devoted to stations programming country music.

The "Other Rated Stations" section includes all stations not listed on the 12+ METRO 1/4/SHARE column at the top of the individual market report. The city of license, 12+ metro share and 12+ cume rating is listed as well as the station's frequency.

CAPSULE STATION DESCRIPTIONS

WAAA-F, 92.5, 50 KW @ 500, CHR ABC-C, $ 73.00 (Torbet) XYZ Group Thomas Duncan

I have greatly expanded the number of stations in each market which qualify for a capsule description. Now, nearly every station in the metro is included.

Our sample station, WAAA-F, has a frequency of 92.5. Its power is 50 KW and its Height Above Average Terrain (HAAT) is 500 feet. It is unfortunate but true that some stations attempt to deceive advertisers about their power and HAAT. I think I have found the true facilities' data for these stations. However, a few may have slipped by me. If you see any incorrect figures, please let me know.

For AM stations, night power is listed if it differs from day power. Directionality is indicated as follows:

DA, DAYS - Directional daytimer
DA-1 - Directional day and night - 1 pattern
DA-2 - Directional day and night - 2 patterns
DA-N - Directional at night only
DA-D - Directional during the day only

WAAA-F programs a CHR format.

Next is the station's network affiliation if it has one:

ABC-C	ABC	Contemporary	APR	Associated Press Radio
ABC-D	ABC	Direction	CBS	CBS
ABC-I	ABC	Information	CBS-R	CBS Radio Radio
ABC-F	ABC	FM	MBS	Mutual
ABC-E	ABC	Entertainment	NBC	NBC
ABC-R	ABC	Rock	NBC-T	NBC Talk
ABC-T	ABC	Talk	Source	NBC Source
NBN	National Black		US 1	US 1
SBN	Sheridan		US 2	US 2
UPI	United Press International		WSJ	Wall Street Journal
Trans	Transtar		SMN	Satellite Music Network

Spot rates are now calculated in just one way: my estimate of each station's average unit rate. The unit rate estimate is what I project is the average rate for all spots run on the station. This estimate is usually derived by taking the station's gross billings and working backwards with a formula based on spots per hour, the percentage of inventory sold and other factors.

Following the spot rate, the station's national representative can be found in the parenthesis. Next is the group ownership if there is any. Finally, in the Spring edition only, the name of the station's general manager.

On the two-page market reports, four additional listings an be found directly below the capsule descriptions. They are:

CALL LETTER CHANGES: The old calls and new calls for stations which have changed calls since the last issue of American Radio. The date of the change is listed if it is available.

FORMAT CHANGES: This table should probably be called "major format changes." It is nearly impossible to track down every subtle change in format for every station. I hope to list the major changes at major stations since the previous edition of American Radio.

STATION SALES: This section lists the proposed sales in each market. These sales do not necessarily close. If I know the brokers involved, they are also listed. In some cases, I had to estimate the sale price.

MISCELLANEOUS COMMENTS: These are various comments and observations which come to my mind as I process the data for each market.

NOTE: On other market reports which do not have two pages of data, this same information can be found under the heading of "Miscellaneous Comments."

AKRON

Arbitron Rank/Pop (12+): 67/537,600

MSA Rank/Pop: 76/648,000
Cleveland ADI
Average Person Ratings: 17.4
Market TSL: 22.5 hours

Stations: 26/7
Diaries: 1061/507:1/61.9%
Sample Target: 930
% Below Line: 54.0
% Not Listed: 10.9

1989 Revenue: $13,300,000
HH Inc.: $32,063
Retail $: 4.3 Bil
Pop per Station: 76,800
#1 Biller: WKDD-F $3,700,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKDD-F (CHR)	81/ 8.7	9.1	8.4	11.3	10.3	----	151/2407	1259/23.4	22.0	20.9	66	9.9	93	1568	WKDD-F
2. WNIR-F (T)	69/ 7.4	5.3	6.9	6.7	4.3	----	86/878	658/12.2	11.8	15.2	82	5.2	49	592	WNIR-F
3. WAKR (MOR)	59/ 6.3	5.6	6.7	7.5	7.6	----	61/1144	998/18.6	18.6	19.9	87	6.7	63	977	WAKR
4. WDOK-F (AC)	58/ 6.2	4.5	3.8	4.4	3.3	----	94/1299	750/14.0	11.6	10.2	129	3.7	35	437	WDOK-F
5. WONE-F (AOR)	51/ 5.5	7.3	6.6	6.8	6.2	----	90/1279	780/14.5	14.0	14.5	104	10.3	97	982	WONE-F
6. WMMS-F (AOR)	47/ 5.0	5.8	8.7	8.6	7.1	----	85/1603	918/17.1	18.1	21.2	122	5.8	54	966	WMMS-F
WGAR-F (C)	47/ 5.0	2.6	3.7	2.9	2.6	----	61/894	618/11.5	7.9	9.8	118	4.9	46	425	WGAR-F
8. WMJI-F (AC)	46/ 4.9	4.6	4.6	6.5	5.6	----	76/1236	721/13.4	14.0	12.3	167	4.1	38	581	WMJI-F
9. WLTF-F (AC)	45/ 4.8	6.1	4.2	4.7	5.1	----	71/1165	745/13.9	13.9	12.7	148	3.1	29	499	WLTF-F
10. WPHR-F (CHR)	41/ 4.4	5.6	2.9	1.9	2.3	----	69/1249	754/14.0	16.2	10.4	23	7.0	66	888	WPHR-F
11. WQMX-F (AC)	39/ 4.2	3.4	2.5	3.2	4.1	----	63/935	536/10.0	7.6	7.3	155	3.5	33	323	WQMX-F
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 82.93% (690 of 832) (FAL 88: 80.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F>	1 WKDD-F	1 WKDD-F>	1 WMJI-F	1 WMJI-F<	1 WNIR-F	1 WKDD-F	1 WNIR-F	1 WKDD-F>	1 WKDD-F	1 WNIR-F
2 WKDD-F	2 WONE-F>	2 WONE-F	2 WLTF-F<	2 WDOK-F	2 WAKR	2 WAKR	2 WKDD-F	2 WDOK-F	2 WONE-F	2 WAKR >
3	3 WMMS-F	3 WMJI-F<	3 WDOK-F	3 WLTF-F	3 WDOK-F	3 WNIR-F	3 WDOK-F	WONE-F<	3 WPHR-F	3 WQAL-F>
4	4 WLTF-F	4 WMMS-F	4 WQMX-F<	4 WQMX-F	4 WGAR-F	4 WMMS-F	4 WLTF-F	4 WNIR-F	4 WDOK-F	4 WZAK-F
5	5 WDOK-F	5 WLTF-F	5 WKDD-F<	5 WMMS-F	5 WMJI-F<	5 WMJI-F	5 WONE-F<	5 WAKR <	5 WLTF-F	5 WGAR-F
6	WQMX-F	WDOK-F	6 WONE-F	WNIR-F	6 WHBC-F	6	6 WAKR <	6 WPHR-F	6	WDOK-F
							7 WQMX-F	WLTF-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKDD-F>>	1 WKDD-F>	1 WLTF-F	1 WKDD-F>	1 WLTF-F	1 WONE-F	1 WONE-F	1 WONE-F	1 WONE-F	1 WMMS-F
2 WPHR-F	2 WLTF-F	2 WQMX-F	2 WLTF-F	2 WDOK-F	2 WKDD-F>	2 WKDD-F	2 WNCX-F	2 WMMS-F	2 WMJI-F
3 WONE-F>	3 WONE-F	3 WKDD-F	3 WQMX-F	WQMX-F	3 WRQK-F	3 WMMS-F>	WMMS-F	3 WKDD-F>	WONE-F
4 WLTF-F	WQMX-F	4 WMMS-F	4 WDOK-F<	4 WMJI-F>	WMMS-F>	4 WNCX-F	4 WNIR-F	4 WMJI-F	4 WGAR-F
WDOK-F	5 WDOK-F	WONE-F	5 WMJI-F	5 WKDD-F	5 WZAK-F	5 WRQK-F	WKDD-F	5 WNCX-F	WNIR-F
6	6	6	6	6	WPHR-F	6	6 WGAR-F	WNIR-F	6 WDOK-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		122 (2)	122 (2)	14.7	13.0
AOR/CLASSIC		136 (4)	136 (4)	16.3	21.3
AC/OLDIES/SOFT ROCK		188 (4)	188 (4)	22.6	17.4
MOR/VARIETY	59 (1)		59 (1)	7.1	7.7
COUNTRY	28 (2)	61 (2)	89 (4)	10.7	11.1
BLACK/URBAN		34 (1)	34 (1)	4.1	2.8
BEAUTIFUL/EASY		58 (2)	58 (2)	7.0	7.4
NEWS/TALK	31 (2)	69 (1)	100 (3)	12.0	12.1
NOSTALGIA	17 (1)		17 (1)	2.0	3.0
RELIGION/GOSPEL	7 (1)	3 (1)	10 (2)	1.2	1.3
SPANISH					
CLASSICAL		6 (1)	6 (1)	0.7	0.8
JAZZ/NEW AGE		13 (1)	13 (1)	1.6	2.0
UNKNOWN/OTHERS					
	142 (7)	690 (19)	832 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHLO	640	Akron/Cleveland	0.7/1.9/ 15/ 225
WSLR	1350	Akron	2.4/7.2/ 34/ 499
WCLV-F	95.5	Cleveland	0.6/3.1/ 12/ 256
WGAR	1220	Cleveland	0.6/2.7/ 8/ 230
WHBC-F	94.1	Canton/Akron	3.3/7.3/105/1271
WHK	1420	Cleveland	0.5/2.0/ 6/ 160
WNCX-F	98.5	Cleveland	2.1/9.2/ 29/ 653
WNWV-F	107.3	Elyria/Clevlnd	1.4/4.9/ 18/ 376
WQAL-F	104.1	Cleveland	2.9/7.1/ 31/ 496
WQXK-F	105.1	Salem/Youngstwn	1.5/4.9/ 42/ 644
WRMR	850	Cleveland	1.8/4.1/ 36/ 380
WRQK-F	106.9	Canton/Akron	1.9/6.5/ 63/ 977
WTOF-F	98.1	Canton/Akron	0.3/1.4/ 7/ 209
WWWE	1100	Cleveland	2.8/9.6/ 49/1059
WZAK-F	93.1	Cleveland	3.6/7.9/ 42/ 563

RADIO STATIONS

WAKR, 1590, 5 KW (DA-N)	, MOR	MBS, $ 50.00 (Mc-Guild)	Ragan Henry	
WHLO, 640, 5 KW/500 W (DA-2)	, RELIGION	ABC D, $ 14.00 (---)	Mortenson	
WSLR, 1350, 5 KW (DA-1)	, COUNTRY	ABC E, $ 28.00 (Katz)	Barnstable	
WKDD-F, 95.6, 50 KW @ 450, CHR		, $ 75.00 (Katz)	Barnstable	
WNIR-F, 100.1, 3 KW @ 333, TALK		CBS, $ 34.00 (K & P)		(KENT)
WONE-F, 97.5, 13 KW @ 890, AOR		, $ 58.00 (Mc-Guild)	Ragan Henry	
WQMX-F, 94.9, 16 KW @ 880, AC		, $ 38.00 (Banner)		(MEDINA)

OTHER RANKED STATIONS: See Cleveland or Canton

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/723,900

MSA Rank/Pop: 60/860,000
ADI # 53
Average Person Ratings: 17.5
Market TSL: 23.00 hours

Stations: 26/23
Diaries: 1045/693:1/53.3%
Sample Target: 1060
% Below Line: 1.4
% Not Listed: 11.2

1989 Revenue: $20,900,000
HH Inc.: $37,838
Retail $: 6.7 Bil
Pop per Station: 31,473
#1 Biller: WPYX-F $4,300,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGNA-AF (C)	139/11.0	8.2	10.1	10.8	8.4	10.0	262/2440	1260/17.4	18.3	15.9	118	11.0	122	1014	WGNA-AF
2. WROW-F (EZ)	134/10.6	9.6	9.4	9.9	10.7	9.9	178/1903	1300/18.0	16.3	18.3	67	5.7	69	829	WROW-F
3. WGY (MOR)	131/10.3	9.8	9.7	9.3	8.9	9.8	184/2597	1716/23.7	23.8	22.6	95	8.9	108	1778	WGY
4. WFLY-F (CHR)	100/ 7.9	9.4	7.1	8.6	7.6	8.3	124/2127	1520/21.0	21.0	19.6	72	10.9	132	1652	WFLY-F
5. WPYX-F (AOR)	99/ 7.8	8.3	10.2	8.9	10.6	8.8	177/2494	1566/21.6	23.6	24.2	127	11.2	136	1711	WPYX-F
6. WGY -F (CHR)	78/ 6.2	4.5	4.8	4.0	5.0	4.9	99/1963	1336/18.5	19.0	19.6	73	5.6	68	1415	WGY -F
7. WKLI-F (AC)	74/ 5.8	6.6	6.0	6.1	6.6	6.1	77/1203	1149/15.9	15.7	16.8	131	5.1	62	870	WKLI-F
8. WTRY (O)	55/ 4.3	3.4	3.5	3.6	3.7	3.7	60/889	736/10.2	10.2	11.8	137	2.7	33	611	WTRY
9. WQBK (N/T)	54/ 4.3	4.3	4.0	4.8	4.6	4.4	57/729	666/ 9.2	8.1	9.2	47	3.7	45	582	WQBK
10. WQBK-F (AOR)	48/ 3.8	4.1	4.3	5.3	4.8	4.4	49/884	825/11.4	12.9	13.7	126	6.2	75	1077	WQBK-F
11. WVKZ-F (AOR)	34/ 2.7	2.3	2.1	1.4	2.7	2.1	35/558	512/ 7.1	6.7	5.9	63	4.3	52	775	WVKZ-F
12. WABY (BB)	31/ 2.4	2.6	3.1	2.4	2.5	2.6	31/434	434/ 6.0	5.9	4.5	21	1.5	18	346	WABY
13. WHRL-F (EZ)	26/ 2.1	1.6	1.7	1.4	1.0	1.7	27/295	286/ 4.0	4.3	4.1	133	1.1	13	236	WHRL-F
14. WROW (EZ)	22/ 1.7	2.1	2.7	2.1	2.2	2.2	32/503	378/ 5.2	7.9	6.9	112	1.1	13	245	WROW
WPTR (N/T)	22/ 1.7	1.4	1.0	1.0	1.3	1.3	23/634	600/ 8.3	5.2	5.2	129	2.1	25	429	WPTR

12+ FM SHARE (METRO): 70.84% (797 of 1125) (FAL 88: 70.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLY-F>>	1 WPYX-F	1 WPYX-F	1 WGNA-AF<	1 WGNA-AF	1 WROW-F<	1 WGY	1 WROW-F<	1 WROW-F<	1 WFLY-F	1 WGY
2 WGY -F	2 WFLY-F>	2 WGNA-AF<	2 WPYX-F	2 WPYX-F<	2 WGY	2 WGNA-AF	2 WGNA-AF>	2 WGNA-AF	2 WGY	2 WGNA-F>>
3	3 WKLI-F	3 WFLY-F	3 WGY	3 WGY	3 WGNA-AF>>	3 WROW-F	3 WPYX-F	3 WPYX-F	3 WGY -F	3 WQBK <
4	4 WGY -F	4 WKLI-F	4 WKLI-F	4 WKLI-F	4 WQBK	4 WPYX-F	4 WGY	4 WFLY-F<	4 WGNA-AF	4 WROW-F
5	5 WQBK-F	5 WGY	5 WFLY-F<	5 WROW-F	5 WTRY	5 WFLY-F	5 WFLY-F	5 WGY	5 WPYX-F	5 WGY -F>
6	6 WGNA-AF	6 WGY -F	6 WTRY	6 WTRY <	6	6 WGY -F	6 WKLI-F	6 WKLI-F	6 WKLI-F	6 WKLI-F
				7 WFLY-F				7 WGY -F	7 WROW-F	7 WFLY-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WFLY-F<	1 WKLI-F	1 WKLI-F	1 WKLI-F	1 WKLI-F
2 WKLI-F	2 WFLY-F	2 WPYX-F	2 WFLY-F	WGY
3 WGY -F	3 WPYX-F<	3 WFLY-F	3 WPYX-F	3 WGNA-AF
4 WPYX-F>	4 WGY -F>	4 WGY -F	4 WGY -F	WROW-F
5 WVKZ-F	5 WGNA-AF	5 WGNA-AF>>	5 WGNA-AF	5 WPYX-F
WQBK-F	6 WQBK-F	6	6 WGY	6 WTRY
				7 WFLY-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPYX-F	1 WPYX-F>	1 WPYX-F	1 WPYX-F>	1 WGNA-AF>
2 WFLY-F>	2 WFLY-F	2 WQBK-F>	2 WGNA-AF	2 WPYX-F>
3 WVKZ-F	3 WQBK-F	3 WGNA-AF	3 WFLY-F	3 WGY
4 WGY -F>	4 WVKZ-F	4 WFLY-F	4 WQBK-F	4 WQBK-F
5 WQBK-F	5 WGNA-AF	5 WVKZ-F	WGY	5 WTRY
WGY	6 WGY -F	6	6 WVKZ-F	WFLY-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		182 (3)	182 (3)	16.2	18.4
AOR/CLASSIC		191 (4)	191 (4)	17.0	18.5
AC/OLDIES/SOFT ROCK	55 (1)	112 (5)	167 (6)	14.8	13.9
MOR/VARIETY	139 (2)		139 (2)	12.4	13.9
COUNTRY	5 (1)	134 (1)	139 (2)	12.4	9.7
BLACK/URBAN					
BEAUTIFUL/EASY	22 (1)	160 (2)	182 (3)	16.2	13.6
NEWS/TALK	76 (2)		76 (2)	6.8	6.9
NOSTALGIA	31 (1)		31 (1)	2.8	2.9
RELIGION/GOSPEL		5 (1)	5 (1)	0.4	0.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		13 (2)	13 (2)	1.2	1.5
	328 (8)	797 (18)	1125 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCKL	560	Catskill	0.6/1.6/ 8/113
WEQX-F	102.7	Manchester	0.8/3.4/15/436
WKOL-F	97.7	Amsterdam	0.8/3.2/12/351
WQQY-F	102.3	Saratoga Spgs.	0.3/1.9/ 6/158
WSHQ-F	103.5	Coblskl/Schnct	0.4/2.3/32/507
WSHZ-F	98.3	Rotterdam/Albn	1.2/5.9/17/503
WSSV-F	101.3	Stillwater	0.6/2.7/ 9/259
WJIV-F	101.9	Cherry Valley	0.4/1.3/ 8/243
WPDH-F	101.5	Poughkeepsie	0.5/1.2/29/504
WSPK-F	104.7	Poughkeepsie	0.6/1.4/28/514

RADIO STATIONS

WABY,	1400,	1 KW	, NOSTALGIA	,	$ 17.00	(Durpetti)	Premiere
WGY ,	810,	50 KW	, MOR	CBS,	$ 85.00	(Eastman)	Empire
WPTR,	1540,	50 KW (DA-1)	, NEWS/TALK	US 2, ABC C,	$ 26.00	(Torbet)	
WQBK,	1300,	5 KW (DA-2)	, TALK	CBS, ABC T,	$ 30.00	(HNWH)	
WROW,	590,	5 KW/1 KW (DA-2)	, COMBINATION WITH WROW-F				
WTRY,	980,	5 KW (DA-N)	, OLDIES	MBS, ABC D,	$ 37.00	(Mc-Guild)	Merv Griffin
WFLY-F,	92.3,	17 KW @ 890,	CHR	ABC C,	$ 55.00	(Torbet)	
WGNA-F,	107.7,	13 KW @ 980,	COUNTRY	,	$ 51.00	(Republic)	Barnstable
WGY-F ,	99.5,	15 KW @ 930,	CHR	SOURCE,	$ 47.00	(Eastman)	Empire
WHRL-F,	103.1,	1 KW @ 400,	EZ	MBS,	$ 18.00	(---)	
WKLI-F,	100.9,	3 KW @ 300,	AC	US 1,	$ 60.00	(Durpetti)	Premiere
WSHZ-F,	98.3,	3 KW @ 328,	AC	TRNSTR,	$ 23.00	(HNWH)	
WPYX-F,	106.5,	15 KW @ 902,	AOR	ABC R,	$ 85.00	(Mc-Guild)	Merv Griffin
WQBK-F,	103.9,	3 KW @ 300,	CLASSIC AOR	RADRAD,	$ 33.00	(HNWH)	
WROW-F,	95.5,	13 KW @ 1020,	BTFL/EZ	,	$ 46.00	(Christal)	Radio Terrace
WVKZ-F,	96.7,	3 KW @ 328,	CHR/AOR	SMN, SOURCE,	$ 24.00	(Banner)	

MISCELLANEOUS COMMENTS: WNJY-F changes to WSHZ-F (June)...WKOL A/F (Amsterdam) sold by Sage for $1,500,000...

ALBUQUERQUE

Arbitron Rank/Pop (12+): 78/459,800

MSA Rank/Pop: 101/504,000
ADI # 49
Average Person Ratings: 17.7
Market TSL: 23.25 hours

Stations: 26/26
Diaries: 944/487:1/56.8%
Sample Target: 840
% Below Line: 0.0
% Not Listed: 10.9

1989 Revenue: $18,200,000
HH Inc.: $29,790
Retail $: 4.0 Bil
Pop per Station: 17,684
#1 Biller: KKOB $3,400,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRST-F (C)	101/12.4	13.3	9.4	10.9	9.9	----	164/1672	1075/23.4	23.2	19.9	124	15.7	131	1085	KRST-F
2. KKOB (MOR)	92/11.3	10.5	10.4	11.3	11.1	----	122/1786	1212/26.4	22.8	25.9	88	9.9	83	849	KKOB
3. KZRR-AF (AOR)	69/ 8.4	7.7	7.2	8.2	7.1	----	91/1205	927/20.2	19.4	18.0	132	9.1	73	1140	KZRR-AF
4. KKOB-F (AC)	65/ 8.0	7.5	12.0	11.0	13.1	----	92/1495	1058/23.0	24.1	28.9	114	9.4	79	1147	KKOB-F
5. KZKL-AF (O)	48/ 5.9	5.2	2.1	1.4	2.3	----	58/757	652/14.2	11.6	2.7	144	5.6	45	449	KZKL-AF
6. KKJY-F (EZ)	45/ 5.5	5.5	7.5	5.5	5.6	----	58/849	568/12.4	12.0	15.1	64	3.0	25	382	KKJY-F
7. KKSS-F (CHR)	41/ 5.0	5.1	7.1	6.9	7.1	----	52/1031	807/17.6	14.9	16.3	48	5.7	48	828	KKSS-F
8. KXKS (SP)	32/ 3.9	0.9	1.1	4.2	2.2	----	32/177	164/ 3.6	1.7	1.6	105	2.5	21	283	KXKS
9. KNMQ-F (CHR)	31/ 3.8	5.8	2.9	3.2	4.8	----	44/1049	672/14.6	14.1	12.3	39	5.3	44	639	KNMQ-F
10. KIVA-F (CHR)	29/ 3.6	3.3	3.3	3.3	4.6	----	54/1016	646/14.0	13.2	14.3	42	4.3	36	728	KIVA-F
11. KHFM-F (CL)	27/ 3.3	3.2	2.7	2.2	2.8	----	53/586	407/ 8.9	8.2	7.1	124	2.4	20	348	KHFM-F
12. KFMG-F (AOR)	26/ 3.2	3.6	5.3	6.6	6.0	----	48/952	638/13.7	12.8	16.7	69	3.7	31	729	KFMG-F
13. KMGA-F (AC)	19/ 2.3	3.9	3.0	3.5	2.6	----	23/515	416/ 9.0	8.6	9.5	122	2.2	18	249	KMGA-F
14. KLSK-F (J/NA)	17/ 2.1	1.9	2.2	2.4	2.2	----	29/497	318/ 6.9	6.3	6.8	157	2.5	21	321	KLSK-F
15. KABQ (SP)	16/ 2.0	3.4	0.8	0.9	1.3	----	19/273	222/ 4.8	5.8	3.7	75	1.7	14	163	KABQ
16. KZRQ (AOR)	14/ 1.7	1.0	1.6	----	----	----	14/147	147/ 3.2	2.8	3.0	12	2.5	21	153	KZRQ
17. KKBR-F (O)	10/ 1.2	1.8	1.6	1.3	----	----	32/550	225/ 4.9	6.2	5.1	183	1.7	14	205	KKBR-F
18. KDEF (BB)	9/ 1.1	1.3	2.9	2.7	2.2	----	10/180	154/ 3.3	4.4	5.7	18	1.6	13	105	KDEF
19. KMYI-F (AC)	8/ 1.0	1.2	1.8	0.5	----	----	8/201	194/ 4.2	4.6	3.9	130	0.6	5	100	KMYI-F
KALY (SP)	8/ 1.0	0.4	----	----	0.[illegible]	----	8/116	116/ 2.5	1.4	0.0	150	0.7	6	103	KALY

12+ FM SHARE (METRO): 73.42% (533 of 726) (FAL 88: 74.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKSS-F	1 KRST-F	1 KRST-F	1 KRST-F	1 KRST-F>	1 KKOB >	1 KKOB >	1 KRST-F>	1 KRST-F	1 KKSS-F	1 KKOB >
KIVA-F	2 KZRR-AF>	2 KZRR-AF	2 KZRR-AF	2 KZRR-AF	2 KRST-F	2 KRST-F	2 KKOB-F<	2 KKOB <	KKOB <	2 KKJY-F
3 KNMQ-F	3 KKOB-F>	3 KKOB-F	3 KKOB-F	3 KKOB	3 KKJY-F>	3 KZRR-AF	3 KKOB	3 KKOB-F	3 KZRR-AF	3 KRST-F>
4	4 KZKL-AF	4 KZKL-AF	4 KZKL-AF	4 KKOB-F	4 KXKS	4 KKOB-F	4 KZRR-AF	4 KZRR-AF>	4 KRST-F	4 KZRR-F>
5	5 KFMG-F	5 KKOB	5 KKOB	5 KZKL-AF>>	KKOB-F<	5 KZKL-AF	5 KZKL-AF	5 KZKL-AF	5 KIVA-F	5 KABQ
6	6 KKSS-F	6	6	6	6 KZKL-AF	6 KKSS-F	6 KKJY-F	6 KKSS-F	6 KKJY-F	6
					7 KHFM-F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKOB-F	1 KKOB-F	1 KKOB-F	1 KKOB-F	1 KRST-F
2 KRST-F	2 KRST-F	2 KRST-F>	2 KRST-F	2 KKOB-F
3 KZRR-AF	3 KZRR-AF	3 KZRR-AF	3 KZKL-AF	3 KZKL-AF
KNMQ-F	4 KZKL-AF>	KZKL-AF>	4 KZRR-AF	4 KKOB >
KKSS-F>	5 KNMQ-F	5 KMGA-F	5 KKOB	5 KZRR-AF
6 KZKL-AF	KKSS-F	KKOB	6	6
KIVA-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KFMG-F	1 KZRR-AF<	1 KZRR-AF	1 KRST-F<	1 KRST-F
2 KRST-F	2 KRST-F>>	2 KRST-F>>	2 KZRR-AF>	2 KZRR-AF>
3 KZRR-AF	3 KFMG-F	3 KKOB-F	3 KKOB	3 KKOB >
KKSS-F	4 KKOB-F	4 KZKL-AF>	4 KKOB-F	4 KZKL-AF
5 KZRQ >	5 KKSS-F	5 KFMG-F>	5 KZKL-AF	KKOB-F
6 KNMQ-F	6 KZKL-AF	6 KLSK-F	KFMG-F	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		101 (3)	101 (3)	13.9	14.8
AOR/CLASSIC	16 (2)	93 (2)	109 (4)	15.0	16.3
AC/OLDIES/SOFT ROCK	6 (2)	149 (5)	155 (7)	21.3	22.1
MOR/VARIETY	92 (1)		92 (1)	12.7	11.5
COUNTRY	7 (1)	101 (1)	108 (2)	14.9	12.7
BLACK/URBAN					
BEAUTIFUL/EASY		45 (1)	45 (1)	6.2	8.3
NEWS/TALK					2.4
NOSTALGIA	9 (1)		9 (1)	1.2	3.2
RELIGION/GOSPEL	3 (1)		3 (1)	0.4	1.3
SPANISH	56 (3)		56 (3)	7.7	2.1
CLASSICAL		27 (1)	27 (1)	3.7	3.0
JAZZ/NEW AGE		17 (1)	17 (1)	2.3	2.4
UNKNOWN/OTHERS	4 (1)		4 (1)	0.6	
	193 (12)	533 (14)	726 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KKIM	1000	Albuquerque	0.4/2.1/ 3/ 96
KMBA	1050	L Ranchs Dalbq	0.5/2.0/ 4/ 94
KQEO	920	Albuquerque	0.6/3.6/ 5/ 218
KRZY	1450	Albuquerque	0.9/4.0/ 7/ 193

RADIO STATIONS

KABQ, 1350, 5 KW/500 W (DA-2) , HISPANIC	, $ 18.00 (Caballero)		
KDEF, 1150, 5 KW/500 W (DA-N) , NOSTALGIA	, $ 17.00 (---)		
KKOB, 770, 50 KW (DA-N) , MOR	ABC I, $ 68.00 (Mc-Guild)	Fairmont	
KQEO, 920, 1 KW/500 W (DA-N) , OLDIES	ABC E, $ 17.00 (Banner)	Penn	
KRZY, 1450, 1 KW (DA-1) , COUNTRY	MBS, $ 25.00 (Katz)	Commonwealth	
KXKS, 1190, 10 KW (DAYS) , HISPANIC	CRC, UPI, $ 20.00 (Caballero)		
KFMG-F, 107.9, 22 KW @ 4130, AOR	ABC R, $ 34.00 (HNWH)	Coastal	
KHFM-F, 96.3, 20 KW @ 4110, CLASSICAL	, $ 26.00 (CMBS)		
KIVA-F, 105.1, 100 KW @ 1973, CHR	, $ 27.00 (Banner)	First Cities	(SANTA FE)
KKBR-F, 98.5, 100 KW @ 1781, OLDIES	, $ 24.00 (Torbet)		(LOS ALAMOS)
KKJY-F, 100.3, 20 KW @ 4110, BTFL/EZ	, $ 20.00 (Torbet)		
KKOB-F, 93.3, 21 KW @ 4150, AC	, $ 75.00 (Mc-Guild)	Fairmont	
KKSS-F, 97.3, 100 KW @ 1700, CHR/URBAN	, $ 30.00 (Eastman)	SunGroup	(SANTA FE)
KLSK-F, 104.1, 100 KW @ 1876, JAZZ/NAC	, $ 30.00 (K & P)		(SANTA FE)
KMGA-F, 99.5, 20 KW @ 4134, SOFT AC	US 2, $ 27.00 (Banner)	Penn	
KMYI-F, 107.1, 50 KW @ 463, AC	, $ 20.00 (Roslin)		(ARMIJO)
KNMQ-F, 105.9, 100 KW @ 1936, CHR	ABC C, $ 34.00 (Christal)		(SANTA FE)
KRST-F, 92.3, 23 KW @ 4110, COUNTRY	, $ 60.00 (Katz)	Commonwealth	
KZKL-F, 101.7, 3 KW @ 98, OLDIES	CBS, $ 18.00 (Christal)		(RIO RANCHO)
KZRR-F, 94.1, 22 KW @ 4130, AOR	SOURCE, $ 50.00 (Republic)	Anchor	

CALL LETTER CHANGES

KZIA A/F changes to KZKL A/F (Nov)

FORMAT CHANGES

STATION SALES

KLSK-F (Santa Fe) sold for $2,000,000 (Kalil)...
KKOB A/F: From Fairmont to Fritzinger for $20,000,000 (Stevens)...

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 62/575,600

MSA Rank/Pop: 73/679,000
Philadelphia ADI
Average Person Ratings: 17.4
Market TSL: 23.00 hours

Stations: 36/14
Diaries: 1043/552:1/60.1%
Sample Target: 950
% Below Line: 17.1
% Not Listed: 12.1

1989 Revenue: $15,800,000
HH Inc.: $35,513
Retail $: 5.0 Bil
Pop per Station: 41,114
#1 Biller: WLEV-F $3,600,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFMZ-F (EZ)	141/14.1	14.2	12.8	14.6	16.0	13.9	162/1618	1346/23.4	20.3	24.3	81	10.2	96	958	WFMZ-F
2. WLEV-F (AC)	127/12.7	10.7	13.5	11.0	10.9	12.0	153/1759	1315/22.8	29.6	23.6	159	9.9	93	1016	WLEV-F
3. WZZO-F (AOR)	95/ 9.5	11.5	11.1	12.2	11.1	11.1	125/1607	1212/21.1	22.9	23.3	108	15.6	147	1452	WZZO-F
4. WAEB-F (CHR)	83/ 8.3	10.8	10.9	10.8	9.8	10.2	101/1614	1325/23.0	26.7	25.8	78	11.4	108	1493	WAEB-F
5. WHXT-F (CHR)	79/ 7.9	5.7	6.7	5.9	5.2	6.6	96/1606	1215/21.1	24.2	17.5	70	10.4	98	1380	WHXT-F
6. WAEB (AC)	43/ 4.3	5.7	5.5	4.6	6.3	5.0	43/763	756/13.1	14.1	13.5	156	4.8	45	543	WAEB
7. WEST (BB)	41/ 4.1	1.8	4.2	2.9	3.6	3.3	42/404	390/ 6.8	8.2	6.0	46	2.6	25	204	WEST
8. WKAP (BB)	39/ 3.9	2.9	2.0	4.5	3.2	3.3	39/371	371/ 6.4	7.0	7.3	26	1.8	17	356	WKAP
9. WYSP-F (AOR)	32/ 3.2	2.5	2.0	2.9	2.6	2.7	55/654	444/ 7.7	7.6	8.0	144	2.5	24	579	WYSP-F
10. WXKW (C)	26/ 2.6	4.0	3.0	3.4	3.4	3.3	27/463	434/ 7.5	7.4	7.3	115	2.8	26	264	WXKW

12+ FM SHARE (METRO): 74.94% (661 of 882) (FAL 88: 72.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHXT-F	1 WZZO-F>	1 WLEV-F	1 WLEV-F>	1 WLEV-F>	1 WFMZ-F>	1 WLEV-F<	1 WFMZ-F	1 WFMZ-F	1 WHXT-F	1 WLEV-F
2 WAEB-F>>	2 WLEV-F<	2 WZZO-F>	2 WZZO-F	2 WFMZ-F	2 WLEV-F>>	2 WFMZ-F>	2 WLEV-F>	2 WLEV-F<	2 WAEB-F	WFMZ-F
3 WZZO-F	3 WAEB-F	3 WAEB-F	3 WFMZ-F	3 WZZO-F>	3 WKAP	3 WZZO-F	3 WZZO-F	3 WZZO-F	3 WLEV-F	3 WKAP
4	4 WHXT-F	4 WHXT-F	4 WAEB-F	4 WAEB <	WEST	4 WAEB-F<	4 WAEB-F	4 WAEB-F	4 WZZO-F	4 WZZO-F
5	5 WYSP-F	5 WFMZ-F	5 WHXT-F	5 WAEB-F	5 WAEB	5 WHXT-F	5 WHXT-F	5 WHXT-F	WFMZ-F	WAEB
				6 WHXT-F		6 WAEB				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHXT-F	1 WLEV-F<	1 WLEV-F>>	1 WLEV-F>	1 WLEV-F>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F	1 WZZO-F	1 WLEV-F
2 WAEB-F>	2 WAEB-F<	2 WZZO-F	2 WAEB-F	2 WFMZ-F>>	2 WAEB-F>	2 WYSP-F>	2 WYSP-F	2 WLEV-F>	2 WZZO-F>
3 WZZO-F>>	3 WHXT-F	3 WAEB-F	3 WHXT-F<	3 WAEB-F	3 WHXT-F	3 WLEV-F	3 WLEV-F>>	3 WAEB-F<	3 WYSP-F
4 WLEV-F	4 WZZO-F	4 WHXT-F>	4 WFMZ-F	4 WZZO-F	4 WYSP-F>>	WAEB-F>	4 WAEB-F>	4 WYSP-F	WFMZ-F
5	5	5 WFMZ-F	5 WZZO-F	5 WHXT-F	5	5 WHXT-F	5	5 WHXT-F	5 WAEB
									6 WAEB-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		174 (5)	174 (5)	19.7	17.3
AOR/CLASSIC		136 (3)	136 (3)	15.4	18.3
AC/OLDIES/SOFT ROCK	107 (5)	154 (5)	261 (10)	29.6	21.3
MOR/VARIETY	11 (2)		11 (2)	1.2	1.3
COUNTRY	26 (1)	15 (1)	41 (2)	4.6	5.1
BLACK/URBAN		3 (1)	3 (1)	0.3	
BEAUTIFUL/EASY		162 (3)	162 (3)	18.4	20.2
NEWS/TALK	33 (5)	5 (1)	38 (6)	4.3	6.8
NOSTALGIA	44 (2)		44 (2)	5.0	8.5
RELIGION/GOSPEL					0.3
SPANISH					
CLASSICAL		7 (1)	7 (1)	0.8	0.7
JAZZ/NEW AGE					
UNKNOWN/OTHERS		5 (1)	5 (1)	0.6	
	221 (15)	661 (21)	882 (36)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEEX	1230	Easton	0.9/3.4/ 9/ 207
WGPA	1100	Bethlehem	0.3/1.5/ 3/ 84
WLSH	1410	Lansford	0.3/1.0/ 9/ 134
WRNJ	1000	Hackettstown	0.8/1.7/ 8/ 95
WYNS	1160	Lehighton	1.3/2.4/ 19/ 223
KYW	1060	Philadelphia	0.9/6.2/ 11/ 459
WABC	770	New York	1.0/1.9/ 22/ 304
WAVT-F	101.9	Pottsville	0.5/1.2/ 38/ 504
WCAU	1210	Philadelphia	0.4/1.8/ 7/ 146
WEAZ-F	101.1	Philadelphia	1.8/4.4/ 23/ 381
WFAN	660	New York	0.3/1.2/ 8/ 187
WFLN-F	95.7	Philadelphia	0.7/2.4/ 9/ 184
WIOQ-F	102.1	Philadelphia	0.3/1.7/ 3/ 118
WKRZ-F	98.5	Wilkes-Barre/Sc	0.3/1.9/ 9/ 205
WLTW-F	106.7	New York	0.3/0.9/ 4/ 127
WMGK-F	102.9	Philadelphia	1.0/2.4/ 15/ 218
WMMR-F	93.3	Philadelphia	0.9/3.2/ 14/ 345
WNEW	1130	New York	0.3/0.9/ 6/ 125
WOGL-F	98.1	Philadelphia	0.5/2.3/ 11/ 261
WOR	710	New York	0.7/2.5/ 25/ 314
WPLJ-F	95.5	New York	0.6/1.4/ 11/ 229
WSNI-F	104.5	Philadelphia	0.9/2.4/ 12/ 228
WUSL-F	98.9	Philadelphia	0.3/1.7/ 4/ 122
WWDB-F	96.5	Philadelphia	0.5/1.8/ 7/ 139
WWSH-F	97.9	Hazelton	0.3/0.9/ 22/ 191
WXTU-F	92.5	Philadelphia	1.5/5.6/ 28/ 495

RADIO STATIONS

WAEB, 790, 1 KW (DA-2) , AC	ABC I, CBS, $ 30.00 (Katz)	CRB
WEEX, 1230, 1 KW (DA-2) , OLDIES	MBS, SMN, $ 14.00 (Eastman)	Roth
WEST, 1400, 1 KW , NOSTALGIA	CBS, $ 20.00 (Mc-Guild)	Zimmerman
WKAP, 1320, 5 KW/1 KW (DA-2), NOSTALGIA	APR, $ 18.00 (Banner)	Holt
WXKW, 1470, 5 KW (DA-N) , COUNTRY	NBC, ABC I, $ 16.00 (Republic)	
WAEB-F, 104.1, 50 KW @ 500, CHR	, $ 49.00 (Katz)	CRB
WFMZ-F, 100.7, 13 KW @ 870, BTFL/EZ	, $ 46.00 (Christal)	
WLEV-F, 96.1, 50 KW @ 500, AC	, $ 70.00 (Mc-Guild)	Zimmerman
WHXT-F, 99.9, 50 KW @ 450, CHR	MBS, $ 54.00 (Eastman)	Roth
WZZO-F, 95.1, 30 KW @ 600, AOR	, $ 58.00 (Banner)	Holt

OTHER RANKED STATIONS -- See Philadelphia

MISCELLANEOUS COMMENTS: WQQQ-F changes to WHXT-F (October)

ANCHORAGE

Arbitron Rank/Pop (12+): 166/180,600

MSA Rank/Pop: 185/231,700
No ADI
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 17/17
Diaries: 599/301:1/51.7%
Sample Target: 550
% Below Line: 0.0
% Not Listed: 11.4

1989 Revenue: $8,300,000
HH Inc.: $42,879
Retail $: 2.3 Bil
Pop per Station: 10,623
#1 Biller: KGOT-F $1,200,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KPXR-F	(CHR)	41/13.4	11.8	8.1	7.8	11.4	----	42/623	592/32.8	27.0	22.2	64	13.8	48	571	KPXR-F
2. KGOT-F	(CHR)	37/12.1	10.4	12.8	13.3	20.4	----	39/605	584/32.3	29.4	31.8	87	12.3	43	657	KGOT-F
3. KWHL-F	(AOR)	30/ 9.8	11.0	12.8	14.3	11.1	----	30/402	376/20.8	20.3	22.2	78	16.9	59	540	KWHL-F
4. KBFX-F	(AOR)	25/ 8.1	3.2	2.3	3.4	3.8	----	34/409	321/17.8	10.2	7.7	111	4.0	14	227	KBFX-F
5. KLEF-F	(CL)	22/ 7.2	2.9	6.1	----	----	----	22/232	220/12.2	9.9	11.9	113	3.2	11	152	KLEF-F
6. KASH-F	(C)	21/ 6.8	8.7	5.2	6.1	4.5	----	21/330	293/16.2	16.7	12.3	140	6.6	23	306	KASH-F
7. KYAK	(C)	15/ 4.9	3.2	4.9	6.1	7.3	----	17/235	161/ 8.9	7.9	10.5	127	6.0	21	210	KYAK
8. KEAG-F	(O)	14/ 4.6	6.4	9.3	9.2	----	----	19/262	206/11.4	15.7	19.2	124	6.3	22	300	KEAG-F
9. KENI	(N/T)	11/ 3.6	7.2	3.8	4.8	3.8	----	17/313	199/11.0	13.9	9.7	92	4.0	14	238	KENI
10. KNIK-F	(J/NA)	9/ 2.9	3.8	5.5	6.1	3.5	----	10/220	170/ 9.4	11.2	12.3	131	2.9	10	182	KNIK-F
11. KYMG-F	(AC)	8/ 2.6	1.7	----	----	----	----	12/184	155/ 8.6	7.0	0.0	146	1.7	6	117	KYMG-F
KKSD	(BB)	8/ 2.6	1.7	2.3	1.0	1.0	----	10/106	74/ 4.1	3.3	3.0	38	1.7	6	86	KKSD
KHAR	(EZ)	8/ 2.6	4.0	2.3	3.4	4.5	----	12/170	110/ 6.1	8.5	6.3	92	3.4	12	97	KHAR
14. KKLV-F	(AC)	6/ 2.0	2.9	3.5	2.7	4.5	----	6/108	108/ 6.0	11.1	10.4	120	1.7	6	160	KKLV-F
KFQD	(AC)	6/ 2.0	6.1	5.5	5.4	6.2	----	7/277	168/ 9.3	12.7	13.7	145	3.7	13	223	KFQD
KBYR	(O)	6/ 2.0	0.9	2.0	2.7	2.8	----	7/245	188/10.4	6.4	9.9	145	2.3	8	124	KBYR
17. KCFA	(REL)	5/ 1.6	0.9	2.3	1.4	0.3	----	7/115	84/ 4.7	4.3	5.2	119	0.6	2	64	KCFA

12+ FM SHARE (METRO): 78.31% (213 of 272) (FAL 88: 74.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPXR-F	1 KGOT-F	1 KGOT-F	1 KGOT-F	1 KGOT-F	1 KLEF-F	1 KGOT-F	1 KGOT-F	1 KPXR-F	1 KGOT-F	1 KWHL-F
2	2 KWHL-F	2 KPXR-F	2 KASH-F<	2 KASH-F	2 KYAK	2 KPXR-F>	2 KPXR-F	2 KGOT-F	2 KPXR-F>	KGOT-F>
3	3 KPXR-F	3 KWHL-F	3 KBFX-F	3 KBFX-F	3 KASH-F	3 KASH-F	3 KWHL-F	3 KWHL-F<	3 KWHL-F	3 KPXR-F
4	4 KBFX-F>	4 KBFX-F	4 KPXR-F	4 KPXR-F	4 KENI	4 KWHL-F	4 KLEF-F	4 KBFX-F	4 KBFX-F	4 KASH-F
5	5 KASH-F	5 KASH-F	5 KWHL-F	5 KLEF-F	5	5 KEAG-F	5 KBFX-F	5 KLEF-F<	5 KLEF-F	5
6	6	6	6 KEAG-F	6 KWHL-F	6	6	6 KEAG-F	6 KASH-F	6 KASH-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KPXR-F>	1 KGOT-F	1 KGOT-F>>	1 KGOT-F	1 KGOT-F>
2 KGOT-F	2 KPXR-F>>	2 KPXR-F	2 KPXR-F>>	2 KLEF-F
3 KWHL-F>>	3 KWHL-F>	3 KYMG-F	3 KWHL-F	3 KPXR-F
4 KBFX-F>>	4 KYMG-F	KEAG-F	KLEF-F	KASH-F
5	KEAG-F	5 KASH-F>	KASH-F	5 KYAK
6	KBFX-F	6 KLEF-F	6 KBFX-F	6 KYMG-F
		KBFX-F		KEAG-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWHL-F	1 KWHL-F	1 KWHL-F	1 KWHL-F	1 KBFX-F
2 KGOT-F>>	2 KGOT-F	2 KBFX-F	2 KBFX-F	2 KWHL-F
3 KPXR-F	3 KBFX-F>	3 KGOT-F>	3 KGOT-F	3 KASH-F
KBFX-F>>	4 KPXR-F>	4 KPXR-F	4 KPXR-F	4 KPXR-F
5 KEAG-F>>	5 KASH-F	KASH-F	5 KASH-F	5 KLEF-F
6	6	6	6	KGOT-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		78 (2)	78 (2)	28.7	22.9
AOR/CLASSIC		55 (2)	55 (2)	20.2	14.0
AC/OLDIES/SOFT ROCK	12 (2)	28 (3)	40 (5)	14.7	27.4
MOR/VARIETY					
COUNTRY	15 (1)	21 (1)	36 (2)	13.2	13.7
BLACK/URBAN					2.0
BEAUTIFUL/EASY	8 (1)		8 (1)	2.9	2.5
NEWS/TALK	11 (1)		11 (1)	4.0	4.1
NOSTALGIA	8 (1)		8 (1)	2.9	
RELIGION/GOSPEL	5 (1)		5 (1)	1.8	2.5
SPANISH					
CLASSICAL		22 (1)	22 (1)	8.1	6.7
JAZZ/NEW AGE		9 (1)	9 (1)	3.3	6.1
UNKNOWN/OTHERS					
	59 (7)	213 (10)	272 (17)		

OTHER RATED STATIONS — METRO CUME TSA TSA SHARE/RTG/AQH/CUME

RADIO STATIONS

KBYR, 700, 10 KW	, OLDIES	CBS, $	11.00 (Roslin)	
KENI, 550, 5 KW (DA-1)	, TALK/NEWS	ABC I, NBC, $	17.00 (Katz)	
KFQD, 750, 50 KW	, AC	, $	31.00 (Mc-Guild)	
KHAR, 590, 5 KW (DA-1)	, BTFL/EZ	, $	14.00 (Tacher)	
KKSD, 1080, 10 KW (DA-1)	, NOSTALGIA	SMN, ABC E, $	11.00 (MMR)	Comm. Pacific
KYAK, 650, 50 KW (DA-1)	, COUNTRY	MBS, $	20.00 (Christal)	Olympia
KASH-F, 107.5, 100 KW @ -300,	COUNTRY	ABC E, $	22.00 (MMR)	Comm. Pacific
KEAG-F, 97.3, 100 KW @ 590,	OLDIES	, $	20.00 (Republic)	
KBFX-F, 100.5, 25 KW @ 179,	CLASSIC ROCK	, $	17.00 (Katz)	
KGOT-F, 101.3 26 KW @ -70,	CHR	MBS, $	34.00 (Christal)	Olympia
KKLV-F, 104.1 55 KW @ 61,	AC	APR, $	15.00 (Tacher)	
KLEF-F, 98.1, 25 KW @ -85,	CLASSICAL	, $	18.00 (CMBS)	
KNIK-F, 105.3, 60 KW @ 260,	JAZZ/NAC	CBS, $	15.00 (Roslin)	
KPXR-F, 102.1, 25 KW @ 165,	CHR	, $	31.00 (Katz)	Ingstad
KWHL-F, 106.5, 50 KW @ -99,	AOR	, $	34.00 (Mc-Guild)	
KYMG-F, 98.9, 100 KW @ 500,	AC	APR, $	15.00 (Republic)	

MISCELLANEOUS COMMENTS: KENI-F changed to KBFX-F and format from AC to CLASSIC AOR (Sep)...

APPLETON-OSHKOSH

Arbitron Rank/Pop (12+): 134/258,600

MSA Rank/Pop: 149/316,000
Green Bay ADI
Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 22/14
Diaries: 763/339:1/69.4%
Sample Target: 640
% Below Line: 22.2
% Not Listed: 14.1

1989 Revenue: $7,700,000
HH Inc.: $34,920
Retail $: 2.1 Bil
Pop per Station: 18,471
#1 Biller: WAPL-F $2,200,000

12+ METRO			1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WAPL-F	(AOR)	69/15.6	16.0	12.0	15.2	14.8	----	163/1886	757/29.3	28.7	27.0	96	20.4	87	969	WAPL-F
2.	WIXX-F	(CHR)	48/10.9	8.9	12.7	11.8	9.5	----	184/2310	816/31.6	29.9	30.8	91	15.0	64	858	WIXX-F
3.	WMGV-F	(CHR)	41/ 9.3	8.5	10.4	7.1	6.3	----	51/811	564/21.8	24.0	27.3	101	9.6	41	564	WMGV-F
4.	WROE-F	(EZ)	25/ 5.7	6.7	7.1	9.1	9.0	----	31/427	349/13.5	16.4	15.5	53	4.0	17	232	WROE-F
5.	WHBY	(MOR)	24/ 5.4	3.6	7.6	5.4	8.5	----	26/513	443/17.1	14.2	19.2	72	5.4	23	344	WHBY
6.	WNAM	(BB)	22/ 5.0	4.3	1.8	2.2	4.5	----	33/385	236/ 9.1	13.0	10.0	86	3.5	15	190	WNAM
7.	WYNE	(C)	20/ 4.5	4.7	3.8	5.2	5.0	----	25/365	224/ 8.7	10.4	9.1	76	3.3	14	154	WYNE
8.	WDUZ-F	(EZ)	18/ 4.1	3.6	2.2	3.9	2.3	----	86/948	229/ 8.9	9.0	7.5	105	1.6	7	132	WDUZ-F
9.	WUSW-F	(C)	16/ 3.6	4.9	4.7	4.2	4.8	----	21/285	218/ 8.4	10.4	10.6	119	3.0	13	131	WUSW-F
10.	WGEE	(C)	14/ 3.2	3.2	1.8	2.2	2.5	----	43/591	194/ 7.5	8.0	6.7	94	2.8	12	184	WGEE
11.	WOSH	(MOR)	12/ 2.7	3.4	5.1	3.9	4.3	----	14/242	181/ 7.0	9.1	10.6	78	4.0	17	287	WOSH
	WKFX-F	(O)	12/ 2.7	3.8	3.1	4.9	4.5	----	26/505	292/11.3	12.3	10.3	193	4.2	18	285	WKFX-F

12+ FM SHARE (METRO): 69.13% (262 of 379) (FAL 88: 65.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIXX-F	1 WAPL-F>>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>	1 WROE-F	1 WAPL-F	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F
2 WMGV-F	2 WIXX-F	2 WIXX-F	2 WIXX-F<	2 WIXX-F	2 WNAM	2 WIXX-F	2 WIXX-F	2 WIXX-F	2 WIXX-F>	2 WIXX-F>
3 WAPL-F	3 WMGV-F	3 WMGV-F	3 WMGV-F>	3 WMGV-F>	WHBY	3 WMGV-F>	3 WMGV-F	3 WMGV-F>	3 WMGV-F>	3 WMGV-F
4	4	4	4 WKFX-F	4 WKFX-F	4 WYNE	4 WHBY >	4 WROE-F	4 WROE-F	4 WROE-F	4 WYNE
5	5	5	5 WUSW-F	5 WDUZ-F	5 WDUZ-F	5 WNAM	5 WHBY	5 WYNE	WOSH	5
6	6	6	6	WUSW-F	6 WGEE	6	6	6	6 WYNE	6
				WNAM	WAPL-F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPL-F	1 WAPL-F	1 WAPL-F	1 WAPL-F<	1 WIXX-F	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>
2 WIXX-F	2 WIXX-F	2 WIXX-F	2 WIXX-F	WMGV-F	2 WIXX-F>	2 WIXX-F>	2 WIXX-F>	2 WIXX-F	2 WIXX-F
3 WMGV-F>>	3 WMGV-F	WMGV-F>>	3 WMGV-F	3 WAPL-F>	3 WMGV-F>	3 WMGV-F	3 WMGV-F	3 WMGV-F	3 WMGV-F
4 WFON-F	4	4	4	4 WDUZ-F	4 WYNE >>	4	4 WOZZ-F	4	4 WKFX-F
5	5	5	5	WROE-F	5	5	WKFX-F	5	5 WNAM
									WHBY

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		89 (2)	89 (2)	23.5	27.0
AOR/CLASSIC		69 (1)	69 (1)	18.2	14.0
AC/OLDIES/SOFT ROCK	7 (1)	29 (4)	36 (5)	9.5	10.1
MOR/VARIETY	39 (3)		39 (3)	10.3	16.1
COUNTRY	34 (2)	20 (2)	54 (4)	14.2	12.5
BLACK/URBAN					
BEAUTIFUL/EASY		43 (2)	43 (2)	11.3	10.9
NEWS/TALK					
NOSTALGIA	28 (2)		28 (2)	7.4	3.1
RELIGION/GOSPEL		9 (1)	9 (1)	2.4	1.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	9 (1)	3 (1)	12 (2)	3.2	4.7
	117 (9)	262 (13)	379 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEMI-F	100.1	Neenah-Menasha	2.0/5.1/ 16/ 269
WMBE	1530	Chilton	1.4/2.1/ 21/ 137
WOZZ-F	93.5	New London	2.0/11.6/ 35/ 606
WQWM	1050	Kaukauna	1.6/6.1/ 11/ 291
WRJQ	1570	Appleton	2.0/5.8/ 13/ 252
WFON-F	107.1	Fond Du Lac	1.4/5.7/ 16/ 295
WJLW-F	95.9	De Pere/Gr.Bay	0.9/1.7/ 21/ 287
WMGU-F	104.9	Stevens Point	0.7/2.2/ 3/ 58
WTMJ	620	Milwaukee	0.7/3.3/ 12/ 297
WYCO-F	107.9	Wausau	0.5/1.8/ 6/ 153

RADIO STATIONS

WHBY, 1230,	1 KW	, MOR	CBS,	$ 25.00	(Eastman)	Woodward	
WMBE, 1530,	250 W (DAYS)	, NOSTALGIA	,	$ 6.00	(---)		(CHILTON)
WNAM, 1280,	5 KW/1 KW (DA-1)	, AC	ABC I,	$ 16.00	(K & P)		
WOSH, 1490,	1 KW	, MOR	NBC,	$ 17.00	(HNWH)	Midwest Family	
WQWM, 1050,	1 KW/500 W (DA-2)	, OLDIES	,	$ 13.00	(Katz)		
WRJQ, 1570,	1 KW/331 W	, NOSTALGIA	,	$ 13	(---)		
WYNE, 1150,	5 KW (DA-2)	, COUNTRY	ABC E,	$ 19.00	(Republic)	Fox Valley	
WAPL-F, 105.7,	100 KW @ 410,	AOR	,	$ 46.00	(Eastman)	Woodward	
WKFX-F, 104.9,	1 KW @ 480,	OLDIES	ABC R,	$ 19.00	(Katz)	WinCom	
WMGV-F, 103.9,	3 KW @ 330,	CHR	SOURCE,	$ 23.00	(HNWH)	Midwest Family	
WROE-F, 94.3,	3 KW @ 330,	BTFL/EZ	APR,	$ 21.00	(Republic)	Fox Valley	
WUSW-F, 96.7,	3 KW @ 293,	COUNTRY	ABC I,	$ 15.00	(K & P)		

OTHER RANKED STATIONS -- See Green Bay

ATLANTA

Arbitron Rank/Pop (12+): 12/2,305,200

MSA Rank/Pop: 11/2,830,000
ADI # 12
Average Person Ratings: 17.0
Market TSL: 22.15 hours

Stations: 23/22
Diaries: 2015/1144:1/54.9%
Sample Target: 1840
% Below Line: 0.3
% Not Listed: 11.3

1989 Revenue: $112,000,000
HH Inc.: $31,892
Retail $: 24.4 Bil
Pop per Station: 104,781
#1 Biller: WSB $13,300,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WVEE-F (B)	510/13.1	14.4	9.9	8.8	7.8	11.6	586/4942	4274/18.5	17.1	16.6	94	18.6	842	6629	WVEE-F
2. WPCH-F (EZ)	341/ 8.7	6.6	8.1	9.9	7.6	8.3	387/4842	4193/18.2	16.9	16.1	92	6.7	301	3372	WPCH-F
3. WSB -F (AC)	338/ 8.6	9.5	9.6	9.2	10.4	9.2	394/6096	5230/22.7	22.5	23.6	129	7.7	347	4257	WSB -F
4. WAPW-F (CHR)	317/ 8.1	9.5	9.4	8.9	7.8	9.0	447/6155	4445/19.3	21.2	16.6	47	10.6	481	5041	WAPW-F
5. WSB (MOR)	298/ 7.6	5.8	7.3	6.4	7.4	6.8	307/5156	4872/21.1	19.2	20.0	72	5.7	259	3632	WSB
6. WKLS-F (AOR)	274/ 7.0	6.8	5.8	6.4	8.3	6.5	349/4750	3816/16.6	16.5	17.5	86	10.1	456	4876	WKLS-F
7. WFOX-F (O)	228/ 5.8	5.3	5.2	5.3	4.2	5.4	351/5346	3814/16.5	15.6	15.0	141	5.1	233	3404	WFOX-F
8. WYAY-AF (C)	217/ 5.5	4.6	8.2	7.2	8.2	6.4	285/4246	2840/13.4	20.4	20.6	105	6.9	229	3276	WYAY-AF
9. WKHX-F (C)	184/ 4.7	7.1	7.7	7.7	6.4	6.8	236/3493	2547/11.0	15.0	12.8	115	4.7	211	2167	WKHX-F
10. WZGC-F (AOR)	183/ 4.7	6.1	5.7	4.9	5.5	5.3	206/3586	3224/14.0	14.9	17.7	123	5.1	230	3290	WZGC-F
11. WSTR-AF (AC)	148/ 3.8	4.5	3.3	5.2	4.3	4.2	168/3367	3117/13.5	14.8	14.3	129	4.5	201	3353	WSTR-AF
12. WAOK (G)	143/ 3.7	3.4	2.8	3.1	2.9	3.3	143/1448	1448/ 6.3	6.8	5.3	97	2.5	112	1279	WAOK
13. WGST (N/T)	136/ 3.5	2.6	3.4	2.5	2.5	3.0	151/2451	2359/10.2	10.2	8.7	106	2.7	122	1816	WGST
14.															

12+ FM SHARE (METRO): 79.62% (2759 of 3465) (FAL 88: 80.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPW-F>>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F	1 WVEE-F	1 WPCH-F	1 WVEE-F	1 WSB -F<	1 WVEE-F>	1 WVEE-F>	1 WVEE-F>>
2 WVEE-F>>	2 WKLS-F	SB -F	2 WSB -F>	2 WSB -F>	2 WSB >	2 WSB	2 WPCH-F<	2 WSB -F<	2 WAPW-F>	2 WSB >>
3 WKLS-F	3 WAPW-F<	3 WKLS-F	3 WFOX-F>	3 WFOX-F<	3 WSB -F	3 WSB -F	3 WVEE-F>	3 WPCH-F<	3 WKLS-F	3 WPCH-F
4	4 WSB -F	4 WFOX-F	4 WKLS-F<	4 WPCH-F>	4 WYAY-AF	4 WPCH-F	4 WKLS-F	4 WAPW-F	4 WSB	4 WAOK >>
5	5 WZGC-F	5 WAPW-F<	5 WZGC-F<	5 WKLS-F<	WFOX-F	5 WAPW-F<	5 WFOX-F<	5 WKLS-F	5 WSB -F	5 WYAY-F
6	6 WSTR-AF	6 WZGC-F	6 WPCH-F	6 WZGC-F<	6 WVEE-F	6 WKLS-F	6 WYAY-AF	6 WSB	6 WPCH-F	WSB -F
7	7 WKHX-F	7 WPCH-F	7	7 WYAY-AF	7 WGST	7 WYAY-AF	7 WAPW-F	WFOX-F<	7 WFOX-F>	7 WAPW-F
8	8	8	8		8		8	8 WYAY-AF	8 WYAY-AF	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVEE-F	1 WVEE-F	1 WSB -F<	1 WVEE-F<	1 WSB -F	1 WVEE-F	1 WVEE-F>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F>
2 WAPW-F	2 WSB -F	2 WVEE-F>	2 WSB -F>	2 WVEE-F>	2 WKLS-F	2 WKLS-F>	2 WKLS-F	2 WKLS-F>	2 WKLS-F
3 WKLS-F>	3 WAPW-F	3 WSTR-AF>	3 WFOX-F<	3 WPCH-F	3 WAPW-F>	3 WZGC-F	3 WZGC-F>	3 WZGC-F	3 WFOX-F<
4 WSB -F>	4 WKLS-F	4 WFOX-F<	4 WAPW-F	4 WFOX-F	4 WZGC-F	4 WAPW-F	4 WSB -F	4 WSB -F<	4 WZGC-F<
5 WZGC-F<	5 WSTR-AF	5 WZGC-F<	5 WPCH-F	5 WYAY-AF<	5 WYAY-AF	5 WSTR-AF	WKHX-F	5 WFOX-F	5 WSB -F
6 WSTR-AF	6 WZGC-F	6 WAPW-F	6 WSTR-AF<	6 WKHX-F	6 WKHX-F	6 WKHX-F	6 WSTR-AF	6 WAPW-F	6 WPCH-F
WPCH-F	7 WFOX-F	7 WKLS-F	7 WKLS-F<	7 WAOK	7 WSTR-AF	7 WSB -F	7 WAPW-F	7 WSB <	7 WSB
8 WAOK	8	WAOK	8 WYAY-AF	8 WSTR-AF	8 WSB -F	8	8	8 WYAY-AF	8
			9 WKHX-F					9 WKHX-F	

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		317 (1)	317 (1)	9.1	15.1
AOR/CLASSIC		457 (2)	457 (2)	13.2	9.3
AC/OLDIES/SOFT ROCK	6 (1)	708 (3)	714 (4)	20.6	21.4
MOR/VARIETY	298 (1)		298 (1)	8.6	8.4
COUNTRY		401 (3)	401 (3)	11.6	14.1
BLACK/URBAN	18 (1)	510 (1)	528 (2)	15.2	13.7
BEAUTIFUL/EASY		341 (1)	341 (1)	9.8	8.6
NEWS/TALK	176 (2)		176 (2)	5.1	3.5
NOSTALGIA					
RELIGION/GOSPEL	143 (1)	13 (1)	156 (2)	4.5	1.7
SPANISH					
CLASSICAL	14 (1)		14 (1)	0.4	0.4
JAZZ/NEW AGE					
UNKNOWN/OTHERS	51 (3)	12 (1)	63 (4)	1.8	0.9
	706 (10)	2759 (13)	3465 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA /SHARE/RTG/AQH /CUME
WAFS	920	Atlanta	0.3/0.5/12/124
WALR-F	104.7	Athens/Atlanta	0.3/2.0/46/991
WCNN	680	No. Atlanta	1.0/5.0/40/1183
WGKA	1190	Atlanta	0.4/0.8/14/180
WIGO	1340	Atlanta	0.5/0.0/18/500
WNIV	970	Atlanta	0.4/1.1/14/263
WXLL	1310	Decatur	0.6/0.8/25/194
WVFJ-F	93.3	Manchester	0.3/1.6/25/508

AM STATIONS

WAOK, 1380, 5 KW	, BLACK	NBN, NBC,	$ 60.00	(Mc-Guild)	Summit
WCNN, 680, 50 KW/10 KW (DA-N)	, NEWS/TALK	CNN, NBC,	$ 42.00	(HNWH)	
WGST, 640, 50 KW/1 KW (DA-2)	, NEWS/TALK	ABC I, NBS,	$ 80.00	(Eastman)	Jacor
WGKA, 1190, 10 KW (DAYS)	, CLASSICAL	,	$ 36.00	(CMBS)	
WIGO, 1340, 1 KW (DA-1)	, BLACK	SBN,	$ 40.00	(---)	
WKHX, 590, 5 KW (DA-N)	, BASIC SIMULCAST WITH WKHX-F				
WNIV, 970, 5 KW (DAYS, DA)	, RELIGION	,	$ 20.00	(---)	
WQXI, 790, 5 KW/1 KW (DA-N)	, SIMULCAST WITH WSTR-F				
WSB , 750, 50 KW	, MOR/TALK	ABC T, APR.	$ 190.00	(Christal)	Cox

FM STATIONS

WAPW, 99.7, 100 KW @ 1000, CHR	,	$ 154.00	(Durpetti)	Susquehanna
WFOX, 97.1, 97 KW @ 1566, OLDIES	,	$ 145.00	(MMR)	Shamrock
WKHX, 101.5, 99 KW @ 950, COUNTRY	,	$ 175.00	(Republic)	Cap Cities/ABC
WKLS, 96.1, 99 KW @ 950, AOR	,	$ 170.00	(Katz)	Great American
WPCH, 94.9, 99 KW @ 986, BTFL/EZ	CBS,	$ 165.00	(Eastman)	Jacor
WSTR, 94.1, 100 KW @ 914, AC	,	$ 170.00	(Banner)	Jeff-Pilot
WSB , 98.5, 100 KW @ 920, AC	,	$ 213.00	(Christal)	Cox
WVEE, 103.3, 100 KW @ 1022, BLACK	SOURCE,	$ 200.00	(Mc-Guild)	Summit
WYAY, 106.7, 99 KW @ 1400, COUNTRY	,	$ 195.00	(MMR)	NewCity (GAINESVILLE)
WYAI, 104.1, 60 KW @ 1200, COUNTRY (BASIC SIMULCAST WITH WYAY-F)				
WZGC, 92.9, 99 KW @ 910, CLASSIC AOR	,	$ 147.00	(HNWH)	Cook Inlet

CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES
WQXI-F changes to WSTR-F (Nov)	We have classified WQXI (now WSTR) as AC for a number of years...	

MISCELLANEOUS COMMENTS: WYAY and WYAI are simulcasted and their figures are combined for the purpose of these rankings even though Arbitron's software would not allow them to accomplish this.

ATLANTIC CITY

Arbitron Rank/Pop (12+): 164/182,300

MSA Rank/Pop: 151/316,000
Philadelphia ADI
Average Person Ratings: 18.7
Market TSL: 25.00 hours

Stations: 31/9
Diaries: 668/273:1/48.0%
Sample Target: 550
% Below Line: 36.4
% Not Listed: 13.5

1989 Revenue: $7,500,000
HH Inc.: $25,262
Retail $: 3.0 Bil
Pop per Station: 20,255
#1 Biller: WAYV-F $2,600,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFPG-F (EZ)	34/10.0	8.8	12.3	14.2	----	----	41/512	399/21.9	19.9	19.6	120				WFPG-F
WAYV-F (AC)	34/10.0	14.4	13.3	17.7	----	----	36/471	464/25.5	31.2	27.2	127				WAYV-F
3. WUSS (B)	27/ 7.9	5.6	4.6	1.3	----	----	27/196	196/10.8	10.4	8.7	110				WUSS
4. WZXL-F (AOR)	22/ 6.5	4.4	4.6	2.8	----	----	47/496	279/15.3	11.5	9.9	143				WZXL-F
WRDR-F (BB)	22/ 6.5	3.8	2.5	4.4	----	----	26/225	165/ 9.1	7.7	6.0	42				WRDR-F
6. WMID (AC)	18/ 5.3	6.2	7.7	7.9	----	----	23/282	244/13.4	10.8	14.5	51				WMID
WMGM-F (CHR)	18/ 5.3	7.6	8.3	6.3	----	----	28/432	286/15.7	19.5	16.0	100				WMGM-F
8. WSLT-F (CL)	17/ 5.0	0.3	0.6	0.6	----	----	31/280	167/ 9.2	2.8	4.3	54				WSLT-F
9. WMMR-F (AOR)	15/ 4.4	5.3	4.0	6.3	----	----	17/369	280/15.4	15.1	11.7	136				WMMR-F
10. WMID-F (AC)	11/ 3.2	3.8	5.6	3.2	----	----	11/208	172/ 9.4	11.6	16.3	103				WMID-F

12+ FM SHARE (METRO): 78.64% (232 of 295) (FAL 88: 81.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F	1 WZXL-F	1 WAYV-F	1 WAYV-F	1 WAYV-F	1 WFPG-F	1 WAYV-F	1 WFPG-F>	1 WFPG-F	1 WMID >	1 WCAU
WUSS	WAYV-F>	2 WZXL-F	2 WFPG-F	2 WFPG-F	2 WRDR-F	2 WUSS	2 WAYV-F	2 WAYV-F>	2 WAYV-F	WUSS
WMGM-F	3 WMMR-F	3 WFPG-F	3 WZXL-F	3 WZXL-F	3 WMID	3 WFPG-F	3 WZXL-F	3 WZXL-F	3 WFPG-F	3 WMID
WAYV-F>	4 WMGM-F	4 WUSS	4 WUSS	4 WUSS >	4 WUSS	4 WRDR-F	4 WRDR-F>	4 WSLT-F	4 WUSS	WFPG-F
5 WBSS-F	5 WUSS	5 WMMR-F	5 WMMR-F	5 WMMR-F	5 WSLT-F	5 WMID	5 WSLT-F	5 WRDR-F<	5	WAYV-F
6	6	WMGM-F	6 WMGM-F	6	6	6	6	6 WUSS	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMGM-F	1 WAYV-F>	1 WAYV-F>	1 WAYV-F	1 WFPG-F	1 WZXL-F	1 WZXL-F>	1 WZXL-F>>	1 WZXL-F	1 WZXL-F
2 WAYV-F>	2 WZXL-F	2 WUSS >	2 WFPG-F	2 WAYV-F	WAYV-F>	2 WAYV-F	2 WMMR-F	2 WAYV-F>	2 WAYV-F>
3 WZXL-F>	WMGM-F	3 WZXL-F>	3 WUSS	3 WUSS	3 WMMR-F>	3 WMMR-F	WAYV-F>>	3 WMMR-F>	3 WMMR-F
4 WXTU-F	4 WUSS	4 WUSL-F	WMGM-F	4	4 WYSP-F	4	4	4 WUSS	WFPG-F
WMMR-F	5 WMMR-F	WMMR-F	5 WZXL-F	5	WSLT-F	5	5	WFPG-F	5
WFPG-F>>	WFPG-F	WFPG-F>>	6	6	WUSS	6	6	6	6
					WMID-F>>				

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		31 (4)	31 (4)	10.5	26.6
AOR/CLASSIC		49 (4)	49 (4)	16.6	10.9
AC/OLDIES/SOFT ROCK	18 (1)	53 (6)	71 (7)	24.1	12.0
MOR/VARIETY					
COUNTRY		10 (1)	10 (1)	3.4	5.2
BLACK/URBAN	28 (2)	6 (1)	34 (3)	11.5	11.2
BEAUTIFUL/EASY	6 (1)	36 (2)	42 (3)	14.2	16.5
NEWS/TALK	10 (3)	5 (1)	15 (4)	5.1	1.5
NOSTALGIA		22 (1)	22 (1)	7.5	12.4
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		19 (2)	19 (2)	6.4	
JAZZ/NEW AGE					
UNKNOWN/OTHERS	1 (1)	1 (1)	2 (2)	0.7	3.7
	63 (8)	232 (23)	295 (31)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFPG	1450	Atlantic City	1.8/6.1/ 7/ 119
WOND	1400	Pleasntvl/AtlCt	0.3/5.1/ 5/ 116
KYW	1060	Philadelphia	0.6/3.9/ 6/ 193
WBSS-F	97.3	Millville/Vnlnd	2.1/8.4/ 10/ 268
WCAU	1210	Philadelphia	1.8/6.4/ 15/ 273
WCMC	1230	Wildwood	0.3/1.3/ 8/ 136
WEAZ-F	101.1	Philadelphia	0.6/4.1/ 3/ 98
WEGX-F	106.1	Philadelphia	0.6/4.2/ 2/ 77
WFLN-F	95.7	Philadelphia	0.6/2.1/ 2/ 61
WIOQ-F	102.1	Philadelphia	2.1/7.4/ 7/ 134
WIP	610	Philadelphia	0.6/3.3/ 3/ 107
WKSZ-F	100.3	Media	0.6/2.9/ 2/ 53
WKTU-F	98.3	Ocean City	1.2/3.2/ 8/ 165
WMGK-F	102.9	Philadelphia	0.6/2.5/ 2/ 46
WOGL-F	98.1	Philadelphia	0.6/3.1/ 3/ 70
WSNI-F	104.5	Philadelphia	0.6/1.7/ 2/ 52
WUSL-F	98.9	Philadelphia	1.8/6.0/ 6/ 109
WVLT-F	92.1	Vineland	0.3/1.9/ 1/ 34
WWDB-F	96.5	Philadelphia	1.5/2.7/ 12/ 119
WXTU-F	92.5	Philadelphia	2.9/7.0/ 12/ 179
WYSP-F	94.1	Philadelphia	1.5/5.4/ 6/ 136

RADIO STATIONS

WFPG, 1450, 1 KW , EZ

WMID, 1400, 1 KW , OLDIES ABC, MBS, $ 14.00 (Mc-Guild)

WOND, 1490, 1 KW/250 W , BLACK ABC E, MBS, $ 16.00 (K & P)

WAYV-F, 95.1, 50 KW @ 330, CHR , $ 42.00 (Katz) Ragan Henry (P)

WFPG-F, 96.9, 50 KW @ 400, SOFT AC , $ 31.00 (Eastman) Hartstone-Dickstein

WMGM-F, 103.7, 50 KW @ 395, CHR , $ 24.00 (Mc-Guild)

WMID-F, 99.3, 3 KW @ 290, AC , $ 19.00 (Republic)

WZXL-F, 100.7, 38 KW @ 330, AOR , $ 16.00 (Durpetti) (WILDWOOD)

OTHER RANKED STATIONS -- See Philadelphia

MISCELLANEOUS COMMENTS: WAYV-F sold to Ragan Henry for $17,000,000 (Mahlman)

AUSTIN

Arbitron Rank/Pop (12+): 58/634,000

MSA Rank/Pop: 66/753,000
ADI # 72
Average Person Ratings: 16.1
Market TSL: 21.50 hours

Stations: 22/18
Diaries: 1150/551:1/49.4%
Sample Target: 1000
% Below Line: 2.3
% Not Listed: 18.5

1989 Revenue: $23,000,000
HH Inc.: $27,114
Retail $: 5.3 Bil
Pop per Station: 35,222
#1 Biller: KASE-F $4,500,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KASE-F (C)	157/15.4	12.7	13.4	13.4	14.9	13.7	238/2278	1567/24.7	23.6	24.0	116	15.3	166	1639	KASE-F
2. KLBJ-F (AOR)	108/10.6	9.2	8.7	9.6	9.9	9.5	129/1732	1398/22.1	22.7	23.9	92	11.8	128	1643	KLBJ-F
3. KBTS-F (CHR)	92/ 9.0	10.2	11.0	9.4	9.1	9.9	165/2365	1498/23.6	26.4	21.8	67	11.5	125	2037	KBTS-F
4. KKMJ-F (AC)	80/ 7.8	7.0	7.2	9.4	8.9	7.8	87/1330	1198/18.9	17.1	20.3	137	6.9	75	1197	KKMJ-F
5. KHFI-F (CHR)	67/ 6.6	6.0	7.0	6.3	5.4	6.5	71/1215	1162/18.3	20.8	17.5	48	9.4	102	1750	KHFI-F
6. KLBJ (N/T)	43/ 4.2	4.3	4.3	4.5	5.3	4.3	53/1124	992/15.6	13.4	14.5	79	4.1	45	861	KLBJ
KEYI-F (AC)	43/ 4.2	4.6	5.5	6.4	6.8	5.2	60/1099	864/13.6	13.5	17.0	131	4.1	45	670	KEYI-F
8. KPEZ-F (AOR)	42/ 4.1	4.3	4.5	2.4	3.5	3.8	43/743	730/11.5	13.4	13.6	120	4.0	43	716	KPEZ-F
9. KVET (C)	27/ 2.6	2.2	2.3	2.7	2.4	2.5	29/452	396/ 6.2	7.7	6.9	100	1.9	21	340	KVET
10. KLTD-F (O)	24/ 2.4	3.2	2.3	3.0	----	2.7	47/798	471/ 7.4	7.9	0.0	146	1.1	12	408	KLTD-F
11. KAPT-F (EZ)	23/ 2.3	2.4	1.3	4.1	2.9	2.5	25/461	366/ 5.8	6.9	6.9	91	2.0	22	299	KAPT-F
12. KQFX-F (O)	22/ 2.2	3.1	4.4	3.2	4.5	3.2	22/518	503/ 7.9	11.3	15.4	145	2.9	31	470	KQFX-F
KGSR-F (J/NA)	22/ 2.2	2.9	2.4	----	----	1.9	22/458	446/ 7.0	6.9	0.0	159	4.4	48	665	KGSR-F
14. KTXZ (SP)	19/ 1.9	1.6	1.3	1.4	0.7	1.5	19/174	174/ 2.7	1.8	2.5	137	0.4	4	70	KTXZ
15. KFON (T)	18/ 1.8	1.1	1.3	1.6	2.2	1.5	18/260	236/ 3.7	4.0	2.9	28	1.5	16	219	KFON

12+ FM SHARE (METRO): 83.03% (690 of 831) (FAL 88: 82.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBTS-F	1 KLBJ-F>	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KASE-F>>	1 KASE-F>	1 KASE-F>	1 KASE-F	1 KASE-F<	1 KASE-F>>
2 KHFI-F	2 KBTS-F	2 KLBJ-F>	2 KLBJ-F	2 KKMJ-F	2 KKMJ-F	2 KLBJ-F	2 KLBJ-F<	2 KLBJ-F>	2 KBTS-F	2 KKMJ-F
3	3 KASE-F	3 KKMJ-F	KKMJ-F>	3 KLBJ-F>	3 KLBJ >	3 KKMJ-F	3 KKMJ-F>	3 KBTS-F	3 KLBJ-F	3 KLBJ
4	4 KHFI-F	KBTS-F>	4 KBTS-F	4 KBTS-F	4 KVET	4 KBTS-F>	4 KBTS-F>	4 KKMJ-F>	KHFI-F>	4 KBTS-F
5	5 KKMJ-F	5 KHFI-F	5 KEYI-F	5 KEYI-F	5 KAPT-F	5 KHFI-F<	5 KPEZ-F<	5 KHFI-F	5 KKMJ-F	5 KLBJ-F
6	6 KPEZ-F	6 KPEZ-F<	6 KPEZ-F	6 KPEZ-F	6	6 KLBJ	6 KEYI-F	6 KEYI-F	6	6 KEYI-F
		7 KEYI-F				7 KEYI-F				7 KHFI-F>>

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KBTS-F>	1 KBTS-F>	1 KBTS-F	1 KASE-F	1 KASE-F
2 KHFI-F	2 KLBJ-F	2 KKMJ-F	2 KBTS-F<	2 KKMJ-F>
3 KLBJ-F	3 KASE-F<	3 KLBJ-F	3 KKMJ-F>	3 KBTS-F
4 KASE-F>	4 KKMJ-F	4 KASE-F	4 KLBJ-F	4 KEYI-F
5 KKMJ-F	KHFI-F	5 KEYI-F	5 KEYI-F	5 KLBJ-F
6 KPEZ-F	6 KEYI-F	6 KPEZ-F	6 KHFI-F	6
KEYI-F	7 KPEZ-F	7 KHFI-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLBJ-F>>	1 KLBJ-F>>	1 KLBJ-F>	1 KLBJ-F	1 KASE-F>
2 KHFI-F	2 KASE-F>	2 KASE-F>	2 KASE-F>>	2 KLBJ-F>
3 KBTS-F	3 KBTS-F	3 KPEZ-F	3 KKMJ-F	3 KKMJ-F
4 KASE-F>>	4 KHFI-F	4 KBTS-F	4 KPEZ-F	4 KPEZ-F
5 KPEZ-F	5 KPEZ-F	5 KKMJ-F	KBTS-F<	5 KLBJ
KKMJ-F	6	6 KGSR-F	6 KHFI-F	6 KLTD-F
				KGSR-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		159 (2)	159 (2)	19.1	18.2
AOR/CLASSIC		155 (3)	155 (3)	18.7	16.7
AC/OLDIES/SOFT ROCK	4 (1)	169 (4)	173 (5)	2C.8	29.0
MOR/VARIETY					
COUNTRY	27 (1)	157 (1)	184 (2)	22.1	21.7
BLACK/URBAN					
BEAUTIFUL/EASY		23 (1)	23 (1)	2.8	2.7
NEWS/TALK	67 (3)		67 (3)	8.1	8.3
NOSTALGIA					
RELIGION/GOSPEL	4 (1)		4 (1)	0.5	1.2
SPANISH	26 (2)	5 (1)	31 (3)	3.7	0.9
CLASSICAL					
JAZZ/NEW AGE		22 (1)	22 (1)	2.6	
UNKNOWN/OTHERS	13 (1)		13 (1)	1.6	1.2
	141 (9)	690 (13)	831 (22)		

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
KIXL	970	Del Valle/Austn	0.4/2.8/ 4/ 180
KMOW	1490	Austin	0.4/1.8/ 5/ 137
KTAE	1260	Taylor	1.3/1.8/ 19/ 183
KISS-F	99.5	San Antonio	0.5/2.2/ 5/ 138
KSAH	720	Universal City	0.7/1.5/ 10/ 156
KZVE-F	107.5	San Antonio	0.5/1.9/ 5/ 150
WOAI	1200	San Antonio	0.6/3.2/ 20/ 404

RADIO STATIONS

KIXL,	970,	1 KW	, GOSPEL/BLACK	,	$ 10.00	(Republic)		
KLBJ,	590,	5 KW/1 KW (DA-N)	, NEWS/TALK	CBS, MBS,	$ 40.00	(Eastman)		
KFON,	1370,	5 KW/500 W (DA-2)	, TALK	ABC T,	$ 18.00	(K & P)		
KTXZ,	1560,	2.5 KW (DA-2)	, HISPANIC	US 2,	$ 12.00	(Katz Hisp.)		
KVET,	1300,	5 KW/1 KW (DA-2)	, COUNTRY	ABC I,	$ 31.00	(Katz)		
KAPT-F,	94.7,	97 KW @ 1154,	BTFL/EZ	,	$ 23.00	(Durpetti)		(LULING)
KASE-F,	100.7,	100 KW @ 1190,	COUNTRY	,	$ 100.00	(Katz)		
KBTS-F,	93.3,	93 KW @ 1983,	CHR	,	$ 60.00	(Christal)	Genesis/Booth	
KEYI-F,	103.5,	90 KW @ 1260,	AC	,	$ 50.00	(Republic)	Degree	
KGSR-F,	107.1,	3 KW @ 300,	JAZZ/NAC	,	$ 25.00	(Mc-Guild)	Beta	(BASTROP)
KHFI-F,	98.3,	1 KW @ 420,	CHR	,	$ 48.00	(Republic)	Encore	
KKMJ-F,	95.5,	100 KW @ 1000,	AC	,	$ 83.00	(CBS)	Keymarket	
KLBJ-F,	93.7,	97 KW @ 1057,	AOR	,	$ 75.00	(Eastman)		
KLTD-F,	99.1,	19 KW @ 300,	OLDIES	TRNSTR,	$ 25.00	(Torbet)	Shamrock-Lynett	(LAMPASAS) ---
KPEZ-F,	102.3,	3 KW @ 300,	CLASSIC AOR	,	$ 39.00	(Christal)	Clear Channel	
KQFX-F,	96.7,	28 KW @ 300,	OLDIES	,	$ 32.00	(Banner)	Capitol-Johnson	(GEORGETOWN)

MISCELLANEOUS COMMENTS: KOKE changes to KFON and format change from EZ to TALK (Nov)...

BAKERSFIELD

Arbitron Rank/Pop (12+): 98/357,700
MSA Rank/Pop: 93/531,000
ADI # 141
Average Person Ratings: 16.0
Market TSL: 21.50 hours

Stations: 26/23
Diaries: 809/442:1/48.2%
Sample Target: 750
% Below Line: 2.8
% Not Listed: 16.3

1989 Revenue: $14,000,000
HH Inc.: $27,865
Retail $: 3.3 Bil
Pop per Station: 15,552
#1 Biller: KUZZ-AF $2,800,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KUZZ-AF (C)	104/18.2	18.4	18.0	15.4	24.1	----	126/1395	1029/28.8	39.4	31.0	109	27.9	161	1624	KUZZ-AF
2. KKXX-F (CHR)	76/13.3	13.2	11.9	6.7	----	----	78/1099	1071/29.9	27.9	29.2	68	14.6	84	1137	KKXX-F
3. KWAC (SP)	45/ 7.9	7.2	4.5	3.4	6.5	----	49/395	373/10.4	9.0	8.4	104	3.1	18	233	KWAC
4. KLLY-F (AC)	28/ 4.9	4.8	4.5	3.3	4.5	----	34/478	429/12.0	11.4	10.4	129	4.0	23	344	KLLY-F
5. KGFM-F (EZ)	27/ 4.7	6.8	8.0	6.8	6.3	----	27/398	366/10.2	12.5	13.0	81	2.6	15	374	KGFM-F
KERN (MOR)	27/ 4.7	6.2	5.0	4.6	4.7	----	27/448	438/12.2	11.9	12.2	115	3.5	20	355	KERN
7. KKBB-F (AOR)	25/ 4.4	8.4	8.0	5.2	1.1	----	25/345	345/ 9.6	14.2	12.4	114	6.9	40	392	KKBB-F
8. KERN-F (O)	22/ 3.9	4.8	6.2	9.6	7.9	----	27/521	466/13.0	17.6	20.7	146	6.1	35	601	KERN-F
9. KAFY (SP)	20/ 3.5	2.7	2.4	2.0	5.3	----	20/241	223/ 6.2	6.4	5.3	109	4.7	27	267	KAFY
10. KIWI-F (CL)	14/ 2.5	2.1	1.4	1.5	2.3	----	15/252	208/ 5.8	4.8	3.3	100	0.7	4	165	KIWI-F
11. KGEO (O)	13/ 2.3	3.5	5.0	5.0	2.1	----	13/305	305/ 8.5	10.8	11.1	139	2.4	14	385	KGEO
12. KBOS-F (CHR)	12/ 2.1	1.7	2.4	2.1	2.6	----	83/863	129/ 3.6	5.8	4.9	14	5.9	34	483	KBOS-F
KKRV-F (?)	12/ 2.1	0.6	0.7	0.7	3.1	----	12/105	105/ 2.9	1.5	1.7	90				KKRV-F

12+ FM SHARE (METRO): 61.72% (295 of 478) (FAL 88: 65.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKXX-F	1 KKXX-F>	1 KUZZ-AF	1 KUZZ-AF>	1 KUZZ-AF>>	1 KUZZ-AF>>	1 KUZZ-AF>	1 KUZZ-AF>>	1 KUZZ-F>	1 KKXX-F>	1 KSEQ-F<
2	2 KUZZ-AF>	2 KKXX-F>	2 KKXX-F	2 KKXX-F	2 KWAC >	2 KKXX-F	2 KKXX-F>	2 KKXX-F>	2 KUZZ-AF>>	2 KUZZ <
3	3 KKBB-F	3 KWAC	3 KWAC	3 KWAC	3 KGFM-F	3 KWAC >	3 KWAC<	3 KWAC<	3	3 KKXX-F
4	4 KLLY-F>	4 KLLY-F	4 KLLY-F	4 KLLY-F	4 KERN	4 KERN	4 KERN	4 KGFM-F	4	4 KWAC
5	5 KERN-F	KKBB-F	5 KERN-F	5 KERN-F<	5	5 KLLY-F	5 KKBB-F	5 KERN	5	5 KUZZ-F>
6	6	6	6	6 KERN	6	6	KGFM-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKXX-F>>	1 KKXX-F>>	1 KKXX-F>>	1 KKXX-F<	1 KUZZ-AF>	1 KKXX-F	1 KUZZ-AF	1 KUZZ-AF>	1 KUZZ-AF>	1 KUZZ-AF>>
2 KUZZ-AF>>	2 KUZZ-AF>	2 KUZZ-AF	2 KUZZ-AF>	2 KWAC	2 KKBB-F>>	2 KKXX-F	2 KKXX-F	2 KKXX-F	2 KKXX-F
3 KLLY-F	3 KLLY-F>	KWAC	3 KWAC	KKXX-F>	3 KUZZ-AF	3 KKBB-F>	3 KLLY-F	3 KKBB-F	KERN
4 KBOS-F	4 KWAC	KLLY-F	4 KLLY-F>	4 KLLY-F	KBOS-F>	4 KLLY-F	KKBB-F	4 KERN	4 KWAC
KGFM-F	5 KAFY	5 KKBB-F	5 KGFM-F	5 KGFM-F	5 KWAC	KERN-F	KERN-F>	5 KWAC	KKBB-F
6	6	KAFY	KERN-F	6	KBAD >>	6	6	KERN-F	KERN-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		88 (2)	88 (2)	18.4	23.7
AOR/CLASSIC		25 (1)	25 (1)	5.2	9.2
AC/OLDIES/SOFT ROCK	13 (1)	50 (2)	63 (3)	13.2	12.5
MOR/VARIETY	33 (2)		33 (2)	6.9	8.0
COUNTRY	43 (1)	61 (1)	104 (2)	21.8	21.1
BLACK/URBAN					
BEAUTIFUL/EASY		27 (1)	27 (1)	5.6	9.2
NEWS/TALK	2 (1)		2 (1)	0.4	0.4
NOSTALGIA					0.4
RELIGION/GOSPEL	13 (2)	4 (1)	17 (3)	3.6	3.8
SPANISH	67 (3)	1 (1)	68 (4)	14.2	9.8
CLASSICAL		14 (1)	14 (1)	2.9	1.6
JAZZ/NEW AGE					
UNKNOWN/OTHERS	12 (2)	25 (4)	37 (6)	7.7	0.4
	183 (12)	295 (14)	478 (26)		

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
KBAD	1350	Bakersfield	1.4/1.6/ 8/ 59
KERI	1180	Wasco	1.9/4.1/ 13/ 203
KHIS	800	Bakersfield	0.4/2.1/ 2/ 74
KHIS-F	96.5	Bakersfield	0.7/4.3/ 4/ 194
KPMC	1560	Bakersfield	1.1/4.5/ 6/ 162
KRAB-F	106.3	Greenacres	1.5/3.7/ 8/ 131
KTKR	1310	Taft/Bakersf.	0.7/1.3/ 4/ 45
KTLM-F	103.9	Taft	0.5/1.3/ 3/ 47
KFI	640	Los Angeles	0.4/1.5/ 7/ 175
KSEQ-F	97.1	Visalia/Fresno	0.4/1.4/ 19/ 236

RADIO STATIONS

KAFY, 970, 1 KW, HISPANIC UPI, $ 20.00 (Caballero)
KERN, 1410, 1 KW, OLDIES, $ 23.00 (Christal) Brandon
KGEO, 1230, 1 KW, OLDIES RADRAD, $ 16.00 (Mc-Guild)
KUZZ, 550, 5 KW (DA-2), SEE KUZZ-F
KWAC, 1490, 1 KW, HISPANIC, $ 30.00 (Lotus)

KGFM-F, 101.5, 5 KW @ 1280, BTFL/EZ, $ 30.00 (Mc-Guild)
KIWI-F, 92.1, 3 KW @ 269, CLASSICAL, $ 18.00 (CMBS)
KKBB-F, 97.7, 3 KW @ 300, AOR, $ 28.00 (Republic) (SHAFTER)
KKXX-F, 105.3, 36 KW @ 580, CHR, $ 26.00 (Banner) (DELANO)
KLLY-F, 95.3, 2 KW @ 394, AC APR, $ 20.00 (HNWH) Buckley
KERN-F, 94.1, 5 KW @ 1312, OLDIES, $ 30.00 (Christal) Brandon
KUZZ-F, 107.9, 6 KW @ 1340, COUNTRY, $ 53.00 (Katz) Buck Owens

MISCELLANEOUS COMMENTS: KQXR-F changes calls to KERN-F and format from CHR to OLDIES (Aug)...KRAB-F (Greenacres) signs on with CHR (Nov)...KKBB-F sold to Kohl for $3,300,000, (MVP; Americom)...KPMC sold to Buckley for $1,000,000 (Chapman)...

BALTIMORE

Arbitron Rank/Pop (12+): 17/2,006,100
MSA Rank/Pop: 15/2,400,000
ADI # 22
Average Person Ratings: 17.9
Market TSL: 23.25 hours

Stations: 32/20
Diaries: 1940/1034:1/54.1%
Sample Target: 1740
% Below Line: 11.2
% Not Listed: 12.0

1989 Revenue: $61,500,000
HH Inc.: $31,528
Retail $: 17.6 Bil
Pop per Station: 100,305
#1 Biller: WWMX-F $10,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WXYV-F (B)	326/ 9.1	7.3	7.6	6.6	8.7	7.7	338/3290	3168/15.8	14.8	16.0	89	11.3	426	4225	WXYV-F
2. WLIF-F (EZ)	284/ 7.9	9.1	8.6	9.9	8.7	8.9	306/3493	3271/16.3	16.7	16.6	73	4.5	171	1930	WLIF-F
3. WWMX-F (AC)	270/ 7.5	6.1	7.3	7.1	7.0	7.0	284/4022	3887/19.4	17.4	16.9	136	6.1	230	2764	WWMX-F
WBAL (N/T)	270/ 7.5	9.7	9.6	7.0	5.9	8.4	286/3903	3680/18.3	23.7	16.8	61	5.5	207	3295	WBAL
5. WBSB-F (CHR)	237/ 6.6	5.2	6.0	5.7	6.0	5.9	272/4268	3624/18.1	18.1	18.1	79	6.7	254	3728	WBSB-F
6. WIYY-F (AOR)	231/ 6.4	6.2	6.7	6.3	4.7	6.4	258/3414	3034/15.1	15.2	13.0	122	8.0	303	3695	WIYY-F
7. WPOC-F (C)	191/ 5.3	6.4	6.5	7.4	5.8	6.4	220/2834	2346/11.7	12.3	12.6	106	6.3	238	2449	WPOC-F
8. WQSR-F (O)	189/ 5.3	4.1	2.8	3.4	3.7	3.9	203/3094	2828/14.1	10.1	10.0	143	4.2	160	2222	WQSR-F
9. WCBM (N/T)	115/ 3.2	2.9	2.6	4.3	2.3	3.3	116/1195	1164/ 5.8	5.5	3.8	56	1.6	59	802	WCBM
10. WYST-F (AC)	110/ 3.1	2.3	2.3	2.8	2.8	2.6	111/1952	1912/ 9.5	8.5	9.7	132	1.9	73	1600	WYST-F
11. WWIN-F (B)	77/ 2.1	2.0	2.0	1.8	2.7	2.0	77/1356	1356/ 6.8	7.8	9.9	148	2.2	83	1300	WWIN-F
12. WHFS-F (AOR)	73/ 2.0	2.7	2.3	2.2	2.3	2.3	75/1129	1085/ 5.4	6.5	4.4	145	2.9	111	1698	WHFS-F
WGRX-F (AOR)	73/ 2.0	3.2	2.0	2.5	2.7	2.4	103/1890	1379/ 6.9	7.8	7.7	130	3.8	142	1690	WGRX-F
14. WCAO (C)	72/ 2.0	1.7	1.5	2.6	3.0	2.0	72/1086	1041/ 5.2	4.4	6.7	65	2.0	75	1133	WCAO
15. WWIN (B)	71/ 2.0	1.7	1.7	1.8	2.1	1.8	71/923	4.5	5.3	5.6	95	3.0	114	1154	WWIN
16. WBGR (REL)	67/ 1.9	3.0	2.1	2.4	2.4	2.3	71/796	762/ 3.8	4.9	5.0	79	4.1	157	1081	WBGR
17. WWDC-F (AOR)	56/ 1.6	1.3	1.6	2.3	2.5	1.7	58/1483	1335/ 6.7	7.4	8.5	106	1.4	54	1482	WWDC-F
18. WRBS-F (REL)	54/ 1.5	1.2	1.2	1.1	1.2	1.3	57/689	648/ 3.2	3.0	2.8	107	0.8	32	865	WRBS-F
19.															
20.															

12+ FM SHARE (METRO): 76.69% (2418 of 3153) (FAL 88: 74.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBSB-F	1 WIYY-F	1 WXYV-F<	1 WWMX-F	1 WWMX-F	1 WLIP-F<	1 WBAL	1 WLIF-F	1 WXYV-F	1 WXYV-F>	1 WXYV-F
2 WXYV-F	2 WXYV-F>	2 WWMX-F	2 WIYY-F<	2 WXYV-F	2 WBAL >	2 WXYV-F	2 WWMX-F	2 WLIF-F	2 WBSB-F	WBAL >>
3	3 WWMX-F	WIYY-F	3 WXYV-F	3 WIYY-F<	3 WWMX-F	3 WWMX-F	3 WXYV-F	WIYY-F<	3 WBAL	3 WPOC-F
4	4 WBSB-F>	4 WQSR-F	4 WQSR-F>	4 WQSR-F	4 WPOC-F	4 WIYY-F	4 WBAL <	4 WWMX-F<	4 WWMX-F	WIYY-F
5	5 WQSR-F	5 WBSB-F>	5 WBSB-F	5 WLIF-F<	5 WQSR-F	WBSB-F<	5 WIYY-F	5 WBSB-F	WIYY-F	5 WCBM
6	6 WHFS-F	6 WPOC-F	6 WPOC-F	6 WPOC-F	6 WCBM	6 WLIF-F	6 WQSR-F	6 WBAL	6 WLIF-F<	6 WWMX-F>>
7	7	7 WLIF-F	7	7 WBSB-F	7 WXYV-F	7 WPOC-F	7 WPOC-F	7 WQSR-F<	7 WPOC-F	7
		8 WYST-F						8 WPOC-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXYV-F>	1 WXYV-F	1 WXYV-F	1 WWMX-F	1 WWMX-F>	1 WXYV-F	1 WIYY-F>	1 WIYY-F>>	1 WIYY-F	1 WIYY-F
2 WBSB-F	2 WWMX-F	2 WWMX-F	2 WXYV-F	2 WXYV-F	WIYY-F>	2 WXYV-F>	2 WXYV-F	2 WXYV-F	2 WQSR-F<
3 WWMX-F	3 WIYY-F	3 WIYY-F>	3 WBSB-F	3 WLIF-F	3 WBSB-F	3 WWDC-F	3 WWMX-F	3 WQSR-F	3 WWMX-F
4 WIYY-F>	4 WBSB-F>	4 WBSB-F>	4 WIYY-F	4 WQSR-F<	4 WWDC-F>	WBSB-F<	4 WHFS-F	4 WWMX-F	4 WXYV-F
5 WYST-F	5 WYST-F	5 WWIN-F	5 WQSR-F	5 WBSB-F>	5 WGRX-F	5 WWMX-F	5 WWDC-F	5 WBSB-F	5 WPOC-F
6 WQSR-F	6 WQSR-F	WQSR-F	6 WYST-F	6 WYST-F	6 WRQX-F	6 WHFS-F<	WGRX-F	6 WPOC-F<	6 WBAL
7 WPGC-F	7 WPOC-F	WPOC-F	7 WLIF-F	WIYY-F	WQSR-F>	7 WGRX-F	7 WWIN-F	7 WBAL	7
WPOC-F	8 WWIN								

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		348 (4)	348 (4)	11.0	10.2
AOR/CLASSIC		433 (4)	433 (4)	13.7	14.1
AC/OLDIES/SOFT ROCK	24 (1)	606 (5)	630 (6)	20.0	18.7
MOR/VARIETY					0.4
COUNTRY	72 (1)	205 (2)	277 (3)	8.8	9.8
BLACK/URBAN	106 (2)	460 (4)	566 (6)	18.0	19.0
BEAUTIFUL/EASY		300 (2)	300 (2)	9.5	10.2
NEWS/TALK	422 (3)		422 (3)	13.4	10.9
NOSTALGIA	44 (1)		44 (1)	1.4	2.4
RELIGION/GOSPEL	67 (1)	66 (2)	133 (3)	4.2	4.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	735 (9)	2418 (23)	3153 (32)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEBB	1360	Baltimore	1.0/3.5/ 35/ 710
WFSI-F	107.9	Annapolis	0.3/0.8/ 14/ 151
WITH	1230	Baltimore	1.2/3.8/ 44/ 753
WYST	1010	Baltimore	0.7/1.9/ 24/ 385
WASH-F	97.1	Washington	0.7/1.9/ 27/ 385
WAVA-F	105.1	Arlington/Wash	0.7/3.6/ 26/ 727
WGAY-F	99.5	Washington	0.4/1.7/ 21/ 340
WHUR-F	96.3	Washington	1.2/4.4/ 45/ 881
WKYS-F	93.9	Washington	0.4/2.0/ 17/ 393
WLTT-F	94.7	Bethesda/Washg	0.3/1.5/ 15/ 310
WMZQ	1390	Arlington	
WMZQ-F	98.7	Washington	0.4/1.7/ 17/ 356
WPGC-F	95.5	Morningside	1.0/4.7/ 43/ 933
WRQX-F	107.3	Washington	1.4/6.4/ 55/1280
WTOP	1500	Washington	1.0/5.6/ 41/1114

AM STATIONS

WBAL,	1090,	50 KW (DA-N)	, NEWS/TALK	CBS,	$ 130.00	(HNWH)	Hearst
WBGR,	860,	2.5 KW/100 W(DA-1),	RELIG/GOSPEL	NBN,	$ 45.00	(Roslin)	Mortenson
WCAO,	600,	5 KW (DA-1)	, COUNTRY	NBC,	$ 60.00	(Mc-Guild)	Summit
WCBM,	680,	10 KW/5 KW (DA-2),	TALK	ACB I, ABC T,	$ 45.00	(Katz)	
WEBB,	1360,	5 KW/1.7 KW(DA-1),	BLACK	SBN,	$ 35.00	(Roslin)	
WITH,	1230,	1 KW	, NOSTALGIA	MBS,	$ 40.00	(---)	
WWIN,	1400,	1 KW	, BLACK	,	$ 34.00	(Durpetti)	Almic (P)
WYST,	1010,	1 KW (DAYS)	, OLDIES	APR,	$ 30.00	(MMR)	United

FM STATIONS

WBSB,	104.3,	50 KW @ 420,	CHR	ABC C,	$ 160.00	(Banner)	Scripps-Howard
WGRX,	100.7,	16 KW @ 858,	CLASSIC AOR	ABC F,	$ 54.00	(Durpetti)	Shamrock-Lynett (WESTMINISTER)
WIYY,	97.9,	13 KW @ 946,	AOR	ABC R,	$ 100.00	(HNWH)	Hearst
WLIF,	101.9,	13 KW @ 961,	SOFT AC	,	$ 144.00	(Christal)	Infinity
WPOC,	93.1,	16 KW @ 870,	COUNTRY	ABC D,	$ 136.00	(Banner)	Nationwide
WQSR,	105.7,	50 KW @ 500,	OLDIES	CBS US 1,	$ 80.00	(MMR)	Sconnix
WRBS,	95.1,	50 KW @ 500,	RELIGION	,	$ 20.00	(---)	
WWIN,	95.9,	3 KW @ 300,	CHR/URBAN	,	$ 130.00	(Durpetti)	Almic (P)
WWMX,	106.5,	7 KW @ 1182,	AC	,	$ 130.00	(Katz)	Capitol-Goodmon
WXYV,	102.7,	50 KW @ 400,	BLACK	,	$ 127.00	(Mc-Guild)	Summit
WYST,	92.3,	10 KW @ 550,	AC	APR,	$ 70.00	(MMR)	United

CALL LETTER CHANGES

WFBR changes to WLIF (Jan)

FORMAT CHANGES

WLIF-F changes to EZ/SOFT AC (Feb)
WLIF-A changes from BUSINESS NEWS to SOFT AC (Jan)

STATION SALES

WWIN A/F sold by Ragan Henry to Almic for $6,900,000

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

BATON ROUGE

Arbitron Rank/Pop (12+): 80/435,400

MSA Rank/Pop: 92/547,000
ADI # 95
Average Person Ratings: 16.1
Market TSL: 21.50 hours

Stations: 23/16
Diaries: 847/514:1/51.9%
Sample Target: 840
% Below Line: 13 4
% Not Listed: 13.9

1989 Revenue: $12,800,000
HH Inc.: $26,846
Retail $: 3.6 Bil
Pop per Station: 27,212
#1 Biller: WYNK-AF $2,800,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFMF-F	(CHR)	96/13.7	10.8	12.3	10.5	11.2	11.8	160/2106	[illegible]9/28.7	24.8	27.3	84	15.7	114	1606	WFMF-F
2. KQXL-F	(B)	69/ 9.9	11.3	13.5	11.3	13.1	11.5	82/914	723/16.6	21.9	21.3	85	15.0	109	1024	KQXL-F
3. WYNK-AF	(C)	61/ 8.7	14.7	14.8	12.7	13.8	12.7	232/2820	926/21.3	25.1	27.0	105	12.0	83	1158	WYNK-AF
4. WGGZ-F	(CHR)	47/ 6.7	7.9	6.9	7.4	8.9	7.2	89/2036	888/20.4	21.2	23.2	94	9.2	67	1144	WGGZ-F
5. WJBO	(N/T)	44/ 6.3	3.2	4.7	4.8	3.8	4.8	44/714	594/13.6	11.7	11.5	90	4.0	29	564	WJBO
6. WXOK	(B)	40/ 5.7	7.4	8.2	7.8	10.1	7.3	41/672	643/14.8	17.3	17.8	91	4.3	31	613	WXOK
7. WNDC	(REL)	39/ 5.6	4.2	4.2	2.1	----	4.0	39/399	399/ 9.2	6.6	0.0	136	5.5	40	259	WNDC
8. WKJN-F	(C)	38/ 5.4	6.5	6.7	7.0	6.7	6.4	69/1172	645/14.8	15.0	14.6	111	5.0	36	538	WKJN-F
9. KHOM-F	(O)	36/ 5.1	5.7	4.2	4.3	1.8	4.8	116/1494	541/12.4	9.9	3.6	159	4.7	34	428	KHOM-F
10. WTGE-F	(AC)	29/ 4.1	5.1	4.4	7.3	2.7	5.2	39/824	544/12.5	12.5	9.8	139	5.0	36	607	WTGE-F
11. WCKW-F	(AOR)	25/ 3.6	4.0	2.9	2.8	4.3	3.3	73/881	375/ 8.6	6.6	9.5	144	4.8	35	417	WCKW-F
12. WXLT-F	(AOR)	16/ 2.3	2.5	3.2	2.2	2.0	2.5	28/370	257/ 5.9	8.2	5.6	70	1.1	8	240	WXLT-F
13. KDEA-F	(EZ)	12/ 1.7	1.7	1.8	3.4	3.9	2.2	57/868	275/ 6.3	5.2	6.3	106	1.2	9	146	KDEA-F
14.																

15. 12+ FM SHARE (METRO): 75.29% (454 of 603) (FAL 88: 80.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFMF-F>>	1 WFMF-F	1 WFMF-F	1 WFMF-F	1 WFMF-F	1 WYNK-AF	1 WFMF-F>	1 WFMF-F	1 WFMF-F>	1 KQXL-F	1 WXOK
2 WGGZ-F>	2 KQXL-F>	2 KQXL-F>	2 KHOM-F	2 WYNK-AF	2 WJBO >	2 WYNK-AF<	2 WYNK-AF	2 KQXL-F	2 WFMF-F>	2 WYNK-F
3 KQXL-F	3 WGGZ-F	3 WYNK-AF	3 WYNK-AF	3 KQXL-F<	3 WKJN-F	3 KQXL-F>	3 WJBO >	3 WYNK-AF	3 WNDC	KQXL-F
4	4 WTGE-F	4 KHOM-F	WNDC	4 KHOM-F	4 WXOK	4 WGGZ-F<	4 KQXL-F<	4 WGGZ-F>	4 WGGZ-F	4 WNDC
5	5 WCKW-F	WGGZ-F	KQXL-F	5 WNDC	5 KHOM-F	5 WJBO <	5 WXOK	5 WTGE-F<	5 WXOK	WJBO
6	6 WYNK-AF	6 WNDC	6 WGGZ-F	6 WGGZ-F	WNDC	6 WKJN-F	WGGZ-F	6 KHOM-F<	6 WJBO	6
					WFMF-F			7 WKJN-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQXL-F	1 WFMF-F	1 WFMF-F>	1 WFMF-F	1 WFMF-F	1 WFMF-F>	1 WFMF-F	1 WCKW-F	1 WFMF-F>	1 WYNK-AF
2 WFMF-F>>	2 KQXL-F>	2 KHOM-F	2 KQXL-F>	2 WNDC	2 KQXL-F>>	2 KQXL-F>	WTGE-F>	2 KQXL-F	2 WCKW-F
3 WYNK-AF	3 WGGZ-F	WGGZ-F	3 WYNK-AF	3 KHOM-F	3 WGGZ-F	3 WCKW-F	3 KQXL-F	3 WCKW-F	3 WFMF-F
WGGZ-F>>	4 KHOM-F	KQXL-F	KHOM-F	4 WYNK-AF	4 WXLT-F	WTGE-F	4 WGGZ-F	4 WYNK-AF	4 KQXL-F
5	5 WNDC	5 WNDC	WNDC	KQXL-F	5 WYNK-AF	5 WGGZ-F	WFMF-F>	WTGE-F	5 WTGE-F
6	6 WYNK-AF	6	6 WGGZ-F	6 WGGZ-F	KSMB-F	6	6 WNDC	6 WGGZ-F	6 KHOM-F
					WXOK		WKJN-F		WJBO

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		152 (3)	152 (3)	25.2	22.9
AOR/CLASSIC		41 (2)	41 (2)	6.8	7.9
AC/OLDIES/SOFT ROCK		65 (2)	65 (2)	10.8	4.3
MOR/VARIETY					
COUNTRY	8 (2)	94 (2)	102 (4)	16.9	23.3
BLACK/URBAN	40 (1)	69 (2)	109 (3)	18.1	26.3
BEAUTIFUL/EASY	5 (1)	12 (1)	17 (2)	2.8	4.9
NEWS/TALK	52 (2)		52 (2)	8.6	5.7
NOSTALGIA					
RELIGION/GOSPEL	44 (2)	6 (1)	50 (3)	8.3	4.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		15 (2)	15 (2)	2.5	
	149 (8)	454 (15)	603 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KIEZ-F	96.3	Brusly	1.6/2.6/ 11/ 146
WKJN	1300	Baton Rouge	0.4/2.7/ 3/ 141
WLUX	1550	Baton Rouge	0.7/1.4/ 5/ 62
WQCK-F	92.7	Clinton	0.9/2.9/ 8/ 152
WTKL	1260	Baton Rouge	0.7/2.0/ 13/ 119
KSMB-F	94.5	Lafayette	1.3/2.1/ 91/1142
KTDY-F	99.9	Lafayette	0.6/2.2/ 46/ 613
WQUE-F	93.3	New Orleans	1.0/4.0/ 24/ 492
WWL	870	New Orleans	1.1/4.8/ 29/ 587

RADIO STATIONS

WJBO, 1150, 5 KW (DA-1) , TALK CBS, TALKNT, $ 24.00 (HNWH) Jenne
WNDC, 910, 1 KW (DA-1) , GOSPEL , $ 10.00 (Republic)
WTKL, 1260, 1 KW (DAYS) , BTFL/EZ , $ 13.00 (---)
WXOK, 1460, 5 KW/1 KW (DA-3) , BLACK NBC, $ 26.00 (Torbet)

KQXL-F, 106.5, 50 KW @ 300, BLACK SBN, ABC F, $ 35.00 (Banner) (NEW ROADS)
WFMF-F, 102.5, 85 KW @ 1200, CHR , $ 56.00 (HNWH) Jenne

WGGZ-F, 98.1, 95 KW @ 1550, CHR RADRAD, ABC C, $ 50.00 (Katz)
WKJN-F, 103.3, 100 KW @ 1045, COUNTRY MBS, $ 44.00 (Christal) (HAMMOND)

WQCK-F, 92.7, 3 KW @ 300, RELIGION , $ 9.00 (---) (CLINTON)
WTGE-F, 100.7, 95 KW @ 690, AC , $ 37.00 (Republic)
WXLT-F, 94.1, 100 KW @ 980, AOR , $ 10.00 (Southern) (MACOMB, MS)
WYNK-F, 101.5, 100 KW @ 1550, COUNTRY ABC E, $ 63.00 (Katz) Narragansett

MISCELLANEOUS COMMENTS: KIEZ-F signs on with EZ...
WXOK sold for $1,000,000

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BEAUMONT

Arbitron Rank/Pop (12+): 118/306,900

MSA Rank/Pop: 126/378,000
ADI # 138
Average Person Ratings: 15.6
Market TSL: 21.25 hours

Stations: 21/16
Diaries: 803/382:1/54.3%
Sample Target: 710
% Below Line: 7.1
% Not Listed: 11.7

1989 Revenue: $6,900,000
HH Inc.: $30,135
Retail $: 2.7 Bil
Pop per Station: 19,181
#1 Biller: KLVI/KYKR-F $2,100,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KHYS-F (B)	90/18.8	12.6	10.5	16.6	12.9	----	111/877	613/20.0	19.3	15.6	96	15.6	81	686	KHYS-F
2. KAYD-AF (C)	53/11.0	11.7	10.5	10.6	9.6	----	65/821	666/21.7	18.8	24.0	117	12.7	66	657	KAYD-AF
3. KKMY-F (AC)	44/ 9.2	5.6	7.0	6.4	6.4	----	55/782	558/18.2	16.6	14.9	145	6.2	32	533	KKMY-F
4. KYKR-F (C)	37/ 7.7	10.7	10.5	9.6	12.5	----	48/686	540/17.6	22.1	22.8	101	6.6	34	467	KYKR-F
5. KALO (B)	33/ 6.9	5.4	6.4	4.0	3.0	----	51/405	291/ 9.5	7.8	8.3	109	5.4	28	223	KALO
6. KZZB-F (CHR)	31/ 6.5	6.6	6.4	7.3	13.3	----	36/641	542/17.7	25.8	21.5	97	8.1	42	807	KZZB-F
7. KTRH (N/T)	26/ 5.4	4.3	4.1	2.3	3.0	----	27/386	337/11.0	8.9	10.3	50	2.7	14	265	KTRH
8. KIOC-F (CHR)	25/ 5.2	7.4	5.2	11.0	7.6	----	33/638	455/14.8	18.1	15.1	52	9.4	49	669	KIOC-F
9. KQXY-F (AC)	22/ 4.6	7.4	7.4	5.0	7.0	----	24/396	294/ 9.6	15.5	13.9	137	3.3	17	277	KQXY-F
10. KLVI (C)	18/ 3.8	4.1	5.2	6.7	7.6	----	32/470	347/11.3	11.2	15.0	92	3.5	18	252	KLVI
11. KWIC-F (AOR)	12/ 2.5	6.6	5.4	4.6	4.4	----	16/297	222/ 7.2	11.6	10.2	96	9.2	48	416	KWIC-F
12. KTFA-F (REL)	10/ 2.1	0.4	2.1	1.7	1.2	----	10/179	179/ 5.8	3.2	5.0	148	2.1	11	205	KTFA-F
13.															
14.															

15. 12+ FM SHARE (METRO): 78.07% (331 of 424) (FAL 88: 78.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHYS-F>>	1 KHYS-F>>	1 KHYS-F>	1 KHYS-F	1 KHYS-F>	1 KYKR-F<	1 KHYS-F	1 KHYS-F	1 KHYS-F>	1 KHYS-F>>	1 KTRH
2 KZZB-F	2 KKMY-F	2 KAYD-AF	2 KKMY-F	2 KKMY-F<	2 KHYS-F<	2 KAYD-AF	2 KKMY-F	2 KKMY-F<	2 KAYD-AF	2 KHYS-F
3 KIOC-F	3 KAYD-AF>	KKMY-F>	3 KAYD-AF>	3 KAYD-AF>	3 KAYD-AF	3 KALO	3 KAYD-AF	3 KAYD-AF	3 KZZB-F	KAYD-F>
4	4 KZZB-F	4 KZZB-F	4 KYKR-F	4 KYKR-F	KALO	4 KTRH	4 KYKR-F	4 KYKR-F>	KKMY-F	4 KLVI
5	KIOC-F	5 KYKR-F<	5 KZZB-F	5 KALO	5 KTRH	5 KKMY-F<	5 KQXY-F	5 KZZB-F	5 KIOC-F	KKMY-F
6	6	6 KIOC-F	KALO	6	6	6 KYKR-F	6 KZZB-F	6 KIOC-F	6 KALO	6 KIOC-F
						7 KZZB-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHYS-F>	1 KHYS-F>>	1 KHYS-F	1 KHYS-F	1 KHYS-F	1 KHYS-F>	1 KHYS-F>>	1 KHYS-F>	1 KHYS-F>	1 KHYS-F>
2 KAYD-AF>	2 KAYD-AF	2 KKMY-F>>	2 KAYD-AF	2 KAYD-AF	2 KIOC-F	2 KKMY-F	2 KKMY-F	2 KKMY-F>	2 KKMY-F
3 KIOC-F>>	KKMY-F>	3 KAYD-AF	3 KKMY-F>	3 KKMY-F>	3 KWIC-F	3 KAYD-AF	3 KAYD-AF>	3 KAYD-AF	3 KAYD-AF
4 KZZB-F	4 KZZB-F	KZZB-F	4 KZZB-F	4 KQXY-F	4 KZZB-F>	4 KWIC-F	4 KYKR-F	4 KZZB-F	4 KYKR-F>
KTFA-F	5 KIOC-F	KQXY-F>>	KQXY-F	5 KALO	5 KAYD-AF	5 KIOC-F	KWIC-F	KYKR-F	5 KALO
KKMY-F	6	6	KALO	6 KZZB-F	KKMY-F	6 KZZB-F	6 KZZB-F	6	6 KZZB-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	2 (1)	56 (2)	58 (3)	13.7	13.3
AOR/CLASSIC		16 (2)	16 (2)	3.8	7.1
AC/OLDIES/SOFT ROCK	4 (1)	68 (3)	72 (4)	17.0	8.0
MOR/VARIETY					
COUNTRY	19 (2)	89 (2)	108 (4)	25.5	31.8
BLACK/URBAN	33 (1)	92 (2)	125 (3)	29.5	21.1
BEAUTIFUL/EASY	3 (1)		3 (1)	0.7	8.4
NEWS/TALK	26 (1)		26 (1)	6.1	5.1
NOSTALGIA					
RELIGION/GOSPEL	6 (2)	10 (1)	16 (3)	3.8	3.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.8
	93 (9)	331 (12)	424 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDLF	1150	Port Neches	0.8/2.8/ 4/ 85
KJUS	1380	Beaumont/PtArth	0.4/2.8/ 2/ 97
KOLE	1340	Port Arthur	0.8/3.9/ 4/ 119
KQXY	1510	Nederland	0.6/2.2/ 3/ 66
KZZB	990	Beaumont/PtArth	0.4/2.6/ 2/ 81
KLDE-F	94.5	Houston	0.4/1.4/ 2/ 49
KLOL-F	101.1	Houston	0.8/1.5/ 6/ 91
KMJQ-F	102.1	Clear Lake City	0.4/2.7/ 5/ 157

RADIO STATIONS

KALO, 1250, 5 KW/1 KW (DA-N) , BLACK , $ 17.00 (Katz) Clear Channel
KLVI, 560, 5 KW (DA-N) , COUNTRY ABC I, $ 30.00 (Katz) Hicks

KAYD-F, 97.5, 100 KW @ 500, COUNTRY , $ 34.00 (Banner)
KHYS-F, 98.5, 100 KW @ ? BLACK RADRAD, $ 40.00 (Katz) Clear Channel
KIOC-F, 106.1, 100 KW @ 1060, CHR , $ 26.00 (Banner)
KKMY-F, 104.5, 100 KW @ 440, AC , $ 30.00 (Eastman) UNO

KQXY-F, 94.1, 100 KW @ 647, BTFL/EZ , $ 27.00 (Christal)
KTFA-F, 92.1, 3 KW @ 300, RELIGION , $ 15.00 (---)
KWIC-F, 107.9, 100 KW @ 392, AOR ABC R, $ 26.00 (Banner)
KYKR-F, 93.3, 100 KW @ 414, COUNTRY , $ 47.00 (Katz) Hicks
KZZB-F, 95.1, 100 KW @ 414, CHR/DANCE , $ 40.00 (Christal)

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BIRMINGHAM

Arbitron Rank/Pop (12+): 52/773,000
MSA Rank/Pop: 56/940,000
ADI # 48
Average Person Ratings: 16.5
Market TSL: 22.00 hours

Stations: 21/17
Diaries: 1145/675:1/53.1%
Sample Target: 1100
% Below Line: 4.2
% Not Listed: 9.2

1989 Revenue: $24,500,000
HH Inc.: $23,096
Retail $: 5.7 Bil
Pop per Station: 45,470
#1 Biller: WZZK-AF $6,100,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WZZK-AF (C)	206/16.2	14.4	18.7	17.5	14.7	16.7	299/3875	2318/30.0	30.7	27.1	114	14.6	196	2216	WZZK-AF
2. WENN-F (B)	157/12.3	10.6	11.0	10.5	9.4	11.1	232/2012	1370/17.7	21.0	18.0	91	14.5	195	1710	WENN-F
3. WZRR-F (AOR)	105/ 8.2	8.6	8.2	10.4	4.2	8.9	126/1866	1262/16.3	14.1	11.7	129	12.2	164	1576	WZRR-F
WMJJ-F (AC)	105/ 8.2	11.9	10.4	8.3	12.5	9.7	129/1945	1478/19.1	19.4	22.9	138	8.9	120	1327	WMJJ-F
5. WAPI-F (CHR)	99/ 7.8	8.0	7.3	8.4	9.0	7.9	172/2774	1493/19.3	18.8	21.4	67	9.3	125	1972	WAPI-F
6. WKXX-F (CHR)	89/ 7.0	5.8	7.1	7.3	8.0	6.8	109/1999	1413/18.3	21.2	21.7	81	6.8	91	1804	WKXX-F
7. WERC (N/T)	67/ 5.2	6.3	5.6	3.6	4.9	5.2	70/1077	1032/13.4	11.1	12.6	94	5.7	76	870	WERC
8. WATV (B)	65/ 5.1	4.0	4.0	3.7	4.8	4.2	65/830	830/10.7	9.4	8.7	102	5.1	68	549	WATV
9. WAPI (BB)	59/ 4.6	4.2	3.7	4.5	5.3	4.3	64/836	780/10.1	8.5	11.3	59	3.6	49	595	WAPI
10. WAGG (REL)	48/ 3.8	3.6	2.9	2.7	5.0	3.3	51/562	539/ 7.0	5.8	7.7	121	1.5	20	279	WAGG
11. WDJC-F (REL)	33/ 2.6	3.1	2.8	2.9	3.5	2.8	51/916	490/ 6.3	8.3	9.7	127	2.9	39	760	WDJC-F
12. WZBQ-F (CHR)	25/ 2.0	1.4	1.0	0.8	1.0	1.3	106/1405	483/ 6.2	4.3	5.4	90				WZBQ-F
13. WAYE (REL)	24/ 1.9	1.8	0.8	2.8	1.5	1.8	24/270	270/ 3.5	3.1	3.8	53	0.7	9	195	WAYE
14. WJLD (B)	21/ 1.6	2.0	1.7	2.8	1.8	2.0	21/430	430/ 5.6	7.3	6.1	112	2.5	34	525	WJLD

12+ FM SHARE (METRO): 72.04% (835 of 1159) (FAL 88: 69.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPI-F	1 WZRR-F	1 WZZK-AF	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>>	1 WZZK-AF>>	1 WZZK-AF>>	1 WZZK-AF>	1 WENN-F>>	1 WENN-F>>
2 WENN-F	WENN-F>	2 WENN-F<	2 WZRR-F	2 WMJJ-F<	2 WERC <	2 WENN-F	2 WMJJ-F	2 WENN-F	2 WAPI-F	2 WATV <
3	3 WMJJ-F	3 WZRR-F	WMJJ-F	3 WENN-F	3 WENN-F	3 WZRR-F	3 WZRR-F	3 WZRR-F	3 WKXX-F	3 WZZK-F>>
4	4 WKXX-F	4 WMJJ-F	4 WENN-F>	4 WZRR-F>	4 WAPI	WERC <	4 WENN-F	WMJJ-F	4 WZZK-AF	4 WZRR-F>
5	5 WZZK-AF	5 WKXX-F	5 WAPI-F	5 WKXX-F	5 WMJJ-F	5 WMJJ-F	5 WAPI <	WAPI-F	5 WZRR-F	5 WMJJ-F
6	6 WAPI-F	6 WAPI-F	6 WKXX-F<	6 WATV	6	6 WAPI-F	6 WERC	6 WKXX-F	6 WMJJ-F	WERC <
7	7	7	7 WATV	WAPI-F<	7	7 WATV	7 WAPI-F	7 WAPI	7 WERC	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WENN-F<	1 WENN-F>	1 WENN-F	1 WENN-F	1 WZZK-AF>	1 WZRR-F	1 WZRR-F>	1 WZRR-F>	1 WZRR-F<	1 WZZK-AF
2 WKXX-F	2 WMJJ-F	2 WMJJ-F	2 WMJJ-F<	2 WMJJ-F<	2 WKXX-F	2 WENN-F<	2 WZZK-AF	2 WZZK-AF>	2 WZRR-F>
3 WAPI-F>	3 WKXX-F<	3 WZRR-F	3 WZZK-AF>	3 WENN-F>	3 WENN-F	3 WZZK-AF	3 WMJJ-F	3 WENN-F	3 WMJJ-F
4 WMJJ-F	4 WZRR-F	4 WZZK-AF>	4 WKXX-F	4 WZRR-F	4 WAPI-F	4 WKXX-F	4 WENN-F	4 WMJJ-F	WENN-F
5 WZRR-F>	5 WAPI-F	5 WKXX-F	5 WZRR-F<	5 WKXX-F	5 WZZK-AF>	5 WMJJ-F	5 WATV >	5 WKXX-F	5 WERC
6 WZZK-AF	6	6 WATV	6 WAPI-F	6 WAGG	6 WZBQ-F	6 WAPI-F	6	6 WAPI-F	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		131 (3)	131 (3)	11.3	11.1
AOR/CLASSIC		105 (1)	105 (1)	9.1	
AC/OLDIES/SOFT ROCK	14 (1)	109 (2)	123 (3)	10.6	20.5
MOR/VARIETY					
COUNTRY	26 (2)	190 (1)	216 (3)	18.6	17.5
BLACK/URBAN	86 (2)	246 (2)	332 (4)	28.6	26.4
BEAUTIFUL/EASY		13 (1)	13 (1)	1.1	0.9
NEWS/TALK	67 (1)		67 (1)	5.8	5.5
NOSTALGIA	59 (1)		59 (1)	5.1	5.8
RELIGION/GOSPEL	72 (2)	33 (1)	105 (3)	9.1	11.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		8 (1)	8 (1)	0.7	0.8
	324 (9)	835 (12)	1159 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCRT	1260	Birmingham	1.1/3.5/ 14/ 268
WKLD-F	97.7	Oneonta	0.3/1.2/ 4/ 109
WVOK	690	Birmingham	0.7/4.7/ 14/ 614
WHMA-F	100.5	Anniston	0.6/1.6/ 70/ 718
WQEN-F	103.7	Gadsden/Anstn	0.5/1.8/ 82/1008
WRSA-F	96.9	Decatur/Hntsvle	1.0/1.7/ 44/ 526

RADIO STATIONS

WAGG, 1320, 5 KW , GOSPEL SBN, $ 30.00 (HNWH)
WAPI, 1070, 50 KW/5 KW (DA-N) , NOSTALGIA NBC, $ 29.00 (Christal) Dittman
WATV, 900, 1 KW , BLACK ABC E, $ 30.00 (Roslin)
WAYE, 1220, 1 KW (DAYS) , RELIGION , $ 15.00 (---) Willis

WCRT, 1260, 5 KW/41 W , OLDIES CNN, TRNSTR, $ 16.00 (Banner)
WERC, 960, 5 KW (DA-N) , NEWS/TALK , $ 40.00 (Mc-Guild) Sungroup
WJLD, 1400, 1 KW , BLACK MBC, SBN, $ 21.00 (---)
WVOK, 690, 50 KW/30 W , COUNTRY CBS, $ 17.00 (Republic) Dick
WZZK, 610, 5 KW/1 KW (DA-N) , SIMULCAST WITH WZZK-F

WAPI-F, 94.5, 98 KW @ 1214, CHR ABC C, $ 80.00 (Christal) Dittman
WDJC-F, 93.7, 99 KW @ 984, RELIGION , $ 22.00 (---) Crawford
WENN-F, 107.7, 100 KW @ 640, BLACK SBN, $ 57.00 (HNWH)
WKXX-F, 106.9, 99 KW @ 1114, CHR ABC D, $ 59.00 (Mc-Guild) Sungroup
WMJJ-F, 96.5, 100 KW @ 1026, AC , $ 107.00 (Banner) Capitol-Johnson
WZRR-F, 99.5, 100 KW @ 869, CLASSIC AOR , $ 50.00 (Republic) Dick
WZZK-F, 104.7, 100 KW @ 1300, COUNTRY , $ 130.00 (Katz) NewCity

BOSTON

Arbitron Rank/Pop (12+): 8/3,184,100

MSA Rank/Pop: 6/3,740,000
ADI # 6
Average Person Ratings: 18.2
Market TSL: 24.00 hours

Stations: 37/30
Diaries: 2473/1287:1/51.3%
Sample Target: 2190
% Below Line: 4.7
% Not Listed: 12.8

1989 Revenue: $111,800,000
HH Inc.: $35,763
Retail $: 34.9 Bil
Pop per Station: 106,136
#1 Biller: WXKS-F $15,200,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRKO	(N/T)	383/ 6.6	6.6	6.5	7.7	7.2	6.8	471/5711	4404/13.8	14.8	14.2	61	5.7	308	3726	WRKO
2. WXKS-F	(CHR)	358/ 6.2	8.0	7.7	7.1	5.9	7.3	413/7184	5896/18.5	20.3	18.7	94	9.4	505	6300	WXKS-F
3. WBZ	(MOR)	344/ 5.9	5.4	5.9	6.6	7.4	5.9	497/7205	4902/15.4	16.0	16.3	83	6.8	365	4448	WBZ
4. WZOU-F	(CHR)	321/ 5.5	5.6	6.6	5.7	5.0	5.8	433/8267	5795/18.2	18.8	15.1	69	8.9	477	6314	WZOU-F
5. WBCN-F	(AOR)	308/ 5.3	5.5	5.8	5.1	4.8	5.4	406/6535	4724/14.8	15.4	15.7	136	8.2	439	5369	WBCN-F
6. WODS-F	(O)	296/ 5.1	4.8	3.7	4.7	5.2	4.6	452/7107	4551/14.3	13.1	14.2	153	3.8	203	3865	WODS-F
7. WJIB-F	(EZ)	295/ 5.1	5.2	6.3	5.4	5.4	5.5	347/4622	3869/12.2	13.3	10.7	73	3.8	202	2822	WJIB-F
8. WHDH	(N/T)	270/ 4.7	4.4	4.6	4.4	5.2	4.5	296/5389	4685/14.7	11.6	15.5	87	4.3	232	4080	WHDH
9. WMJX-F	(AC)	267/ 4.6	4.5	4.7	3.7	3.6	4.4	291/5266	4532/14.2	14.0	11.1	128	3.1	169	2989	WMJX-F
10. WEEI	(N/T)	259/ 4.5	3.8	3.6	4.0	4.2	4.0	283/5524	4763/15.0	13.0	14.3	73	3.0	160	3469	WEEI
11. WSSH-F	(AC)	200/ 3.5	4.6	3.9	4.3	3.6	4.1	292/4669	3317/10.4	10.8	10.5	111	3.4	185	2970	WSSH-F
12. WZLX-F	(AOR)	180/ 3.1	3.5	3.6	4.2	4.8	3.6	240/4507	3363/10.6	11.5	11.7	135	4.2	227	3385	WZLX-F
13. WILD	(B)	143/ 2.5	2.1	2.1	2.4	2.6	2.3	144/991	975/ 3.1	3.3	3.2	112	1.9	102	1104	WILD
14. WVBF-F	(AC)	132/ 2.3	2.4	2.4	2.4	2.5	2.4	147/2722	2208/ 6.9	7.2	7.1	161	3.0	161	2068	WVBF-F
15. WROR-F	(AC)	125/ 2.2	2.8	3.0	3.1	3.2	2.8	190/4397	3147/ 9.9	11.8	11.5	141	2.6	139	2940	WROR-F
16. WPLM-F	(BB)	124/ 2.1	1.2	1.9	0.8	1.1	1.5	194/2095	1334/ 4.2	6.2	3.4	14	1.8	97	970	WPLM-F
17. WCRB-F	(CL)	121/ 2.1	1.7	1.9	2.5	1.8	2.0	155/2807	2118/ 6.7	5.9	5.5	105	1.5	81	1330	WCRB-F
18. WCGY-F	(AOR)	112/ 1.9	1.9	1.4	1.9	1.5	1.8	144/2348	1713/ 5.4	5.6	4.4	111	2.2	118	2018	WCGY-F
19. WFNX-F	(AOR)	108/ 1.9	1.9	2.2	1.8	1.4	2.0	115/1870	1654/ 5.2	6.4	4.5	121	1.1	57	1477	WFNX-F
20. WAAF-F	(AOR)	103/ 1.8	1.2	0.9	1.5	2.1	1.4	262/4273	2144/ 6.7	5.4	7.0	50	3.3	175	3022	WAAF-F
21. WBOS-F	(AOR)	92/ 1.6	2.2	1.3	2.4	2.4	1.9	115/2397	1802/ 5.7	5.3	5.7	162	2.0	105	1461	WBOS-F
22. WXKS	(BB)	83/ 1.4	2.1	2.1	1.0	1.3	1.6	83/1097	1081/ 3.4	4.1	3.1	29	0.8	44	610	WXKS
23.																
24.																
25.																

12+ FM SHARE (METRO): 65.94% (3328 of 5047) (FAL 88: 64.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F>>	1 WXKS-F	1 WXKS-F<	1 WODS-F<	1 WODS-F	1 WRKO	1 WBZ	1 WXKS-F<	1 WRKO	1 WBZ	1 WBZ >>
2 WXKS-F	2 WBCN-F>	2 WBCN-F	2 WBCN-F	2 WBCN-F	2 WBZ	2 WRKO	2 WBCN-F<	2 WXKS-F<	2 WZOU-F<	2 WRKO >
3 WAAF-F	3 WZOU-F	3 WODS-F	3 WXKS-F<	3 WMJX-F<	3 WJIB-F	3 WXKS-F	3 WRKO	3 WZOU-F	3 WHDH	3 WHDH >>
4 WODS-F	4 WMJX-F	4 WMJX-F	4 WMJX-F	4 WXKS-F	4 WHDH <	WEEI	WODS-F	4 WBCN-F	4 WXKS-F<	4 WEEI
5	5 WZLX-F>	5 WZOU-F	5 WZLX-F	5 WBZ	5 WEEI	5 WBCN-F	5 WJIB-F	5 WODS-F	5 WMJX-F	5 WMJX-F>>
6	6 WILD	6 WZLX-F>	6 WBZ	6 WZLX-F<	6 WODS-F>	6 WZOU-F	6 WMJX-F	6 WJIB-F	6 WJIB-F<	6
7	7 WFNX-F	7 WVBF-F	7 WZOU-F	7 WHDH <	7 WSSH-F	7 WODS-F<	7 WSSH-F<	7 WMJX-F	7 WRKO <	7
8	8 WCGY-F	WBZ	WVBF-F	8 WRKO	8	8 WHDH	8 WZOU-F	8 WHDH	8 WBCN-F	8
9	9 WODS-F	9	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WXKS-F>	1 WXKS-F>	1 WXKS-F>	1 WXKS-F	1 WODS-F
2 WZOU-F	2 WZOU-F	2 WZOU-F	2 WMJX-F	2 WXKS-F
3 WMJX-F>	3 WMJX-F>	WMJX-F	3 WZOU-F	WMJX-F
4 WILD	4 WBCN-F	4 WBCN-F	4 WODS-F>	4 WSSH-F
5 WFNX-F	5 WILD >	5 WILD <	5 WBCN-F	5 WBZ
WBCN-F	6 WZLX-F	6 WVBF-F	6 WSSH-F<	6 WZOU-F
7 WAAF-F	WVBF-F<	7 WODS-F	7 WILD	7 WVBF-F
8	8 WFNX-F	8 WZLX-F	8 WVBF-F	8 WBCN-F
9	9	9 WROR-F	WROR-F	9 WROR-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBCN-F	1 WBCN-F>	1 WBCN-F>	1 WBCN-F>	1 WBCN-F
2 WXKS-F>	2 WXKS-F	2 WZLX-F>	2 WZLX-F	2 WODS-F
3 WZOU-F	3 WZLX-F	3 WXKS-F	3 WODS-F	3 WZLX-F
4 WZLX-F	4 WZOU-F	4 WFNX-F<	4 WXKS-F>	4 WRKO
5 WAAF-F	5 WCGY-F	5 WMJX-F	5 WRKO	5 WHDH
6 WCGY-F>>	6 WMJX-F<	6 WODS-F<	6 WMJX-F	6 WMJX-F
7	7 WFNX-F<	7 WZOU-F	WHDH	WBZ <
8	8 WAAF-F	8 WHDH <	WBZ	8 WXKS-F
9	9	9 WCGY-F	9	9

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		703 (3)	703 (3)	13.9	13.1
AOR/CLASSIC		945 (7)	945 (7)	18.7	17.4
AC/OLDIES/SOFT ROCK	52 (2)	1042 (6)	1094 (8)	21.7	22.4
MOR/VARIETY	397 (2)		397 (2)	7.9	9.1
COUNTRY		37 (1)	37 (1)	0.7	3.5
BLACK/URBAN	143 (1)		143 (1)	2.8	3.0
BEAUTIFUL/EASY		313 (2)	313 (2)	6.2	6.2
NEWS/TALK	933 (4)		933 (4)	18.5	19.1
NOSTALGIA	83 (1)	124 (1)	207 (2)	4.1	2.7
RELIGION/GOSPEL	50 (2)		50 (2)	1.0	1.5
SPANISH					
CLASSICAL		121 (1)	121 (1)	2.4	2.1
JAZZ/NEW AGE					
UNKNOWN/OTHERS	61 (2)	43 (2)	104 (4)	2.1	
	1719 (14)	3328 (23)	5047 (37)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBOQ-F	104.9	Gloucester	0.3/1.2/24/420
WCAP	980	Lowell	0.4/1.0/23/386
WCCM	800	Lawrence	0.3/0.6/19/207
WEZE	1260	Boston	0.3/1.1/17/377
WJDA	1300	Quincy	0.9/1.1/53/372
WKKU	1510	Boston	0.6/1.7/37/568
WLVG	740	Cambridge	0.7/0.5/43/159
WMEX	1150	Boston	0.3/1.5/18/493
WROL	950	Boston	0.6/1.7/45/669
WCTK-F	98.1	New Bedfrd/Prvd	0.4/1.5/108/1563
WHJY-F	94.1	Providence	0.7/2.4/219/3329
WHOB-F	106.3	Nashua	0.4/1.4/96/1480
WOKQ-F	97.5	Dover/Portsmth	0.6/1.5/163/1913
WSRS-F	96.1	Worcester	0.3/0.9/130/1775
WXLO-F	104.5	Fitchbrg/Worcst	0.4/2.1/131/2206

AM STATIONS

WBZ ,	1030,	50 KW (DA-1)	, MOR	ABC I,	$ 230.00 (Group W)	Westinghouse
WEEI,	590,	5 KW (DA-1)	, NEWS	CBS,	$ 135.00 (CBS)	
WHDH,	850,	50 KW (DA-2)	, TALK	NBC,TLKNT,	$ 173.00 (Durpetti)	
WILD,	1090,	5 KW (DAYS)	, BLACK	SBN,	$ 42.00 (Roslin)	
WMEX,	1150,	5 KW (DA-2)	, BUSINESS NEWS	ABC E,	$ 35.00 (Mc-Guild)	Greater Media
WRKO,	680,	50 KW (DA-2)	, TALK	MBS,	$ 180.00 (Republic)	Atlantic Ventures
WROL,	950,	5 KW (DAYS)	, RELIGION	,	$ 21.00 (---)	
WXKS,	1430,	5 KW/1 KW(DA-N)	, NOSTALGIA	,	$ N/A (MMR)	Pyramid

FM STATIONS

WBCN,	104.1,	19 KW @ 742,	AOR	,	$ 345.00 (Torbet)	Infinity
WBOS,	92.9,	17 KW @ 860,	CL.AOR/VARIOUS	NBC,	$ 90.00 (Katz)	Ackerly
WCGY,	93.7,	50 KW @ 430,	CLASSIC AOR	,	$ 65.00 (K & P)	Curt Gowdy
WCRB,	102.5,	15 KW @ 920,	CLASSICAL	,	$ 95.00 (CMBS)	
WFNX,	101.7,	1.6 KW @ 465,	AOR	,	$ 69.00 (---)	
WJIB,	96.9,	12 KW @ 1010,	BTFL/EZ	,	$ 110.00 (Mc-Guild)	Emmis
WMJX,	106.7,	12 KW @ 720,	AC	,	$ 142.00 (Mc-Guild)	Greater Media
WODS,	103.3,	16 KW @ 890,	OLDIES	RADRAD,	$ 140.00 (CBS)	CBS
WPLM,	99.1,	50 KW @ 430,	NOSTALGIA	,	$ 42.00 (---)	(PLYMOUTH)
WROR,	98.5,	8 KW @ 1191,	AC	US 1,	$ 165.00 (Republic)	Atlantic Ventures
WSSH,	99.5,	32 KW @ 600,	SOFT AC	,	$ 190.00 (HNWH)	Noble
WVBF,	105.7,	14 KW @ 954,	AC	,	$ 130.00 (Banner)	Fairbanks
WXKS,	107.9,	24 KW @ 719,	CHR	,	$ 300.00 (MMR)	Pyramid
WZLX,	100.7,	50 KW @ 500,	CLASSIC AOR	,	$ 150.00 (Christal)	Cook Inlet
WZOU,	94.5,	8 KW @ 1050,	CHR	,	$ 165.00 (Eastman)	Ardman

CALL LETTER CHANGES

FORMAT CHANGES

WMEX changes from OLDIES to BUSINESS NEWS (Nov)

STATION SALES

WEEI sold to Boston Celtics for $8,000,000 (Stevens)

WHDH sold by Sconnix for $14,000,000

BRIDGEPORT

Arbitron Rank/Pop (12+): 93/373,200
MSA Rank/Pop: 64/833,000 (County)
New York ADI
Average Person Ratings: 18.6
Market TSL: 24.25 hours

Stations: 33/5
Diaries: 817/457:1/55.5%
Sample Target: 780
% Below Line: 55.5
% Not Listed: 12.4

1989 Revenue: $23,000,000
HH Inc.: $42,595
Retail $: 9.0 Bil
Pop per Station: 74,640
#1 Biller: WEBE-F $5,400,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WEZN-F	(AC)	109/15.7	16.6	14.7	13.5	13.4	----	109/1165	1165/31.2	32.5	28.1	83				WEZN-F
2. WICC	(MOR)	76/11.0	10.3	10.7	13.3	15.5	----	76/1134	1134/30.4	30.0	29.8	92				WICC
3. WKCI-F	(CHR)	68/ 9.8	9.3	7.7	9.3	10.1	----	68/958	958/25.7	24.7	23.5	86				WKCI-F
4. WEBE-F	(AC)	63/ 9.1	8.6	8.9	10.5	10.4	----	63/806	806/21.6	22.4	20.2	158				WEBE-F
5. WPLR-F	(AOR)	53/ 7.6	7.0	8.4	9.2	7.7	----	53/692	692/18.5	20.1	18.7	96				WPLR-F
6. WFAN	(T)	23/ 3.3	2.9	1.3	1.3	0.3	----	23/431	431/11.5	9.9	9.1	148				WFAN
WCBS	(N/T)	23/ 3.3	2.7	2.8	3.3	3.9	----	23/560	560/15.0	12.0	14.4	67				WCBS
8. WQHT-F	(CHR)	17/ 2.4	2.4	1.2	2.0	1.8	----	17/192	192/ 5.1	5.4	5.7	33				WQHT-F
WCUM	(?)	17/ 2.4	0.6	0.8	0.4	1.2	----	17/74	74/ 2.0	1.6	2.3	137				WCUM
10.																

12+ FM SHARE (METRO): 67.43% (410 of 608) (FAL 88: 62.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F>>	1 WPLR-F<	1 WEBE-F	1 WEBE-F>	1 WEBE-F	1 WEZN-F>	1 WICC	1 WEZN-F>	1 WEZN-F	1 WKCI-F	1 WICC >
2 WQHT-F>	2 WEBE-F	2 WKCI-F	2 WEZN-F	2 WEZN-F	2 WICC	2 WEZN-F>	2 WEBE-F	2 WKCI-F	2 WEZN-F	2 WKCI-F
3 WRKS-F	3 WKCI-F	3 WPLR-F	3 WKCI-F	3 WICC	3	3 WKCI-F	3 WPLR-F<	3 WEBE-F	3 WEBE-F	WEBE-F
WPLR-F	4	4 WEZN-F	4 WICC	4 WKCI-F	4	4 WEBE-F>	4 WKCI-F>	4 WPLR-F	4 WPLR-F	WEZN-F
WCUM	5	5 WICC	5 WPLR-F	5 WPLR-F	5	5 WFAN	5 WICC	5 WICC	5 WICC	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKCI-F>>	1 WEBE-F	1 WEBE-F>>	1 WEBE-F	1 WEZN-F<	1 WPLR-F>>	1 WPLR-F>>	1 WPLR-F>	1 WPLR-F>	1 WPLR-F
2 WEBE-F>>	2 WKCI-F>>	2 WKCI-F	2 WKCI-F	2 WEBE-F>	2 WQHT-F>	2 WKCI-F	2 WEBE-F>	2 WEBE-F	2 WEBE-F
3 WRKS-F	3 WEZN-F	3 WEZN-F	3 WEZN-F>	3 WICC	3 WKCI-F>	3 WQHT-F	3 WKCI-F	3 WKCI-F	3 WFAN
4	4	4	4 WICC	4 WKCI-F	4 WRKI-F>	WEBE-F	WFAN >>	4 WFAN	WICC
5	5	5	5	5	5 WRKS-F>>	5	5	WICC	5 WEZN-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		98 (5)	98 (5)	16.1	13.0
AOR/CLASSIC		79 (5)	79 (5)	13.0	14.6
AC/OLDIES/SOFT ROCK		188 (5)	188 (5)	30.9	15.7
MOR/VARIETY	88 (3)		88 (3)	14.5	15.9
COUNTRY		16 (2)	16 (2)	2.6	2.5
BLACK/URBAN		12 (1)	12 (1)	2.0	3.1
BEAUTIFUL/EASY		3 (1)	3 (1)	0.5	17.3
NEWS/TALK	67 (5)		67 (5)	11.0	11.6
NOSTALGIA	22 (2)		22 (2)	3.6	3.8
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		4 (1)	4 (1)	0.7	0.9
JAZZ/NEW AGE		10 (2)	10 (2)	1.6	0.8
UNKNOWN/OTHERS	21 (2)		21 (2)	3.5	0.8
	198 (12)	410 (22)	608 (34)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WADS	690	Ansonia	0.4/2.9/ 3/ 109
WDJZ	1530	Bridgeport	2.0/2.4/ 14/ 90
WFIF	1500	Milford	0.6/1.3/ 4/ 50
WABC	770	New York	1.2/2.3/ 8/ 86
WALK	1370	Patchogue	
WALK-F	97.5	Patchogue	0.6/3.9/ 4/ 151
WAVZ	1300	New Haven	1.2/2.8/ 8/ 104
WBLI-F	106.1	Patchogue	0.6/4.9/ 4/ 182
WCBS-F	101.1	New York	0.3/1.7/ 2/ 64
WDRC-F	102.9	Hartford	1.4/6.1/ 10/ 228
WEFX-F	95.9	Norwalk/Stmfrd	1.3/5.7/ 9/ 214
WELI	960	New Haven	0.4/2.1/ 3/ 78
WGSM	740	Huntington	1.3/1.5/ 9/ 56
WHTZ-F	100.3	Newark/New York	0.9/3.8/ 6/ 141
WJAZ-F	96.7	Stamford	0.7/2.7/ 5/ 99
WNCN-F	104.3	New York	0.6/1.8/ 4/ 66
WNEW-F	102.7	New York	0.6/3.5/ 4/ 129
WOR	710	New York	1.4/4.1/ 10/ 152
WPLJ-F	95.5	New York	0.4/4.6/ 3/ 171
WQCD-F	101.9	New York	0.7/1.9/ 5/ 72
WRCH-F	100.5	New Britain/Hrt	0.4/1.5/ 3/ 56
WRKI-F	95.1	Brookfield	1.2/8.7/ 8/ 325
WRKS-F	98.7	New York	1.7/4.2/ 12/ 155
WWYZ-F	92.5	Waterbury/Hrtfd	1.6/3.9/ 11/ 144
WXRK-F	92.3	New York	0.7/5.6/ 5/ 209
WYNY-F	103.5	Lk Success/NY	0.7/3.8/ 5/ 141

RADIO STATIONS

WADS, 690, 1 KW , TALK APR, $ 15.00 (---)
WCUM, 1450, 1 KW , ?? , $ 15.00 (---)
WDJZ, 1530, 5 KW (DAYS, DA) , NOSTALGIA APR, $ 20.00 (K & P)
WICC, 600, 1 KW/500 W (DA-2) , MOR , $ 80.00 (Banner) ML/WIN

WEZN-F, 99.9, 25 KW @ 680, SOFT AC , $ 93.00 (Katz) NewCity
WEBE-F, 107.9, 50 KW @ 383, AC , $ 109.00 (Banner) ML/WIN (WESTPORT)
WRKI-F, 95.1, 50 KW @ 500, AOR , $ 75.00 (Eastman) Home News (BROOKFIELD)
WEFX-F, 95.9, 3 KW @ 300, AC , $ 45.00 (Christal) Hanson (NORWALK)

OTHER RANKED STATIONS -- See New York, Hartford, or New Haven

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 39/992,000
MSA Rank/Pop: 54 (Buffalo) 1,180,000
197 (Niagara Falls)
ADI # 38
Average Person Ratings: 17.3
Market TSL: 22.45 hours

Stations: 24/20
Diaries: 1326/748:1/55.1%
Sample Target: 1290
% Below Line: 2.6
% Not Listed: 10.3

1989 Revenue: $28,100,000
HH Inc.: $27,650
Retail $: 7.9 Bil
Pop per Station: 49,600
#1 Biller: WBEN $4,700,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WBEN	(MOR)	183/10.7	6.8	7.9	9.1	10.8	8.6	193/3390	3097/31.2	20.4	31.5	85	7.2	129	2099	WBEN
2. WKSE-F	(CHR)	156/ 9.1	11.3	9.5	11.0	9.2	10.2	176/2688	2422/24.4	25.9	26.1	96	12.0	215	3276	WKSE-F
WGR -F	(AOR)	156/ 9.1	7.6	9.4	7.4	6.0	8.4	203/2147	1707/17.2	17.6	15.1	110	10.1	181	2278	WGR -F
4. WYRK-F	(C)	151/ 8.8	8.8	8.5	10.0	10.7	9.0	181/1849	1603/16.2	17.3	17.4	120	6.1	109	1103	WYRK-F
5. WJYE-F	(EZ)	136/ 7.9	9.1	11.2	9.3	9.7	9.4	146/1992	1830/18.4	23.5	21.3	103	8.8	158	1448	WJYE-F
6. WHTT-F	(O)	104/ 6.1	6.0	5.2	5.2	4.4	5.6	119/1963	1716/17.3	14.3	14.8	156	7.0	126	1725	WHTT-F
7. WBUF-F	(AC) **	93/ 5.4	6.3	8.6	6.8	8.9	6.8	117/1480	1220/12.3	17.2	16.1	156	4.0	72	1223	WBUF-F
8. WMJQ-F	(CHR)	88/ 5.1	5.9	4.2	4.5	5.1	4.9	180/3110	1899/19.1	18.2	18.0	78	5.7	103	2267	WMJQ-F
9. WUFX-F	(AOR)	84/ 4.9	4.4	2.9	3.7	3.4	4.0	88/1586	1409/14.2	12.9	13.3	112	6.0		1592	WUFX-F
10. WBLK-F	(B)	81/ 4.7	6.6	5.7	4.8	6.6	5.4	81/1010	1003/10.1	10.1	10.1	106	6.5	116	1454	WBLK-F
11. WGR	(N/T)	60/ 3.5	4.0	1.6	4.2	3.0	3.3	64/1336	1160/11.7	9.4	13.3	74	2.5	45	794	WGR
12. WECK	(BB)	55/ 3.2	3.8	5.8	5.7	5.7	4.6	57/754	700/ 7.1	9.7	10.1	13	3.1	55	723	WECK
13. WWKB	(N/T)	33/ 1.9	1.0	1.7	1.2	1.6	1.5	35/577	546/ 5.5	5.3	6.4	105	2.4	44	592	WWKB
14. CJFT	(MOR)	28/ 1.6	1.2	1.1	0.4	----	1.1	28/255	255/ 2.6	3.0	0.0	13				CJFT
15. WDCX-F	(REL)	25/ 1.5	1.0	1.5	1.0	1.0	1.3	35/685	436/ 4.4	4.0	3.5	107	1.4	26	473	WDCX-F
16. WBMW-F	(J/NA)	23/ 1.3	1.4	0.6	1.1	0.3	1.1	26/430	386/ 3.9	2.7	2.1	138	1.5	27	518	WBMW-F
17.																
18.																
19.																
20.																

** STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY.

12+ FM SHARE (METRO): 71.60% (1102 of 1539) (FAL 88: 0.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSE-F>>	1 WGR -F>	1 WGR -F	1 WGR -F	1 WYRK-F	1 WBEN	1 WBEN >	1 WJYE-F<	1 WGR -F<	1 WBEN	1 WBEN >>
2 WMJQ-F>	2 WKSE-F>	2 WKSE-F	2 WHTT-F	2 WGR -F<	2 WYRK-F	2 WGR -F	2 WGR -F	2 WKSE-F	2 WKSE-F	2 WYRK-F
3 WGR -F>	3 WUFX-F	3 WHTT-F	3 WKSE-F	3 WHTT-F	3 WJYE-F>	3 WKSE-F	3 WYRK-F	3 WJYE-F	3 WYRK-F	3 WKSE-F
4 WBLK-F	4 WMJQ-F	4 WYRK-F	4 WBUF-F<	4 WBEN	4 WHTT-F<	4 WYRK-F	4 WKSE-F	4 WYRK-F	4 WGR -F	WHTT-F<
5	5 WJYE-F<	WUFX-F<	5 WYRK-F<	5 WKSE-F	5 WBUF-F	5 WHTT-F	5 WBUF-F	5 WHTT-F	5 WBLK-F	5 WBLK-F<
6	6 WHTT-F	6 WBUF-F<	6 WBEN	6 WBUF-F<	6 WECK	6 WJYE-F	6 WBEN <	6 WUFX-F<	6	6 WJYE-F<
7	7 WYRK-F	7 WBEN	7 WJYE-F	7 WJYE-F	7	7 WMJQ-F	7 WHTT-F	7 WBUF-F	7	7 WGR -F
8	8 WBUF-F	8 WJYE-F	8 WUFX-F	8	8	WBUF-F<	WUFX-F	8 WMJQ-F	8	8
						9 WGR				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKSE-F>	1 WKSE-F>	1 WKSE-F>	1 WKSE-F>	1 WKSE-F	1 WGR -F>>	1 WGR -F>>	1 WGR -F>>	1 WGR -F>	1 WGR -F
2 WMJQ-F	2 WGR -F	2 WGR -F	2 WBUF-F	2 WBUF-F	2 WUFX-F>	2 WUFX-F>	2 WUFX-F>	2 WUFX-F	2 WYRK-F
3 WGR -F>	3 WMJQ-F	3 WHTT-F	3 WGR -F<	3 WJYE-F	3 WKSE-F	3 WKSE-F	3 WKSE-F	3 WHTT-F	3 WBEN <
4 WBLK-F	4 WBUF-F	WBUF-F	4 WJYE-F	4 WXRL	4 WMJQ-F>	4 WMJQ-F	WBEN	4 WBEN	4 WHTT-F>
5 WUFX-F	5 WHTT-F	5 WJYE-F	5 WHTT-F	5 WHTT-F	5 WJYE-F	WBEN	5 WHTT-F	5 WYRK-F	5 WUFX-F
6 WBUF-F	6 WJYE-F	6 WYRK-F	6 WYRK-F	6 WBEN	WGR	6 WJYE-F	6 WYRK-F	6 WKSE-F	6 WJYE-F
7	7 WBLK-F	7 WUFX-F	7 WMJQ-F	7 WBLK-F	7 WBEN	7 WYRK-F	7 WMJQ-F	7	WBUF-F<
8	8 WYRK-F	WBLK-F	8	8 WGR -F	8 WYRK-F	8 WHTT-F	WJYE-F	8	8 WKSE-F
	WUFX-F								

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		244 (2)	244 (2)	15.9	16.1
AOR/CLASSIC		245 (3)	245 (3)	15.9	15.7
AC/OLDIES/SOFT ROCK	21 (2)	197 (2)	218 (4)	14.2	13.1
MOR/VARIETY	211 (2)		211 (2)	13.7	16.3
COUNTRY	20 (1)	151 (1)	171 (2)	11.1	12.3
BLACK/URBAN	20 (1)	81 (1)	101 (2)	6.6	7.7
BEAUTIFUL/EASY		136 (1)	136 (1)	8.8	10.6
NEWS/TALK	93 (2)		93 (2)	6.0	
NOSTALGIA	55 (1)		55 (1)	3.6	6.2
RELIGION/GOSPEL		25 (1)	25 (1)	1.6	1.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		23 (1)	23 (1)	1.5	0.3
UNKNOWN/OTHERS	17 (3)		17 (3)	1.1	0.4
	437 (12)	1102 (12)	1539 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGKT	1400	Buffalo	0.8/3.1/13/307
WHLD	1270	Niagara Falls	0.3/1.8/ 5/179
WHTT	1120	Buffalo	0.5/1.7/ 8/181
WUFO	1080	Amherst	1.2/3.4/20/340
WXRL	1300	Lancaster/Buffl	1.2/3.6/22/383
CFNY-F	102.1	Brampton ON	0.3/1.5/ 5/153
CJRN	710	Niagara Flls ON	0.3/0.9/ 6/97
WYSL	1030	Avon/Rochester	0.3/0.7/ 6/74

AM STATIONS

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WBEN,  930,  5 KW (DA-N)     , MOR                      CBS, $ 80.00 (Eastman)
WECK, 1230,  1 KW            , NOSTALGIA                NBC, $ 31.00 (Roslin)
WGKT, 1400,  1 KW            , OLDIES                      , $ 20.00 (CBS)        Metroplex
WGR ,  550,  5 KW (DA-N)     , NEWS/TALK              ABC E, $ 42.00 (Katz)
WUFO, 1080,  1 KW (DAYS)     , BLACK                    SBN, $ 16.00 (---)
WWKB, 1520, 50 KW (DA-1)     , BUSINESS NEWS               , $ 40.00 (HNWH)       Price
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FM STATIONS

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WBLK,   93.7,  50 KW @  400, BLACK                 RADRAD, $ 40.00 (Durpetti)
WBMW,  107.7,  13 KW @  650, JAZZ/NAC           SMN, US 1, $ 38.00 (Torbet)            (WETHERSFIELD)
WBUF,   92.9,  91 KW @  580, AC                          , $ 90.00 (Mc-Guild)    Lincoln
WDCX,   99.5, 110 KW @  640, RELIGION                    , $ 21.00 (---)         Crawford
WGR ,   96.9,  13 KW @  890, AOR                         , $ 66.00 (Katz)
WHTT,  104.1,  50 KW @  500, OLDIES                      , $ 62.00 (MMR)         Pyramid

WJYE,   96.1,  50 KW @  480, EZ/SOFT AC                  , $ 64.00 (Christal)    Williams
WKSE,   98.5,  45 KW @  380, CHR                    ABC R, $ 66.00 (HNWH)        Price
WMJQ,  102.5, 105 KW @ 1347, CHR                   SOURCE, $ 50.00 (Eastman)
WUFX,  103.3,  49 KW @  340, CLASSIC AOR              CBS, $ 47.00 (CBS)         Metroplex
WYRK,  106.5,  50 KW @  390, COUNTRY                     , $ 70.00 (Mc-Guild)    Stoner
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CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES
WPHD changes to WUFX (Sept)	WGR reclassified as NEWS/TALK	

CANTON

Arbitron Rank/Pop (12+): 108/332,400

MSA Rank/Pop: 117/404,000
Cleveland ADI
Average Person Ratings: 17.4
Market TSL: 23.00 hours

Stations: 32/9
Diaries: 805/413:1/55.3%
Sample Target: 730
% Below Line: 43.7
% Not Listed: 10.6

1989 Revenue: $7,900.000
HH Inc.: $26,594
Retail $: 2.6 Bil
Pop per Station: 36,933
#1 Biller: WHBC $2,400,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHBC-F	(EZ)	73/12.7	14.7	12.8	11.8	17.5	----	107/1128	806/24.2	24.4	23.9	82				WHBC-F
2. WDJQ-F	(CHR)	58/10.1	8.1	11.1	10.9	10.7	----	78/876	648/19.5	19.9	25.5	126				WDJQ-F
3. WHBC	(MOR)	57/ 9.9	11.6	11.8	10.7	12.2	----	59/851	812/24.4	23.1	25.3	68				WHBC
4. WRQK-F	(AOR)	44/ 7.6	4.6	8.2	8.6	5.3	----	55/712	519/15.6	13.7	15.7	84				WRQK-F
5. WKDD-F	(CHR)	41/ 7.1	6.2	7.4	7.4	7.6	----	56/986	622/18.7	18.5	21.6	127				WKDD-F
6. WQXK-F	(C)	40/ 6.9	9.0	7.5	10.9	6.1	----	76/896	462/13.9	17.6	15.8	107				WQXK-F
7. WONE-F	(AOR)	28/ 4.9	4.6	2.9	1.8	3.2	----	48/473	325/ 9.8	9.7	8.7	143				WONE-F
8. WQMX-F	(AC)	19/ 3.3	2.3	1.9	0.7	1.3	----	24/394	225/ 6.8	6.9	8.1	142				WQMX-F
9. WNIR-F	(T)	17/ 2.9	4.1	1.9	3.5	2.3	----	19/294	192/ 5.8	5.1	5.9	103				WNIR-F
10. WMJI-F	(AC)	14/ 2.4	2.3	2.9	2.8	2.7	----	16/314	268/ 8.1	7.0	8.8	196				WMJI-F
11. WNPQ-F	(CHR)	13/ 2.3	2.4	0.9	1.6	2.3	----	30/473	239/ 7.2	9.8	4.6	30				WNPQ-F

12+ FM SHARE (METRO): 80.04% (413 of 516) (FAL 88: 67.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFAH >	1 WRQK-F	1 WDJQ-F	1 WDJQ-F>	1 WDJQ-F	1 WHBC-F	1 WHBC	1 WHBC-F	1 WHBC-F	1 WRQK-F>	1 WHBC >>
2 WNPQ-F	WDJQ-F	2 WRQK-F	2 WKDD-F	2 WHBC-F	2 WHBC >	2 WHBC-F	2 WDJQ-F>	2 WDJQ-F	2 WHBC	2 WDJQ-F
3 WRQK-F	3 WKDD-F	3 WKDD-F>	3 WHBC-F	3 WKDD-F	3 WQXK-F	3 WDJQ-F>	3 WONE-F	3 WRQK-F	WDJQ-F	3 WHBC-F
4 WKDD-F	4 WONE-F>	4 WONE-F	4 WONE-F	4 WQXK-F	4	4 WQXK-F<	4 WQXK-F	4 WQXK-F<	4 WKDD-F	4 WKDD-F
5 WPHR-F	5 WQMX-F	5 WQXK-F	5 WQXK-F	5 WONE-F	5	5 WKDD-F	5 WRQK-F	5 WKDD-F	5 WHBC-F	5 WQXK-F
6	6	WHBC-F	WRQK-F	6 WHBC <	6	6	6 WHBC	6	6	6
				7 WRQK-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDJQ-F	1 WDJQ-F	1 WKDD-F	1 WDJQ-F	1 WDJQ-F	1 WRQK-F>>	1 WRQK-F>	1 WONE-F	1 WRQK-F	1 WDJQ-F
2 WRQK-F	2 WKDD-F>	2 WDJQ-F>	2 WKDD-F>	2 WKDD-F	2 WZAK-F	2 WONE-F	2 WDJQ-F	2 WDJQ-F	2 WONE-F
3 WQMX-F	3 WRQK-F	3 WQXK-F	3 WQXK-F	3 WHBC-F	WONE-F	3 WDJQ-F	3 WKDD-F	3 WONE-F>	3 WHBC-F
WKDD-F	4 WQMX-F>	4 WQMX-F	WRQK-F	4 WQXK-F>	WDJQ-F	4 WKDD-F	WRQK-F>	4 WKDD-F	4 WRQK-F
5 WNPQ-F>	5 WQXK-F	WONE-F	5 WHBC-F	5 WHBC	5 WKDD-F	5	5 WQMX-F	5 WHBC-F	5 WHBC
6 WHOT-F	6	WRQK-F	6	6	6	6	WMMS-F	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		122 (5)	122 (5)	23.6	24.5
AOR/CLASSIC		82 (3)	82 (3)	15.9	16.9
AC/OLDIES/SOFT ROCK		54 (4)	54 (4)	10.5	7.8
MOR/VARIETY	64 (3)		64 (3)	12.4	17.3
COUNTRY	19 (3)	47 (3)	66 (6)	12.8	11.8
BLACK/URBAN		8 (1)	8 (1)	1.6	1.0
BEAUTIFUL/EASY		75 (2)	75 (2)	14.5	14.7
NEWS/TALK	4 (1)	17 (1)	21 (2)	4.1	4.3
NOSTALGIA	3 (1)		3 (1)	0.6	0.6
RELIGION/GOSPEL	13 (2)	2 (1)	15 (3)	2.9	1.2
SPANISH					
CLASSICAL		4 (1)	4 (1)	0.8	
JAZZ/NEW AGE					
UNKNOWN/OTHERS		2 (1)	2 (1)	0.4	
	103 (10)	413 (22)	516 (32)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBXT	900	Canton/Akron	1.2/3.0/ 7/ 99
WFAH	1310	Alliance	0.7/2.9/ 4/ 115
WTIG	990	Massillion	1.0/2.1/ 6/ 69
WTOF-F	98.1	Canton/Akron	0.3/3.9/ 6/ 198
WCLV-F	95.5	Cleveland	0.7/1.7/ 4/ 64
WDOK-F	102.1	Cleveland	1.7/6.7/ 11/ 316
WGAR	1220	Cleveland	0.3/1.4/ 2/ 76
WGAR-F	99.5	Cleveland	0.5/2.3/ 5/ 141
WHLO	640	Akron/Cleveland	1.0/2.8/ 11/ 189
WHOT-F	101.1	Youngstown	0.7/1.9/ 33/ 431
WJER-F	101.7	Dover-New Phily	0.3/1.7/ 21/ 270
WLTF-F	106.5	Cleveland	1.9/5.6/ 14/ 245
WMMS-F	100.7	Cleveland	1.7/7.3/ 13/ 356
WPHR-F	107.9	Cleveland	1.0/4.9/ 9/ 247
WQAL-F	104.1	Cleveland	0.3/1.5/ 2/ 50
WQKT-F	104.5	Wooster	0.7/2.2/ 46/ 502
WRMR	850	Cleveland	0.5/1.5/ 11/ 123
WSLR	1350	Akron	1.9/3.2/ 11/ 119
WSOM	600	Salem	0.5/1.4/ 6/ 85
WWWE	1100	Cleveland	0.7/5.3/ 9/ 339
WZAK-F	93.1	Cleveland	1.4/3.7/ 11/ 164

RADIO STATIONS

WHBC,	1480,	5 KW (DA-N)	, MOR	ABC E,	$ 60.00 (Christal)	
WFAH,	1310,	1 KW/8 W (DA-1)	, AC	ABC I,	$ 15.00 (HNWH)	(ALLIANCE)
WTIG,	990,	250 W (DAYS)	, COUNTRY	MBS,	$ 13.00 (---)	(MASSILLONI)
WBXT,	900,	500 W (DAYS)	, RELIGION	SBN, APR,	$ 10.00 (---)	
WDJQ-F,	92.5,	50 KW @ 500,	CHR	,	$ 42.00 (HNWH)	(ALLIANCE)
WHBC-F,	94.1,	50 KW @ 500,	BTFL/EZ	ABC E,	$ 39.00 (Christal)	
WNPQ-F,	95.9.	1.6 KW @ 300,	CHR	RADRAD,	$ 15.00 (---)	
WRQK-F,	106.9,	28 KW @ 340,	AOR	,	$ 35.00 (MMR)	
WTOF-F,	98.1,	36 KW @ 570,	RELIGION	,	$ 15.00 (---)	Mortenson

OTHER RANKED STATIONS -- See Akron and Cleveland

American Radio Fall 1989, Copyright 1990

CHARLESTON, SC

Arbitron Rank/Pop (12+): 80/407,300
MSA Rank/Pop: 98/519,000
ADI # 107

1989 Revenue: $11,300,000
HH Income: $23,092
Retail $: 3.3 Bil
#1 Biller: WEZL-F $2,300,000

IMPORTANT NOTICE

Hurricane Hugo disrupted the Charleston market to such a degree that neither Arbitron nor Birch felt that they could conduct an accurate and reliable survey. So the Fall surveys were cancelled. The next survey will appear in the Spring 1990 issue of American Radio.

MISCELLANEOUS COMMENTS

WJYQ-F changed from AC to Jazz/NAC (Nov). . . WQIZ, WKQB-F (St. George) sold for $2,450,000 (Gazzana). . . WMGL-F (Ravenal) sold for $2,400,000 . . . WEZL-F sold by John Price to Apollo for $8,100,000 (Stevens). . .

CHARLOTTE

Arbitron Rank/Pop (12+): 41/930,900

MSA Rank/Pop: 44/1,130,000
ADI # 31
Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 26/19
Diaries: 1366/681:1/52.4%
Sample Target: 1190
% Below Line: 4.6
% Not Listed: 11.3

1989 Revenue: $32,900,000
HH Inc.: $27,430
Retail $: 9.0 Bil
Pop per Station: 48,994
#1 Biller: WSOC-AF $5,000,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSOC-F	(C)	239/15.4	9.1	14.4	12.7	15.6	12.9	413/4653	2601/27.9	22.4	26.6	103	14.4	233	2296	WSOC-F
2. WPFG-F	(B)	147/ 9.5	11.4	10.6	10.7	9.9	10.6	178/1858	1390/14.9	17.4	16.1	88	13.2	214	1925	WPEG-F
3. WBT	(MOR)	139/ 9.0	5.6	7.2	5.8	6.0	6.9	159/2026	1661/17.8	15.7	16.4	82	5.1	83	1061	WBT
4. WCKZ-F	(CHR)	124/ 8.0	8.7	8.5	8.2	8.4	8.4	208/2886	1699/18.3	19.6	17.4	52	12.8	207	2328	WCKZ-F
5. WRFX-F	(AOR)	122/ 7.9	7.5	7.2	7.3	6.9	7.5	163/2235	1594/17.1	15.0	13.4	133	8.9	145	1544	WRFX-F
6. WMXC-F	(AC)	97/ 6.3	6.6	7.2	5.7	4.6	6.4	155/2149	1399/15.0	16.2	12.9	132	6.3	102	1123	WMXC-F
7. WEZC-F	(EZ)	86/ 5.5	6.0	5.3	5.8	5.7	5.7	145/2001	1218/13.1	9.1	11.0	145	3.3	53	617	WEZC-F
8. WKMG-F	(O)	75/ 4.8	4.5	3.6	3.9	4.8	4.2	149/1999	1046/11.2	11.0	11.3	154	5.8	94	704	WWMG-F
9. WBT -F	(AC)	74/ 4.8	3.8	3.8	5.0	4.7	4.3	161/2553	1364/14.7	14.1	16.4	110	4.0	65	1308	WBT -F
10. WZZG-F	(CHR)	66/ 4.3	5.6	4.9	5.3	4.7	5.0	164/2274	1194/12.8	13.1	16.2	63	5.4	88	1399	WROQ-F
11. WLVK-F	(C)	57/ 3.7	6.2	5.3	6.1	5.6	5.3	152/2102	974/10.5	12.7	13.1	100	2.9	47	836	WLVK-F
12. WGIV	(B)	21/ 1.4	1.0	1.3	0.9	1.4	1.1	21/345	345/ 3.7	3.5	3.8	57	1.0	17	271	WGIV
13.																
14.																
15.																

12+ FM SHARE (METRO): 84.82% (1168 of 1377) (FAL 88: 88.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCKZ-F>>	1 WPEG-F	1 WSOC-F	1 WSOC-F	1 WSOC-F>	1 WSOC-F>	1 WSOC-F	1 WSOC-F>	1 WSOC-F>	1 WBT <	1 WSOC-F>>
2 WPEG-F>	2 WRFX-F>	2 WRFX-F<	2 WRFX-F>	2 WRFX-F	2 WBT >>	2 WRFX-F	2 WRFX-F<	2 WPEG-F	2 WPEG-F<	2 WPEG-F
3 WROQ-F	3 WMXC-F	3 WPEG-F>	3 WMXC-F<	3 WPEG-F<	3 WEZC-F	3 WBT	3 WMXC-F	WCKZ-F	3 WCKZ-F	WBT >>
4 WBT -F	4 WCKZ-F	4 WMXC-F	4 WPEG-F	4 WMXC-F	4 WWMG-F	4 WPEG-F	4 WBT	4 WBT <	4 WSOC-F>	4 WCKZ-F>
5	5 WSOC-F	5 WCKZ-F<	5 WEZC-F<	5 WEZC-F	5 WPEG-F<	5 WMXC-F<	5 WPEG-F<	5 WRFX-F<	5	5 WRFX-F
6	WBT -F<	6 WEZC-F<	6 WBT	6 WWMG-F	6 WMXC-F<	6 WCKZ-F	6 WEZC-F	6 WMXC-F<	6	WLVK-F
7	7 WROQ-F	7 WBT -F<	7 WWMG-F	WBT	7 WRFX-F	7 WEZC-F	7	7 WWMG-F	7	WEZC-F
		8 WWMG-F<								
		9 WBT <								
		10 WROQ-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPEG-F	1 WPEG-F	1 WMXC-F	1 WSOC-F	1 WSOC-F>
2 WROQ-F	2 WMXC-F	2 WPEG-F	2 WPEG-F	2 WMXC-F
3 WCKZ-F>	3 WRFX-F<	3 WRFX-F	3 WMXC-F	3 WPEG-F<
4 WMXC-F	4 WBT -F	4 WBT -F	4 WRFX-F	4 WEZC-F
5 WBT -F	5 WCKZ-F<	5 WSOC-F	5 WEZC-F	5 WRFX-F>
6 WSOC-F	6 WSOC-F	WEZC-F>	6 WCKZ-F<	6 WBT
WRFX-F	7 WROQ-F	7 WCKZ-F	7 WBT -F	7 WBT -F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPEG-F>	1 WRFX-F	1 WRFX-F>>	1 WRFX-F	1 WSOC-F
2 WRFX-F	2 WPEG-F>	2 WBT -F	2 WSOC-F	2 WRFX-F
3 WCKZ-F	3 WCKZ-F	3 WSOC-F	3 WPEG-F	3 WWMG-F
4 WROQ-F>	4 WSOC-F	WPEG-F	4 WWMG-F	4 WBT
5 WSOC-F>	WROQ-F	5 WWMG-F	5 WBT	5 WPEG-F
6 WMXC-F	6 WBT -F	6 WMXC-F	6 WMXC-F	6 WEZC-F<
7	7 WMXC-F	WBT	WCKZ-F	7 WMXC-F
	8 WWMG-F	8 WEZC-F		
		9 WROQ-F		
		10 WCKZ-F		

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		199 (3)	199 (3)	14.5	10.9
AOR/CLASSIC		140 (2)	140 (2)	10.2	8.5
AC/OLDIES/SOFT ROCK		259 (4)	259 (4)	18.8	12.3
MOR/VARIETY	149 (2)		149 (2)	10.8	7.6
COUNTRY	5 (1)	305 (3)	310 (4)	22.5	25.0
BLACK/URBAN	21 (1)	156 (2)	177 (3)	12.9	23.7
BEAUTIFUL/EASY		96 (2)	96 (2)	7.0	6.6
NEWS/TALK					
NOSTALGIA					0.4
RELIGION/GOSPEL	22 (3)	13 (1)	35 (4)	2.5	3.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	12 (2)		12 (2)	0.9	
	209 (9)	1168 (17)	1377 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGSP	1310	Charlotte	0.4/1.3/ 6/ 124
WIXE	1190	Monroe	0.5/0.9/ 7/ 87
WLON	1050	Lincolnton	0.8/1.9/ 13/ 189
WRDX-F	106.5	Salisbury/Chrlt	0.8/2.6/ 21/ 388
WRHI	1340	Rock Hill	0.6/2.1/ 10/ 197
WSAT	1280	Salisbury	0.3/1.0/ 5/ 93
WSOC	930	Charlotte	0.3/3.5/ 6/ 368
WFGW	1010	Black Mountain	0.3/1.3/ 5/ 210
WFMX-F	105.7	Statesville	0.6/2.1/ 37/ 761
WKZL-F	107.5	Winstn-Slm/Grns	0.6/1.7/ 34/ 633
WMIT-F	106.9	Black Mountain	0.8/3.6/ 22/ 685
WSPA-F	98.9	Spartanburg	0.6/2.2/ 66/ 628
WWDM-F	101.3	Sumter	0.6/1.3/ 14/ 253
WXRC-F	95.7	Hickory	1.2/3.4/ 41/ 837

RADIO STATIONS

AM STATIONS

WBT , 1110, 50 KW (DA-N) , MOR	NBC, $ 78.00 (Banner)	Jeff-Pilot	
WGIV, 1600, 1 KW (DA-2) , BLACK	NBN, $ 25.00 (HNWH)	Broadcasting Partners	

FM STATIONS

WBT -F, 107.9, 97 KW @ 1962, AC	, $ 55.00 (Banner)	Jeff-Pilot	
WCKZ-F, 101.9, 100 KW @ 1000, CHR/URBAN	US 2, $ 45.00 (Durpetti)	Beasley	
WEZK-F, 102.9, 100 KW @ 1545, BTFL/EZ	, $ 42.00 (CBS)	Keymarket	(HICKORY)
WLVK-F, 96.9 100 KW @ 1554, COUNTRY	ABC E, $ 58.00 (Republic)	Trumper	(STATESVILLE)
WMXC-F, 104.7, 100 KW @ 1230, AC	, $ 95.00 (MMR)	EZ	
WPEG-F, 97.9, 50 KW @ 400, BLACK	RADRAD, $ 64.00 (HNWH)	Broadcasting Part.	(CONCORD)
WRFX-F, 99.7, 100 KW @ 1044, AOR	, $ 80.00 (Mc-Guild)	Pyramid	(KANNAPOLIS)
WZZG-F, 95.1, 100 KW @ 1000, CHR	US 1, $ 50.00 (Republic)		
WSOC-F, 103.7, 100 KW @ 1003, AC	, $ 106.00 (Christal)	Cox	
WWMG-F, 96.1, 100 KW @ 1738, AC/OLDIES	, $ 51.00 (Eastman)	Voyager	(SHELBY)
WXRC-F, 95.7, 100 K2 @ 1276, AOR	ABC R, $ 25.00 (---)		(HICKORY)

CALL LETTER CHANGES

WBCY-F changes calls to WBT-F
WROQ-F changes calls to WZZG-F (Jan)

FORMAT CHANGES

WBT-F changes format to AC (Dec)

STATION SALES

WBIF sold by Beasley for $125,000...WAME sold by Swaggert to CBN for $725,000...

CHATTANOOGA

Arbitron Rank/Pop (12+): 96/360,500

MSA Rank/Pop: 110/438,000
ADI # 84
Average Person Ratings: 15.9
Market TSL: 20.75 hours

Stations: 18/18
Diaries: 843/428:1/59.0%
Sample Target: 760
% Below Line: 0.0
% Not Listed: 12.9

1989 Revenue: $12,400,000
HH Inc.: $23,680
Retail $: 3.1 Bil
Pop per Station: 20,027
#1 Biller: WSKZ-F $2,600,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSKZ-F (CHR)	99/17.3	18.0	19.2	15.0	17.9	17.4	170/2169	1127/31.3	30.5	31.9	76	21.3	142	1298	WSKZ-F
2. WUSY-F (C)	74/12.9	12.2	12.6	12.9	14.0	12.6	185/2128	980/27.2	24.6	21.3	129	12.9	86	918	WUSY-F
3. WDEF-F (EZ)	68/11.9	9.6	10.3	12.9	13.4	11.2	106/1258	885/24.5	20.8	21.6	79	9.3	62	688	WDEF-F
4. WDOD-F (C)	55/ 9.6	8.0	9.4	8.5	7.8	8.9	74/1279	861/23.9	18.9	17.4	110	7.2	48	646	WDOD-F
5. WJTT-F (B)	48/ 8.4	6.9	7.9	8.2	8.8	7.8	58/469	395/11.0	10.8	12.7	105	10.0	67	608	WJTT-F
6. WLMX-F (AC)	39/ 6.8	10.0	10.5	12.4	8.6	9.9	41/749	659/18.3	21.6	19.8	143	9.0	60	713	WLMX-F
7. WNOO (B)	35/ 6.1	4.5	3.4	3.1	3.9	4.3	35/262	247/ 6.9	6.9	6.4	108	3.4	23	270	WNOO
8. WDEF (MOR)	18/ 3.1	2.2	3.8	4.4	3.1	3.4	19/410	366/10.2	8.5	9.9	29	2.8	19	255	WDEF
9. WFXS-F (AOR)	17/ 3.0	2.1	1.1	2.7	2.1	2.2	17/377	354/ 9.8	5.3	8.3	127	5.5	37	465	WFXS-F
10. WDOD (C)	13/ 2.3	1.9	2.3	2.2	1.8	2.2	15/330	289/ 8.0	6.3	5.5	39	1.9	13	235	WDOD

12+ FM SHARE (METRO): 81.53% (406 of 498) (FAL 88: 84.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSKZ-F>>	1 WSKZ-F>>	1 WSKZ-F>	1 WUSY-F	1 WUSY-F	1 WDEF-F	1 WDEF-F<	1 WUSY-F	1 WSKZ-F>	1 WSKZ-F>>	1 WUSY-F>>
2 WJTT-F	2 WLMX-F	2 WUSY-F>	2 WSKZ-F>	2 WSKZ-F	2 WUSY-F	2 WSKZ-F>	WSKZ-F	2 WUSY-F	2 WJTT-F	2 WSKZ-F
3	WJTT-F	3 WDOD-F	3 WDOD-F<	3 WDOD-F	3 WDOD-F>	3 WUSY-F>	3 WDEF-F	3 WDOD-F	3 WUSY-F>	3 WJTT-F
4	4 WUSY-F>	4 WLMX-F	4 WLMX-F	4 WLMX-F	4 WNOO	4 WDOD-F	4 WDOD-F	4 WDEF-F	4 WDOD-F	4 WDEF-F
5	5 WFXS-F	WJTT-F	5 WDEF-F	5 WDEF-F	5	5 WJTT-F	5 WLMX-F	5 WJTT-F	5 WDEF-F	5
6	WDOD-F	6 WDEF-F	6 WJTT-F	6 WJTT-F>	6	6 WLMX-F	6	6 WLMX-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSKZ-F>>	1 WSKZ-F>>	1 WSKZ-F	1 WSKZ-F	1 WUSY-F	1 WSKZ-F>>	1 WSKZ-F>>	1 WSKZ-F>	1 WSKZ-F>	1 WUSY-F<
2 WLMX-F	2 WLMX-F>	2 WLMX-F>	2 WUSY-F	2 WLMX-F	2 WJTT-F>	2 WUSY-F>	2 WUSY-F>	2 WUSY-F	2 WSKZ-F
3 WJTT-F>	3 WJTT-F>	3 WJTT-F>	WLMX-F>	3 WSKZ-F	3 WDOD-F>	3 WJTT-F	3 WFXS-F	3 WDOD-F	3 WDOD-F>
4 WDOD-F	4 WUSY-F	4 WUSY-F	4 WJTT-F	4 WDEF-F	4 WUSY-F	4 WFXS-F	4 WDOD-F	4 WJTT-F>	4 WDEF-F
WDEF-F>>	5 WDEF-F	5	5 WDEF-F	5 WJTT-F	WFXS-F>	WDOD-F	5 WJTT-F	5 WFXS-F	5 WJTT-F
6	6	6	6 WDOD-F	6 WDOD-F	6 WQCH	6	6	WDEF-F	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		99 (1)	99 (1)	19.9	20.9
AOR/CLASSIC		17 (1)	17 (1)	3.4	0.9
AC/OLDIES/SOFT ROCK	1 (1)	45 (2)	46 (3)	9.2	12.9
MOR/VARIETY	18 (1)		18 (1)	3.6	3.6
COUNTRY	23 (3)	129 (2)	152 (5)	30.5	28.7
BLACK/URBAN	35 (1)	48 (1)	83 (2)	16.7	14.8
BEAUTIFUL/EASY		68 (1)	68 (1)	13.7	15.6
NEWS/TALK	6 (1)		6 (1)	1.2	
NOSTALGIA					
RELIGION/GOSPEL	5 (2)		5 (2)	1.0	2.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	4 (1)		4 (1)	0.8	
	92 (10)	406 (8)	498 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDXB	1490	Chattanooga	0.5/3.0/ 3/ 108
WFLI	1070	Lookout Mountn	0.5/3.2/ 3/ 128
WGOW	1150	Chattanooga	1.0/5.2/ 6/ 189
WLMX	980	Rossville/Chtng	0.2/0.5/ 1/ 19
WMOC	1450	Chattanooga	0.3/1.8/ 2/ 65
WQCH	1590	Lafayette	1.2/1.8/ 7/ 66
WSDQ	1190	Dunlap	0.7/1.6/ 4/ 69
WSGC-F	101.9	Ringgold	1.0/5.5/ 8/ 258

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR	CBS, NBC, $ 30.00 (Katz)	Park	
WDOD, 1310, 5 KW (DA-N)	, COUNTRY	ABC E, $ 20.00 (Banner)	Bahakel	
WFLI, 1070, 50 KW/1 KW (DA-2)	, RELIGION	ABC I, $ 12.00 (---)		
WGOW, 1150, 5 KW/1 KW (DA-N)	, TALK	SUN, $ 20.00 (Christal)	Bloomington	
WNOO, 1260, 5 KW (DAYS)	, BLACK	SBN, $ 15.00 (Eastman)		
WDEF-F, 92.3, 97 KW @ 895	, BTFL/EZ	ABC D, $ 35.00 (Katz)	Park	
WDOD-F, 96.5, 100 KW @ 1080	, COUNTRY	ABC E, $ 40.00 (Banner)	Bahakel	
WJTT-F, 94.3, 3 KW @ 300	, BLACK	RADRAD, $ 22.00 (HNWH)		
WLMX-F, 105.5, 3 KW @ 270	, AC	, $ 44.00 (Republic)	Baum	(ROSSVILLE, GA)
WSGC-F, 101.9, 3 KW @ 650	, OLDIES	, $ N/A (---)		(RINGOLD, GA)
WSKZ-F, 106.5, 100 KW @ 1076	, CHR	, $ 57.00 (Christal)	Bloomington	
WUSY-F, 100.7, 100 KW @ 500	, COUNTRY	MBS, $ 52.00 (Mc-Guild)	Colonial	
WFXS-F, 102.3, 3 KW @ 287	, CLASSIC ROCK	NBC, $ 16.00 (Eastman)		

MISCELLANEOUS COMMENTS: WYVY-F changed to WFXS-F and format from BLACK to CLASSIC AOR (Sep)...WLMX A/F (Roseville) sold to BAUM by Media Capital for $7,000,000 (Blackburn)...WDXB now programming COUNTRY...

CHICAGO

Arbitron Rank/Pop (12+): 3/6,744,900
MSA Rank/Pop: 3/8,210,000
ADI # 3
Average Person Ratings: 18.4
Market TSL: 24.00 hours

Stations: 35/35
Diaries: 3304/2041:1/52.2%
Sample Target: 3150
% Below Line: 0.0
% Not Listed: 9.9

1989 Revenue: $228,000,000
HH Inc.: $33,675
Retail $: 60.0 Bil
Pop per Station: 192,711
#1 Biller: WGN $37,400,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGN	(N/T)	1325/10.7	9.3	9.1	9.5	8.6	9.6	1537/19407	16318/24.2	19.9	21.2	68	8.7	1035	13409	WGN
2. WGCI-F	(B)	910/ 7.3	6.7	6.2	7.4	6.7	6.9	918/10256	10149/15.0	13.4	14.3	89	9.4	1124	11520	WGCI-F
3. WVAZ-F	(B)	633/ 5.1	4.9	4.7	6.0	4.2	5.2	635/7117	7063/10.5	10.3	11.3	137	6.1	725	5969	WVAZ-F
4. WBBM	(N/T)	612/ 4.9	5.5	5.3	4.8	6.0	5.1	684/14062	12354/18.3	19.6	18.8	69	5.1	604	9736	WBBM
5. WLUP-F	(AOR)	513/ 4.1	4.4	4.8	4.8	4.3	4.5	533/8981	8758/13.0	13.1	13.3	112	5.8	686	10006	WLUP-F
6. WBBM-F	(CHR)	499/ 4.0	3.6	4.1	3.8	3.2	3.9	503/10322	10097/15.0	15.1	15.3	63	5.5	653	11633	WBBM-F
7. WYTZ-F	(CHR)	468/ 3.8	3.7	4.4	3.6	4.0	3.9	501/9555	9027/13.4	14.1	14.3	47	4.6	552	11635	WYTZ-F
8. WLUP	(N/T)	459/ 3.7	3.5	2.5	3.1	2.8	3.2	511/5714	5201/ 7.7	8.2	6.3	141	2.6	306	4249	WLUP
9. WXEZ-AF	(EZ)	454/ 3.7	4.1	4.5	5.2	6.1	4.4	461/6480	6263/ 9.3	9.3	11.3	100	2.2	228	4435	WXEZ-AF
10. WUSN-F	(C)	435/ 3.5	3.7	2.7	3.4	3.0	3.3	446/6146	5836/ 8.7	7.3	8.0	111	3.8	451	6234	WUSN-F
11. WXRT-F	(AOR)	425/ 3.4	2.3	2.7	2.7	2.4	2.8	434/5420	5267/ 7.8	6.5	6.4	153	3.1	372	4692	WXRT-F
12. WCKG-F	(AOR)	419/ 3.4	3.8	4.1	4.0	4.3	3.8	492/8873	8073/12.0	11.6	12.3	97	5.1	610	7864	WCKG-F
13. WJJD	(BB)	401/ 3.2	2.6	3.0	2.7	2.3	2.9	426/4939	4621/ 6.9	6.6	5.1	34	2.3	273	3847	WJJD
14. WKQX-F	(AC)	385/ 3.1	4.4	4.0	3.1	4.1	3.7	413/8383	8098/12.0	13.4	13.8	129	3.4	405	6841	WKQX-F
15. WTMX-F	(AC)	384/ 3.1	2.6	2.6	2.7	3.0	2.8	390/5898	5752/ 8.5	8.2	10.2	139	2.2	264	4537	WTMX-F
WJMK-F	(O)	384/ 3.1	3.5	2.8	3.4	4.2	3.2	407/8168	7628/11.3	10.4	13.8	139	2.8	331	5258	WJMK-F
17. WLIT-F	(AC)	350/ 2.8	2.0	3.0	3.6	3.2	2.8	354/4948	4794/ 7.1	7.4	10.5	146	1.8	218	3370	WLIT-F
18. WNUA-F	(J/NA)	289/ 2.3	2.1	2.3	1.3	2.5	2.0	291/4874	4775/ 7.1	7.1	6.2	152	2.4	282	4294	WNUA-F
19. WMAQ	(N/T)	262/ 2.1	1.8	1.8	1.6	1.4	1.8	311/8444	7089/10.5	8.4	6.6	67	2.2	259	4970	WMAQ
20. WNIB-F	(CL)	225/ 1.8	1.3	1.2	1.3	1.4	1.4	226/3605	3539/ 5.2	4.8	4.1	100	0.9	104	1846	WNIB-F
21. WFYR-F	(AC)	221/ 1.8	1.6	2.0	1.9	1.8	1.8	230/5482	5244/ 7.8	8.5	8.9	150	2.0	242	4486	WFYR-F
22. WLS	(N/T)	179/ 1.4	1.4	1.6	1.6	1.6	1.5	256/4744	3168/ 4.7	5.7	5.5	86	1.3	154	2775	WLS
23. WOJO-F	(SP)	152/ 1.2	1.9	1.7	1.6	1.2	1.6	155/2028	2014/ 3.0	3.3	3.1	117	1.3	154	2231	WOJO-F
24. WIND	(SP)	147/ 1.2	1.4	1.0	0.5	0.8	1.0	148/1609	1574/ 2.3	2.3	2.0	108	0.6	67	1294	WIND
25. WFMT-F	(CL)	132/ 1.1	1.3	1.4	1.2	1.3	1.3	138/3321	3171/ 4.7	5.2	4.7	82	1.1	134	2409	WFMT-F

12+ FM SHARE (METRO): 66.98% (7501 of 11199) (FAL 88: 70.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYTZ-F	1 WGCI-F	1 WGCI-F	1 WVAZ-F	1 WGN	1 WGN >>	1 WGN >	1 WGN >	1 WGN	1 WGCI-F>	1 WGN >>
2 WGCI-F	2 WLUP-F	2 WVAZ-F	2 WGCI-F	2 WVAZ-F	2 WBBM	2 WLUP-AF	2 WXEZ-AF	2 WGCI-F	2 WGN >	2 WBBM >>
3 WBBM-F	3 WVAZ-F	3 WLUP-F	3 WGN	3 WGCI-F	3 WXEZ-AF	3 WBBM	3 WGCI-F<	3 WLUP	3 WVAZ-F	3 WGCI-F>
4	4 WCKG-F<	4 WLUP	4 WXRT-F<	4 WXRT-F	4 WJJD	4 WGCI-F>	4 WLUP <	4 WVAZ-F	4 WYTZ-F<	4 WVON >
5	5 WXRT-F<	5 WXRT-F<	5 WLUP	WLUP	5 WUSN-F	5 WVAZ-F	5 WVAZ-F	5 WBBM-F	5 WBBM-F	5 WMAQ >
6	6 WLUP	6 WGN	6 WLUP-F	6 WLUP-F	6 WVAZ-F<	6 WBBM-F	6 WTMX-F	6 WYTZ-F	6 WBBM	6 WVAZ-F
7	7 WBBM-F>	7 WCKG-F	7 WTMX-F	7 WTMX-F	7 WGCI-F	7 WMAQ	7 WJJD <	WCKG-F<	7 WCKG-F	7 WBBM-F
8	8 WTMX-F<	8 WBBM-F	8 WJMK-F	WJMK-F	8 WJMK-F	WKQX-F	8 WXRT-F	8 WXEZ-AF	8 WLUP-F	8 WLUP-F
9	9 WKQX-F	9 WTMX-F<	9 WLIT-F<	9 WLIT-F<	9 WMAQ	9 WYTZ-F	WLIT-F<	WLUP-F<	9 WJMK-F	9 WJMK-F
10	10 WNUA-F	10 WKQX-F	10 WKQX-F	10 WKQX-F	10 WTMX-F	10 WYTZ-F WXRT-F	10 WUSN-F	10 WXRT-F	10 WXRT-F	10 WYTZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WGCI-F>	1 WGCI-F	1 WVAZ-F	1 WGCI-F	1 WVAZ-F
2 WBBM-F>	2 WVAZ-F>	2 WGCI-F>	2 WVAZ-F>	2 WGCI-F
3 WLUP-F	3 WLUP-F	3 WXRT-F	3 WTMX-F	3 WGN
4 WYTZ-F<	4 WBBM-F<	4 WTMX-F<	4 WKQX-F	4 WTMX-F
5 WVAZ-F	5 WCKG-F	5 WLUP-F<	5 WBBM-F	5 WKQX-F
6 WCKG-F	6 WTMX-F	6 WCKG-F	6 WLUP-F	6 WXEZ-AF
7 WKQX-F	7 WKQX-F<	7 WKQX-F>	7 WCKG-F<	7 WLIT-F
8 WTMX-F	8 WXRT-F	8 WBBM-F<	8 WGN	8 WUSN-F
9 WUSN-F>	9 WYTZ-F>	9 WFYR-F	9 WLIT-F	9 WJMK-F
10 WJMK-F	10 WUSN-F	10 WLIT-F	10 WXEZ-AF	10 WLUP-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGCI-F>	1 WLUP-F	1 WLUP-F<	1 WLUP	1 WGN
2 WLUP-F	2 WGCI-F<	2 WLUP	2 WLUP-F<	2 WLUP
3 WCKG-F	3 WLUP	3 WXRT-F	3 WGCI-F	3 WXRT-F
4 WYTZ-F<	4 WXRT-F	4 WGCI-F	4 WXRT-F	4 WLUP-F
5 WBBM-F	5 WCKG-F	5 WNUA-F<	5 WGN	5 WVAZ-F
6 WLUP >	6 WVAZ-F	6 WVAZ-F	6 WVAZ-F<	6 WJMK-F<
7 WXRT-F	7 WBBM-F	7 WLIT-F<	7 WCKG-F	7 WGCI-F<
8 WVAZ-F	8 WNUA-F	8 WCKG-F>	8 WNUA-F<	8 WNUA-F
WOJO-F>	9 WYTZ-F	9 WFYR-F	9 WJMK-F	9 WBBM
10 WKQX-F	10 WLIT-F	10 WJMK-F	10 WBBM-F	10 WUSN-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		967 (2)	967 (2)	8.6	8.4
AOR/CLASSIC		1357 (3)	1357 (3)	12.1	12.2
AC/OLDIES/SOFT ROCK		1868 (7)	1868 (7)	16.7	21.5
MOR/VARIETY	40 (1)		40 (1)	0.4	
COUNTRY		435 (1)	435 (1)	3.9	3.3
BLACK/URBAN	160 (2)	1543 (2)	1703 (4)	15.2	14.0
BEAUTIFUL/EASY	57 (1)	397 (1)	454 (2)	4.1	6.8
NEWS/TALK	2837 (5)		2837 (5)	25.3	20.7
NOSTALGIA	401 (1)		401 (1)	3.6	2.5
RELIGION/GOSPEL		136 (2)	136 (2)	1.2	0.3
SPANISH	184 (2)	152 (1)	336 (3)	3.0	2.7
CLASSICAL		357 (2)	357 (2)	3.2	3.0
JAZZ/NEW AGE		289 (1)	289 (1)	2.6	3.1
UNKNOWN/OTHERS	19 (1)		19 (1)	0.2	1.5
	3698 (13)	7501 (22)	11199 (35)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCI	1390	CHICAGO	0.5/2.4
WJOB	1230	HAMMOND	0.3/1.1
WJPC	950	CHICAGO	0.2/0.9
WLNR-F	106.3	LANSING/CHICAGO	0.7/2.9
WTAQ	1300	LA GRANGE	0.3/1.0
WVON	1450	CHICAGO	0.8/1.4
WYCA-F	92.3	HAMMOND	0.5/1.3
WYLL-F	106.7	DES PLAINES/CHI	0.6/1.5
WYSY-F	107.9	AURORA	0.4/1.9

RADIO STATIONS

WBBM,	780,	50 KW	, NEWS	CBS,	$ 235.00	(CBS)	CBS
WGCI,	1390,	5 KW (DA-2)	, BLACK	,	$ N/A	(Mc-Guild)	Gannett
WGN ,	720,	50 KW	, TALK/VARIETY	ABC 1,	$ 300.00	(Christal)	Tribune Co.
WIND,	560,	5 KW (DA-2)	, HISPANIC	,	$ 75.00	(Katz Hisp)	Tichenor
WJJD,	1160,	50 KW/4 KW (DA-2)	, NOSTALGIA	US 2,	$ 125.00	(Katz)	Infinity
WJPC,	950,	1 KW/5 KW (DA-N)	, TALK	NBN,	$ 45.00	(---)	Douglas
WLS ,	890,	50 KW	, AC/TALK	ABC C,	$ 105.00	(Banner)	
WLUP,	1000,	50 KW (DA-2)	, TALK/AOR	,	$ 115.00	(MMR)	green
WMAQ,	670,	50 KW	, NEWS	NBC APR,	$ 125.00	(Group W)	Westinghouse
WVON,	1450,	1 KW	, BLACK TALK	MBS,	$ 50.00	(Roslin)	
WXEZ,	820,	5 KW/1 KW (DA-N)	, BTFL/EZ	MBS,	$ N/A	(Republic)	Century

FM STATIONS

WBBM,	96.3,	6.2 KW @ 1174	, CHR	RADRAD,	$ 140.00	(CBS)	CBS
WCKG,	105.9,	4.2 KW @ 1575	, CLASSIC AOR	,	$ 150.00	(Katz)	Cox
WFMT,	98.7,	16 KW @ 1167	, CLASSICAL	,	$ 120.00	(HNWH)	
WFYR,	103.5,	4 KW @ 1548	, SOFT AC	,	$ 124.00	(Republic)	Summit
WGCI,	107.5,	33 KW @ 600	, BLACK	,	$ 200.00	(Mc-Guild)	Gannett
WJMK,	104.3,	4 KW @ 1575	, OLDIES	US 2,	$ 170.00	(Katz)	Infinity
WKQX,	101.1,	6 KW @ 1170	, AC/CONTEMPORARY	SOURCE,	$ 165.00	(HNWH)	Emmis
WLIT,	93.9,	5 KW @ 1581	, SOFT AC	,	$ 172.00	(Christal)	Viacom
WLUP,	97.9,	6 KW @ 1174	, CHR	,	$ 200.00	(MMR)	Evergreen
WNIB,	97.1,	8 KW @ 1196	, CLASSICAL	,	$ 100.00	(CMBS)	
WNUA,	95.5,	8 KW @ 1170	, JAZZ/NAC	,	$ 125.00	(Durpetti)	Pyramid
WOJO,	105.1,	6 KW @ 1174	, HISPANIC	,	$ 98.00	(Katz Hisp.)	Tichenor
WTMX,	101.9,	4 KW @ 1560	, AC	,	$ 163.00	(Mc-Guild)	Bonneville
WUSN,	99.5,	6 KW @ 1170	, COUNTRY	US 2,	$ 160.00	(MMR)	Cook Inlet
WVAZ,	102.7,	6 KW @ 1170	, BLACK AC	ABC F,	$ 140.00	(Durpetti)	Broadcasting Partners
WXEZ,	100.3,	6 KW @ 1167	, BTFL/EZ	MBS,	$ 175.00	(Republic)	Century
WXRT,	93.1,	7 KW @ 1310	, AOR	,	$ 153.00	(CBS)	
WYTZ,	94.7,	4 KW @ 1535	, CHR	ABC R,	$ 158.00	(Banner)	Cap Cities/ABC

CALL LETTER CHANGES

FORMAT CHANGES

WFYR-F changes from OLDIES to SOFT AC (Oct)...WJPC changes from BLACK to MOTIVATIONAL TALK (Jan)

STATION SALES

WYLL-F (Des Plaines) sold to Salem for $9,250,000 (Blackburn)... WJPC from Johnson to Douglas/Winners for $6,000,000...

CINCINNATI

Arbitron Rank/Pop (12+): 31/1,183,200
MSA Rank/Pop: 31/1,720,000
ADI # 30
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 25/22
Diaries: 1496/791:1/60.6%
Sample Target: 1340
% Below Line: 0.9
% Not Listed: 8.1

1989 Revenue: $55,000,000
HH Inc.: $29,445
Retail $: 12.3 Bil
Pop per Station: 53,781
#1 Biller: WLW $12,800,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKRQ-F	(CHR)	211/10.5	9.7	10.6	9.4	9.2	10.1	305/4363	3017/25.5	27.3	24.6	67	12.0	240	3395	WKRQ-F
2. WEBN-F	(AOR)	206/10.3	11.9	10.2	11.9	10.7	11.1	240/3323	2681/22.7	23.6	23.5	102	15.4	309	3215	WEBN-F
3. WWEZ-F	(EZ)	173/ 8.6	5.6	7.1	9.2	9.0	7.6	204/2412	1923/16.3	13.5	16.4	85	4.3	87	1327	WWEZ-F
4. WLW	(MOR)	168/ 8.4	13.4	12.0	8.8	8.5	10.6	271/4524	2767/23.4	29.8	25.2	104	8.1	162	2484	WLW
5. WKRC	(MOR)	122/ 6.1	4.1	5.0	6.6	4.6	5.4	139/2919	2360/19.9	14.5	19.4	93	5.0	101	1639	WKRC
6. WIZF-F	(B)	119/ 5.9	4.4	4.0	3.5	3.1	4.4	120/1062	1044/ 8.8	8.3	6.8	112	3.6	73	1477	WIZF-F
7. WWNK-F	(AC)	115/ 5.7	5.6	6.2	6.6	5.6	6.0	147/2277	1709/14.4	16.7	13.5	137	6.4	128	1780	WWNK-F
8. WOFX-F	(O)	108/ 5.4	5.9	6.0	4.6	5.5	5.5	143/2405	1883/15.9	13.9	15.5	122	6.0	121	1725	WOFX-F
9. WUBE-F	(C)	104/ 5.2	5.3	4.8	4.6	6.4	5.0	155/2033	1246/10.5	11.1	12.1	102	7.2	144	1333	WUBE-F
10. WCKY	(N/T)	96/ 4.8	1.0	3.8	4.9	5.7	4.1	106/1591	1382/11.7	9.2	11.8	50	3.8	76	919	WCKY
11. WRRM-F	(AC)	94/ 4.7	5.3	6.1	5.3	6.1	5.3	119/1793	1443/12.2	14.2	14.6	143	4.8	97	1130	WRRM-F
12. WBLZ-F	(B)	77/ 3.8	4.5	4.3	3.9	3.7	4.1	93/1454	1143/ 9.7	12.6	9.7	105	5.7	115	1617	WBLZ-F
13. WMLX	(BB)	60/ 3.0	1.8	1.9	0.9	1.2	1.9	61/451	415/ 3.5	2.5	1.7	53	1.5	30	275	WMLX
14. WBVE-F	(C)	50/ 2.5	2.5	2.8	2.7	2.7	2.6	86/1376	867/ 7.3	7.3	7.5	120	2.3	47	696	WBVE-F
15. WSAI	(O)	24/ 1.2	1.4	1.2	1.6	1.7	1.4	32/653	491/ 4.1	4.3	4.2	175	1.9	39	505	WSAI
WNOP	(J/NA)	24/ 1.2	1.3	0.6	1.3	1.4	1.1	24/134	134/ 1.1	1.8	1.7	75	0.1	3	67	WNOP
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 71.17% (1313 of 1845) (FAL 88: 73.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRQ-F>>	1 WEBN-F>	1 WEBN-F>	1 WEBN-F	1 WEBN-F	1 WWEZ-F	1 WEBN-F	1 WWEZ-F	1 WEBN-F	1 WLW <	1 WCKY
2 WEBN-F>	2 WKRQ-F	2 WKRQ-F	2 WLW <	2 WLW	2 WLW	2 WKRC	2 WEBN-F	2 WKRQ-F	2 WKRQ-F	2 WLW
3 WIZF-F	3 WOFX-F	3 WOFX-F<	3 WWNK-F	3 WWNK-F	3 WKRC	3 WKRQ-F	3 WKRQ-F	3 WLW <	3 WIZF-F<	3 WIZF-F
4	4 WIZF-F	4 WWNK-F	4 WKRQ-F<	4 WWEZ-F	4 WCKY	4 WLW	4 WLW	4 WWEZ-F	4 WEBN-F>	4 WEBN-F
5	5 WWNK-F	5 WLW <	5 WOFX-F	5 WKRQ-F	5 WUBE-F	5 WWEZ-F	5 WOFX-F	5 WWNK-F<	5 WWNK-F	5 WKRC
6	6 WBLZ-F	6 WRRM-F	6 WRRM-F	6 WRRM-F<	6 WMLX	6 WCKY	6 WRRM-F	6 WOFX-F	6 WOFX-F	6 WKRQ-F
7	7 WRRM-F	7	7 WIZF-F	7 WOFX-F	7	7	7	WIZF-F	7	7 WBLZ-F<
8	8	8	8 WWEZ-F	WIZF-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKRQ-F>	1 WKRQ-F	1 WRRM-F<	1 WKRQ-F	1 WRRM-F
2 WEBN-F	2 WEBN-F	2 WWNK-F	2 WRRM-F	2 WWNK-F
3 WIZF-F	3 WRRM-F	3 WKRQ-F	3 WWNK-F	3 WWEZ-F<
4 WBLZ-F	4 WWNK-F	WEBN-F<	4 WIZF-F	4 WKRQ-F
5 WRRM-F	5 WOFX-F	5 WOFX-F	WEBN-F	5 WIZF-F
WOFX-F	6 WIZF-F	6 WIZF-F	6 WWEZ-F<	6 WEBN-F
7	7 WBLZ-F	7 WBLZ-F>	7 WOFX-F	7 WKRC <
8	8	8 WBVE-F>	8 WBLZ-F	8 WUBE-F
9	9	9	9	WOFX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEBN-F>>	1 WEBN-F>>	1 WEBN-F>	1 WEBN-F>>	1 WEBN-F
2 WKRQ-F>	2 WKRQ-F<	2 WOFX-F	2 WLW	2 WLW >
3 WOFX-F	3 WOFX-F	3 WLW	3 WOFX-F<	3 WOFX-F>
4 WIZF-F>	4 WIZF-F	4 WIZF-F	4 WKRQ-F	4 WWNK-F
5 WWNK-F>	5 WWNK-F	5 WWNK-F	5 WIZF-F	WKRC <
6 WBLZ-F	6 WLW	6 WKRQ-F>	6 WWNK-F	6 WWEZ-F<
7 WUBE-F	7	7 WBLZ-F>	7	7 WIZF-F<
WOXY-F>	8	8 WUBE-F>	8	8 WUBE-F
9	9	9	9	WKRQ-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		217 (2)	217 (2)	11.8	10.4
AOR/CLASSIC		227 (3)	227 (3)	12.3	12.2
AC/OLDIES/SOFT ROCK	35 (2)	317 (3)	352 (5)	19.1	22.9
MOR/VARIETY	290 (2)		290 (2)	15.7	14.3
COUNTRY		160 (3)	160 (3)	8.7	10.6
BLACK/URBAN		196 (2)	196 (2)	10.6	7.4
BEAUTIFUL/EASY		173 (1)	173 (1)	9.4	10.8
NEWS/TALK	96 (1)		96 (1)	5.2	6.2
NOSTALGIA	60 (1)		60 (1)	3.3	1.3
RELIGION/GOSPEL	11 (1)	15 (1)	26 (2)	1.4	1.6
SPANISH					
CLASSICAL	16 (1)		16 (1)	0.9	0.5
JAZZ/NEW AGE	24 (1)	8 (1)	32 (2)	1.7	1.5
UNKNOWN/OTHERS					0.5
	532 (9)	13 [illegible] 6)	1845 (25)		

OTHER RATED STATIONS			METRO /SHARE/ CUME RATING/ TSA AQH/ TSA CUME
WAKW-F	93.3	Cincinnati	0.7/3.0/25/523
WCIN	1480	Cincinnati	0.8/2.4/17/284
WDJO	1230	Cincinnati	0.5/2.2/11/261
WOXY-F	97.7	Oxford	0.7/1.7/17/260
WRBZ-F	107.1	Milford	0.4/2.2/ 9/268
WTSJ	1050	Cincinnati	0.5/2.0/11/239
WGTZ-F	92.9	Eaton	0.3/1.2/22/514
WPFB-F	105.9	Middletown	0.3/1.1/21/332
WTUE-F	104.7	Dayton	0.3/1.9/35/631

RADIO STATIONS

AM STATIONS

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WCIN,  1480,  5 KW/500 W (DA-2), CLASSICAL                 , $  25.00 (CMBS)
WCKY,  1530, 50 KW (DA-N)      , NEWS/TALK        CBS, NBC, $  62.00 (CBS)        Federated
WUBE,  1230,  1 KW             , COUNTRY         NBC, US 2, $  25.00 (Christal)   American
WKRC,   500,  5 KW/1 KW (DA-2) , MOR                 ABC E, $  90.00 (Katz)       Great American

WLW ,   700, 50 KW             , MOR                 ABC I, $  95.00 (Eastman)    Jacor
WMLX,  1180,  1 KW (DAYS, DA)  , NOSTALGIA             SMN, $  29.00 (---)              (FLORENCE, KY)
WNOP,   740,  1 KW (DAYS, DA)  , JAZZ/VARIETY             , $  20.00 (---)               (NEWPORT, KY)
WSAI,  1360,  5 KW (DA-N)      , OLDIES                   , $  28.00 (MMR)        Booth
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FM STATIONS

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WGGR,  103.5,  19 KW @  790, OLDIES                       , $  59.00 (Republic)   Dalton
WBVE,   96.5,  19 KW @  810, COUNTRY                 ABC D, $  46.00 (Eastman)    Entercom  (HAMILTON)
WEBN,  102.7,  15 KW @  810, AOR                          , $ 115.00 (Eastman)    Jacor
WIZF,  100.9,   1 KW @  466, BLACK                   ABC C, $  33.00 (HNWH)       Interurban   (ERLANGER, KY)

WKRQ,  101.9,  23 KW @  690, CHR                     ABC F, $ 105.00 (Katz)       Great American

WOFX,   94.9,  27 KW @  650, OLDIES                    MBS, $  66.00 (MMR)        Hoker    (FAIRFIELD)
WRBZ,  107.1,   3 KW @  300, JAZZ/NAC                     , $  33.00 (K & P)                 (MILFORD)
WRRM,   98.5,  18 KW @  810, AC                           , $  84.00 (Christal)   Susquehanna
WUBE,  105.1,  14 KW @  920, COUNTRY                      , $  75.00 (Christal)   American
WWEZ,   92.5,  11 KW @  905, BTFL/EZ                      , $  70.00 (CBS)        Federated
WWNK,   94.1,  32 KW @  550, AC                           , $  65.00 (MMR)        Booth
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CALL LETTER CHANGES

WDJO changes to WUBE (Jan)
WBLZ changes to WGGR (Jan)

FORMAT CHANGES

WUBE changes from OLDIES to COUNTRY (Jan)...WGGR changes from BLACK to OLDIES (Jan)

STATION SALES

WBVE-F (Hamilton) From Reams to Entercom for $5,850,000 (Stevens)

CLEVELAND

Arbitron Rank/Pop (12+): 22/1,763,200

MSA Rank/Pop: 24/1,850,000
ADI # 10
Average Person Ratings: 18.1
Market TSL: 24.00 hours

Stations: 24/20
Diaries: 1676/1052:1/54.6%
Sample Target: 1640
% Below Line: 2.6
% Not Listed: 10.8

1989 Revenue: $51,500,000
HH Inc.: $29,425
Retail $: 14.2 Bil
Pop per Station: 88,160
#1 Biller: WMMS-F $8,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WDOK-F (AC)	273/ 8.5	5.6	6.6	6.2	6.6	6.7	346/4820	3651/20.7	16.5	19.4	134	6.4	189	2456	WDOK-F
2. WMMS-F (AOR)	263/ 8.2	7.6	10.7	10.2	9.6	9.2	349/5681	3916/22.2	23.4	23.6	117	12.5	371	4012	WMMS-F
3. WLTF-F (AC)	252/ 7.9	8.8	9.0	7.3	8.3	8.3	321/4742	3519/20.0	21.3	19.7	135	9.0	265	3402	WLTF-F
4. WZAK-F (B)	229/ 7.2	6.4	6.4	7.2	7.3	6.8	279/3001	2329/13.2	12.0	11.3	93	10.3	306	3475	WZAK-F
5. WMJI-F (AC)	218/ 6.8	9.0	6.9	6.3	6.1	7.3	282/4437	3306/18.8	19.1	17.7	146	5.6	167	2610	WMJI-F
6. WNCX-F (AOR)	194/ 6.1	7.6	7.3	5.1	6.6	6.5	238/3365	2610/14.8	14.5	14.2	123	6.1	179	2171	WNCX-F
7. WQAL-F (EZ)	190/ 5.9	7.0	6.9	9.7	7.7	7.4	228/3133	2563/14.5	15.7	16.0	69	4.3	127	1533	WQAL-F
8. WPHR-F (CHR)	171/ 5.4	5.6	3.4	3.8	3.1	4.6	240/4243	2765/15.7	12.9	12.0	56	6.8	202	3299	WPHR-F
9. WGAR-F (C)	158/ 4.9	4.4	5.5	5.1	4.3	5.0	218/3066	2169/12.3	11.6	11.4	120	5.7	168	1992	WGAR-F
10. WRMR (BB)	153/ 4.8	4.4	4.5	4.5	5.5	4.6	182/2058	1706/ 9.7	10.8	10.2	35	3.2	94	795	WRMR
11. WWWE (N/T)	147/ 4.6	5.5	4.6	4.6	4.9	4.8	199/4205	3035/17.2	15.2	17.9	76	4.0	117	2146	WWWE
12. WJMO (B)	83/ 2.6	2.3	1.9	1.4	1.3	2.0	83/1135	1126/ 6.4	5.9	4.5	135	1.3	38	733	WJMO
13. WCLV-F (CL)	82/ 2.6	1.6	2.1	3.0	2.7	2.3	94/1496	1234/ 7.0	5.9	7.5	62	1.5	44	1213	WCLV-F
14. WERE (T)	78/ 2.4	2.5	2.6	3.4	3.2	2.7	83/1715	1596/ 9.1	9.6	9.4	58	2.6	77	1097	WERE
15. WRQC-F (CHR)	71/ 2.2	2.5	3.1	2.9	2.9	2.7	74/1706	1657/ 9.4	10.1	9.2	59	3.0	89	2419	WRQC-F
16. WNWV-F (J/NA)	67/ 2.1	2.9	2.4	2.7	3.1	2.5	96/1920	1418/ 8.0	8.4	7.4	148	3.9	114	1690	WNWV-F
17. WHK (N)	49/ 1.5	0.9	0.9	0.9	0.7	1.0	56/1102	966/ 5.5	3.8	3.0	33	0.9	28	773	WHK
18. WABQ (REL)	39/ 1.2	1.8	0.9	0.4	1.1	1.1	39/429	429/ 2.4	2.4	2.2	83	0.3	8	118	WABQ
19.															
20.															

12+ FM SHARE (METRO): 77.75% (2216 of 2850) (FAL 88: 77.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F>>	1 WMMS-F	1 WMMS-F	1 WLTF-F<	1 WDOK-F	1 WDOK-F	1 WMMS-F	1 WDOK-F	1 WLTF-F<	1 WZAK-F>	1 WZAK-F
2 WZAK-F>	2 WNCX-F	2 WLTF-F	2 WDOK-F<	2 WLTF-F	2 WQAL-F	2 WMJI-F	2 WLTF-F	2 WMMS-F	2 WPHR-F	2 WWWE >>
3 WRQC-F	3 WZAK-F	3 [illegible]-F	3 WMJI-F<	3 WMJI-F<	3 WRMR	3 WDOK-F	3 WNCX-F<	WDOK-F	3 WLTF-F	3 WHK
4 WMMS-F	4 WLTF-F	WMJI-F	4 WMMS-F	4 WMMS-F	4 WLTF-F<	4 WLTF-F	4 WMMS-F	4 WZAK-F	4 WMMS-F<	4 WDOK-F
5	5 WMJI-F<	WDOK-F	5 WNCX-F	5 WNCX-F	5 WGAR-F<	5 WQAL-F<	5 WQAL-F	5 WNCX-F	5 WWWE	5 WMJI-F
6	6 WPHR-F	6 WZAK-F	6 WZAK-F	6 WZAK-F	6 WMJI-F<	6 WZAK-F	WMJI-F	6 WQAL-F	6 WNCX-F	6 WERE <
7	7 WDOK-F	7	7	7	7 WWWE	7 WRMR	7 WRMR	7 WMJI-F	7 WDOK-F<	7 WQAL-F
8	8	8	8	8	8	8 WWWE	8	8	8 WHK	8
						WGAR-F			WGAR-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZAK-F<	1 WZAK-F<	1 WLTF-F	1 WLTF-F	1 WLTF-F
2 WPHR-F>	2 WLTF-F	2 WMMS-F	2 WDOK-F	2 WDOK-F>
3 WMMS-F	3 WMMS-F	3 WZAK-F<	3 WZAK-F	3 WMJI-F>
WLTF-F	4 WPHR-F	4 WDOK-F<	4 WMJI-F	4 WZAK-F
5 WDOK-F>	5 WDOK-F	5 WMJI-F>	5 WMMS-F	5 WMMS-F
6 WNCX-F	6 WMJI-F>	6 WPHR-F	6 WPHR-F	6 WGAR-F
WMJI-F	7 WNCX-F	7 WNCX-F	7	7
8 WRQC-F>>	8	8	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNCX-F	1 WNCX-F	1 WNCX-F	1 WMMS-F<	1 WMMS-F
2 WMMS-F>	2 WMMS-F>>	2 WMMS-F>	2 WNCX-F>	2 WNCX-F
3 WZAK-F>>	3 WZAK-F>	3 WDOK-F>	3 WMJI-F	3 WMJI-F<
4 WLTF-F	4 WMJI-F	4 WZAK-F	4 WZAK-F	4 WDOK-F>
5 WPHR-F	5 WLTF-F	5 WMJI-F	5 WDOK-F	5 WLTF-F
6 WMJI-F	6	6 WLTF-F	6 WLTF-F	6 WZAK-F
7 WRQC-F	7	7	7	7 WGAR-F
8	8	8	8	8 WWWE

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		274 (3)	274 (3)	9.6	7.9
AOR/CLASSIC		473 (3)	473 (3)	16.6	18.6
AC/OLDIES/SOFT ROCK		743 (3)	743 (3)	26.1	23.1
MOR/VARIETY	42 (2)		42 (2)	1.5	
COUNTRY	17 (1)	158 (1)	175 (2)	6.1	5.7
BLACK/URBAN	83 (1)	229 (1)	312 (2)	10.9	9.4
BEAUTIFUL/EASY		190 (1)	190 (1)	6.7	8.5
NEWS/TALK	274 (3)		274 (3)	9.6	11.5
NOSTALGIA	179 (2)		179 (2)	6.3	6.4
RELIGION/GOSPEL	39 (1)		39 (1)	1.4	1.3
SPANISH					
CLASSICAL		82 (1)	82 (1)	2.9	2.9
JAZZ/NEW AGE		67 (1)	67 (1)	2.4	3.4
UNKNOWN/OTHERS					1.2
	634 (10)	2216 (14)	2850 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEOL	930	Elyria	1.0/2.6/ 36/ 557
WGAR	1220	Cleveland	0.5/3.2/ 25/ 786
CKLW	800	Windsor	0.8/2.3/ 60/ 708
WJR	760	Detroit	0.3/1.9/ 18/ 571
WKDD-F	96.5	Akron/Canton	1.0/5.9/172/3290
WONE-F	97.5	Akron/Cleveland	0.5/3.3/113/1977

AM STATIONS

WABQ,	1540,	1 KW (DAYS)	, RELIGION	NBN,	$ 20.00	(---)	
WERE,	1300,	5 KW (DA-1)	, TALK	MBS,	$ 52.00	(Banner)	Metroplex
WGAR,	1220,	50 KW (DA-N)	, COUNTRY	ABC E,	$ N/A	(HNWH)	Nationwide
WHK ,	1420,	5 KW (DA-N)	, BUSINESS NEWS	NBC, TALKNT,	$ 37.00	(Katz)	Malrite
WJMO,	1490,	1 KW	, BLACK	NBN, SBN,	$ 34.00	(MMR)	United
WRMR,	850,	10 KW/5 KW (DA-2)	, NOSTALGIA	APR,	$ 44.00	(Christal)	Booth
WWWE,	1100,	50 KW	, NEWS/TALK	ABC I, CNN,	$ 80.00	(Eastman)	

FM STATIONS

WCLV,	95.5,	31 KW @ 625,	CLASSICAL	,	$ 59.00	(HNWH)	
WDOK,	102.1,	12 KW @ 850,	SOFT AC	,	$ 78.00	(Republic)	
WGAR,	99.5,	50 KW @ 500,	COUNTRY	ABC E,	$ 84.00	(HNWH)	Nationwide
WLTF,	106.5,	11 KW @ 1060,	AC	APR,	$ 117.00	(Christal)	Booth
WMJI,	105.7,	27 KW @ 900,	AC	,	$ 105.00	(Eastman)	Jacor
WMMS,	100.7,	34 KW @ 600,	AOR	SOURCE, NBC,	$ 165.00	(Katz)	Malrite
WNCX,	98.5,	16 KW @ 960,	CLASSIC AOR	ABC F, RADRAD,	$ 75.00	(Banner)	Metroplex
WNWV,	107.3,	50 KW @ 466,	JAZZ/NAC	SMN,	$ 58.00	(Torbet)	(ELYRIA)
WPHR,	107.9	70 KW @ 385,	CHR	SOURCE, US 1,	$ 57.00	(Republic)	Ardman
WQAL,	104.1,	11 KW @ 1060,	BTFL/EZ	,	$ 102.00	(Christal)	ML/WIN
WZAK,	93.1,	27 KW @ 620,	BLACK	RADRAD,	$ 81.00	(Durpetti)	Zapis

CALL LETTER CHANGES

WRQC changes to WJMO-F (Jan)

FORMAT CHANGES

WJMO-F changes from CHR to BLACK (Jan)

STATION SALES

WWWE sold to Booth for $10,000,000 plus WRMR (Crisler)...WGAR from Nationwide to Douglas for $2,000,000 (Mahlman)

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 106/334,000

MSA Rank/Pop: 116/410,000
ADI # 100 (w/Pueblo)
Average Person Ratings: 17.5
Market TSL: 22.75 hours

Stations: 19/16
Diaries: 757/441:1/57.2%
Sample Target: 720
% Below Line: 7.5
% Not Listed: 17.8

1989 Revenue: $11,400,000
HH Inc.: $27,044
Retail $: 2.8 Bil
Pop per Station: 20,875
#1 Biller: KKCS A/F $1,700,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKCS-AF (C)	54/ 9.3	8.4	7.8	10.3	11.6	----	68/786	587/17.6	18.3	16.6	108	9.6	56	593	KKCS-AF
2. KKFM-F (AOR)	44/ 7.5	7.1	6.5	5.2	7.0	----	57/731	521/15.6	16.0	17.6	105	8.7	51	490	KKFM-F
KILO-F (AOR)	44/ 7.5	6.1	9.6	11.1	13.3	----	78/842	523/15.7	16.9	19.3	80	9.6	56	599	KILO-F
4. KRDO-F (EZ)	40/ 6.8	6.2	8.9	9.9	7.0	----	68/738	516/15.4	15.8	16.4	66	5.7	33	383	KRDO-F
5. KKMG-F (CHR)	38/ 6.5	7.1	5.2	----	----	----	51/670	477/14.3	12.9	9.3	65	9.9	58	540	KKMG-F
6. KVUU-F (AC)	37/ 6.3	9.8	8.1	8.2	6.3	----	59/866	608/18.2	21.3	21.1	168	6.0	35	456	KVUU-F
7. KIKX-F (CHR)	33/ 5.6	5.9	7.8	11.5	16.6	----	62/977	602/18.0	20.5	21.1	64	11.1	65	932	KIKX-F
8. KOA (N/T)	30/ 5.1	3.0	3.3	2.6	3.7	----	40/737	434/13.0	10.0	10.4	106	3.6	21	380	KOA
9. KATM-F (CHR)	28/ 4.8	7.5	4.8	4.8	----	----	57/799	521/15.6	19.3	19.2	56	7.5	44	707	KATM-F
10. KSSS (C)	22/ 3.8	2.9	4.8	4.0	3.3	----	25/279	228/ 6.8	8.5	8.2	79	2.2	13	192	KSSS
11. KVOR (N/T)	21/ 3.6	5.2	4.3	3.8	5.5	----	22/447	387/11.6	15.2	11.8	67	3.4	20	314	KVOR
12. KKLI-F (AC)	18/ 3.1	4.1	4.8	3.4	3.5	----	18/331	326/ 9.8	10.8	9.2	135	2.4	14	143	KKLI-F
13. KRDO (AC)	17/ 2.9	3.6	2.4	3.6	1.4	----	18/347	330/ 9.9	9.4	10.3	124	1.9	11	279	KRDO
14. KSPZ-F (AC)	16/ 2.7	5.2	4.3	5.6	6.5	----	29/459	345/10.3	14.7	14.6	133	2.6	15	292	KSPZ-F
15. KCMN (BB)	13/ 2.2	0.7	2.6	1.8	2.0	----	13/126	123/ 3.7	3.0	3.9	27	0.5	3	45	KCMN
16. KBZE-F (J/NA)	12/ 2.1	1.6	0.4	0.4	0.4	----	12/203	203/ 6.1	1.8	1.4	114	1.2	7	115	KBZE-F

12+ FM SHARE (METRO): 77.55% (373 of 481) (FAL 88: 77.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKX-F	1 KILO-F	1 KKFM-F<	1 KVUU-F	1 KVUU-F	1 KRDO-F	1 KKCS-AF	1 KKCS-AF	1 KKCS-AF<	1 KILO-F	1 KKCS-F>
2 KKMG-F>	2 KKFM-F	2 KILO-F	2 KKCS-AF	2 KKCS-AF	2 KOA	2 KKFM-F	2 KILO-F<	2 KILO-F	2 KKMG-F	2 KOA
3 KATM-F	3 KKCS-AF	3 KKCS-AF	3 KKFM-F	3 KKFM-F	3 KKCS-AF	3 KVUU-F	3 KVUU-F	3 KRDO-F	3 KKCS-AF	KVOR
4	4 KKMG-F	4 KVUU-F	4 KILO-F	4 KILO-F	4 KSSS	4 KILO-F	KRDO-F	KIKX-F	4 KATM-F	KKFM-F
5	5 KVUU-F	5 KKMG-F	5 KOA	5 KOA	5 KVOR	5 KKMG-F	KKFM-F	5 KKMG-F	5 KKFM-F	5 KRDO-F
6	6 KATM-F	6	6	6	6	6	6	KKFM-F	KIKX-F	KKMG-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKMG-F	1 KKCS-AF	1 KVUU-F	1 KVUU-F	1 KVUU-F	1 KKFM-F	1 KKFM-F	1 KILO-F	1 KKFM-F	1 KKFM-F
KILO-F	2 KVUU-F	2 KKCS-AF>	2 KKCS-AF>	2 KKCS-AF>	2 KILO-F>>	KILO-F>	2 KKCS-AF	2 KILO-F>	2 KKCS-AF
3 KATM-F>	KKMG-F	3 KKLI-F	3 KKMG-F	3 KKLI-F	3 KKMG-F	3 KKCS-AF>	KKFM-F>	3 KKCS-AF>	3 KILO-F
4 KKCS-AF	4 KILO-F	KKFM-F	4 KILO-F	4 KRDO-F	KATM-F	4 KKMG-F>	4 KVUU-F>	4 KVUU-F	4 KVUU-F
KRDO-F	KATM-F	5	KATM-F	5	5 KKCS-AF>	5 KVUU-F	5 KKMG-F>	KKMG-F	5 KOA
KIKX-F>	6 KIKX-F		6	6	6	KATM-F	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		99 (3)	99 (3)	20.6	20.0
AOR/CLASSIC		88 (2)	88 (2)	18.3	18.2
AC/OLDIES/SOFT ROCK	17 (1)	81 (4)	98 (5)	20.4	19.5
MOR/VARIETY	4 (1)		4 (1)	0.8	2.7
COUNTRY	23 (2)	53 (1)	76 (3)	15.8	14.2
BLACK/URBAN					
BEAUTIFUL/EASY		40 (1)	40 (1)	8.3	10.0
NEWS/TALK	51 (2)		51 (2)	10.6	8.6
NOSTALGIA	13 (1)		13 (1)	2.7	2.9
RELIGION/GOSPEL					3.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		12 (1)	12 (1)	2.5	
UNKNOWN/OTHERS					0.6
	108 (7)	373 (12)	481 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KHOW	630	Denver	0.7/1.8/ 7/ 94
KRYT-F	107.9	Pueblo	1.7/4.7/ 29/ 409

RADIO STATIONS

KCMN,	1530,	1 KW (DAYS)	, NOSTALGIA	CNN,	$ 15.00 (K & P)		
KRDO,	1240,	1 KW (DA-1)	, OLDIES	,	$ 14.00 (HNWH)		
KSSS,	740,	1 KW/250 W (DA-2)	, COUNTRY	ABC I,	$ 23.00 (Mc-Guild)	Lakoduk	
KVOR,	1300,	5 KW/1 KW	, NEWS/TALK	ABC T, TALKNT,	$ 26.00 (Katz)	Penn	
KIKX-F,	102.7,	100 KW @ 2080,	CHR	,	$ 44.00 (Mc-Guild)	First Sierra	
KILO-F,	93.9,	83 KW @ 2110,	AOR	,	$ 48.00 (Republic)	Bahakel	
KKCS-F,	101.9,	79 KW @ 2220,	COUNTRY	,	$ 37.00 (Torbet)		
KKFM-F,	96.5,	72 KW @ 2300,	CLASSIC AOR	SOUCEE,	$ 34.00 (Christal)	Citadel	
KKLI-F,	106.3,	71 KW @ 2022,	SOFT AC	,	$ 22.00 (Torbet)	Tippie	
KKMG-F,	98.9,	70 KW @ 2200,	CHR	,	$ 29.00 (Durpetti)		(PUEBLO)
KRDO-F,	95.1,	96 KW @ 2010,	BTFL/EZ	,	$ 30.00 (HNWH)		
KSPZ-F,	92.9,	72 KW @ 2130,	AC/OLDIES	,	$ 36.00 (Katz)	Penn	
KVUU-F,	96.9,	87 KW @ 2220,	AC	ABC E,	$ 48.00 (Mc-Guild)	Lakoduk	(PUEBLO)

MISCELLANEOUS COMMENTS: KKCS changes to KWES (Oct)...KSPZ-F reclassified as OLDIES/AC...

COLUMBIA, SC

Arbitron Rank/Pop (12+): 91/388,900
MSA Rank/Pop: 105/471,000
ADI # 85
Average Person Ratings: 17.5
Market TSL: 23.00 hours

Stations: 18/15
Diaries: 831/468:1/55.8%
Sample Target: 770
% Below Line: 1.5
% Not Listed: 12.6

1989 Revenue: $13,000,000
HH Inc.: $27,951
Retail $: 3.2 Bil
Pop per Station: 25,926
#1 Biller: WCOS-AF $3,000,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WWDM-F	(B)	107/15.7	15.7	15.2	18.7	18.9	----	170/1527	871/22.4	24.8	24.5	92	17.6	123	832	WWDM-F
2. WCOS-F	(C)	96/14.1	15.4	16.5	19.5	16.6	----	170/1828	987/25.4	31.6	26.9	91	14.6	102	1000	WCOS-F
3. WTCB-F	(AC)	60/ 8.8	6.6	6.4	5.0	4.1	----	98/1251	744/19.1	14.3	15.3	141	7.2	50	535	WTCB-F
4. WMFX-F	(AOR)	50/ 7.3	10.4	7.4	6.0	4.9	----	51/776	749/19.3	20.7	17.8	110	8.3	58	667	WMFX-F
5. WVOC	(N/T)	45/ 6.6	5.5	5.4	5.8	4.6	----	51/786	646/16.6	16.3	18.2	83	6.7	47	584	WVOC
6. WNOK-F	(CHR)	44/ 6.5	7.3	10.1	8.8	7.8	----	81/1520	843/21.7	22.5	28.3	100	10.5	73	1070	WNOK-F
7. WYYS-F	(CHR)	37/ 5.4	2.9	3.4	3.1	----	----	38/566	544/14.0	12.5	11.5	46	5.6	39	514	WYYS-F
8. WCEZ-F	(EZ)	35/ 5.1	6.9	7.7	5.4	8.4	----	41/526	430/11.1	13.2	13.9	88	2.4	17	312	WCEZ-F
9. WOMG-F	(O)	33/ 4.8	3.4	1.3	1.9	4.9	----	33/521	497/12.8	10.0	9.6	150	4.3	30	402	WOMG-F
10. WSCQ-F	(AC)	27/ 4.0	3.9	5.1	6.0	5.6	----	29/550	495/12.7	11.1	15.1	117	3.6	25	388	WSCQ-F
11. WTGH	(REL)	20/ 2.9	3.2	2.8	3.3	4.1	----	20/274	267/ 6.9	7.2	5.7	103	2.1	15	241	WTGH
12. WOIC	(B)	18/ 2.6	1.0	----	0.3	----	----	19/279	259/ 6.7	2.2	0.0	96	1.1	8	224	WOIC

12+ FM SHARE (METRO): 85.55% (509 of 595) (FAL 88: 85.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYYS-F	1 WWDM-F>	1 WWDM-F>	1 WWDM-F	1 WWDM-F	1 WCOS-F>>	1 WWDM-F	1 WCOS-F	1 WCOS-F	1 WWDM-F>>	1 WWDM-F>>
2 WWDM-F>>	2 WMFX-F>	2 WCOS-F	2 WTCB-F<	2 WCOS-F<	2 WVOC	2 WCOS-F	2 WWDM-F	2 WWDM-F>	2 WCOS-F	2 WCOS-F
3 WNOK-F>	3 WNOK-F	3 WTCB-F	3 WCOS-F>	3 WTCB-F>	WTCB-F<	3 WSCQ-F	3 WTCB-F>	3 WTCB-F	3 WYYS-F	3 WCEZ-F>
4 WCOS-F	4 WCOS-F	4 WMFX-F>	4 WMFX-F	4 WMFX-F	4 WCEZ-F	4 WTCB-F>	4 WMFX-F<	4 WMFX-F<	4 WMFX-F	4 WTCB-F
5	5 WTCB-F>	5 WNOK-F	5 WOMG-F	5 WOMG-F	5 WWDM-F	5 WVOC	5 WCEZ-F	5 WNOK-F	5 WNOK-F	5
6	6 WYYS-F	6	6 WNOK-F	6 WNOK-F	6	WMFX-F	6 WNOK-F<	6 WYYS-F	6 WVOC	6
						7 WNOK-F	7 WOMG-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWDM-F>>	1 WWDM-F>	1 WTCB-F	1 WWDM-F	1 WTCB-F	1 WWDM-F>	1 WWDM-F>	1 WWDM-F>	1 WWDM-F>	1 WWDM-F
2 WYYS-F	2 WTCB-F	2 WWDM-F	2 WTCB-F	2 WWDM-F	2 WMFX-F	2 WMFX-F>	2 WMFX-F>	2 WCOS-F	2 WCOS-F>
3 WNOK-F	3 WNOK-F	WNOK-F	3 WCOS-F	WCOS-F>	3 WCOS-F	3 WCOS-F>	3 WCOS-F	3 WMFX-F>	3 WMFX-F<
WMFX-F>	4 WMFX-F>	4 WMFX-F	4 WNOK-F	4 WOMG-F	4 WKWQ-F>	4 WNOK-F	4 WNOK-F	4 WTCB-F	4 WTCB-F
5 WTCB-F	5 WYYS-F	5 WOMG-F	5 WMFX-F	WNOK-F	5 WVOC	5 WYYS-F	5 WTCB-F	5 WVOC	5 WVOC
WCOS-F	WCOS-F	6	6	6	WNOK-F	6	6 WYYS-F	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		83 (3)	83 (4)	13.9	17.0
AOR/CLASSIC		50 (1)	50 (1)	8.4	9.4
AC/OLDIES/SOFT ROCK	1 (1)	124 (4)	125 (5)	21.0	13.3
MOR/VARIETY					
COUNTRY		100 (2)	100 (3)	16.8	19.6
BLACK/URBAN	18 (1)	117 (2)	135 (3)	22.7	21.8
BEAUTIFUL/EASY		35 (1)	35 (1)	5.9	8.9
NEWS/TALK	45 (1)		45 (1)	7.6	6.2
NOSTALGIA					
RELIGION/GOSPEL	22 (2)		22 (2)	3.7	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	86 (7)	509 (13)	595 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCOS	1400	Columbia	0.0/1.9/ 0/ 116
WKWQ-F	95.3	Batesburg/Clmba	1.5/6.1/ 16/ 319
WOMG	1320	Columbia	0.1/1.1/ 1/ 42
WQXL	1470	Columbia	0.3/1.7/ 2/ 65
WBBQ	1340	Augusta	
WBBQ-F	104.3	Augusta	0.3/2.2/ 8/ 308
WSOC-F	103.7	Charlotte	0.6/3.3/ 6/ 198
WZNY-F	105.7	Augusta/Aiken	0.6/2.0/ 9/ 198

RADIO STATIONS

WOMG, 1320, 5 KW/2.5 KW (DA-N), OLDIES	MBS, $	26.00 (---)	John Price
WTGH, 620, 1 KW/125 W (DA-1), RELIGION	SBN, $	12.00 (---)	Willis
WVOC, 560, 5 KW (DA-N), NEWS/TALK	CBS, $	26.00 (Banner)	
WCEZ-F, 93.5, 3 KW @ 300, BTFL/EZ	NBC, $	38.00 (Banner)	
WCOS-F, 97.9, 100 KW @ 985, COUNTRY	ABC I, $	75.00 (Mc-Guild)	GHB
WMFX-F, 102.3, 3 KW @ 322, AOR	, $	40.00 (Durpetti)	Baum
WNOK-F, 104.7, 100 KW @ 1004, CHR	ABC R, $	55.00 (Katz)	Voyager
WOMG-F, 103.1, 3 KW @ 300, OLDIES	MBS, $	27.00 (Banner)	John Price
WSCQ-F, 100.1, 3 KW @ 330, SOFT AC	RADRAD, $	37.00 (Republic)	
WTCB-F, 106.7, 100 KW @ 580, AC	APR, $	44.00 (Christal)	Bloomington (ORANGEBURG)
WWDM-F, 101.3, 100 KW @ 1322, BLACK	US 1, $	52.00 (HNWH)	(SUMTER)
WYYS-F, 96.7, 2 KW @ 400, CHR	, $	25.00 (---)	

MISCELLANEOUS COMMENTS: WODE changes to WOIC (1230) and format to BLACK (Aug)...WOIC changes to WOMG (1320) and format from BLACK to OLDIES (Aug)...WOIC, WNOK-F sold by Audubon to Voyager for $7,500,000 (Sailors)...WTGH sold to Willis for $500,000.

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,106,200

MSA Rank/Pop: 35/1,340,000
ADI # 34
Average Person Ratings: 16.8
Market TSL: 22.00 hours

Stations: 24/21
Diaries: 1346/822:1/57.1%
Sample Target: 1300
% Below Line: 2.3
% Not Listed: 11.3

1989 Revenue: $42,000,000
HH Inc.: $27,661
Retail $: 10.0 Bil
Pop per Station: 52,676
#1 Biller: WNCI-F $8,100,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WNCI-F	(CHR)	258/13.9	13.7	16.0	13.6	12.4	14.3	336/4359	3250/29.4	30.8	26.8	96	14.5	277	3108	WNCI-F
2. WSNY-F	(AC)	191/10.3	10.6	10.8	10.3	11.1	10.5	210/3221	2878/26.0	23.9	22.0	130	11.8	225	2730	WSNY-F
3. WTVN	(MOR)	179/ 9.7	7.1	7.0	6.8	8.3	7.7	232/2603	1908/17.2	16.3	19.4	89	7.2	138	1695	WTVN
4. WXGT-F	(CHR)	157/ 8.5	7.6	5.4	6.5	5.9	7.0	187/2788	2145/19.4	19.1	20.3	68	9.9	189	2151	WXGT-F
5. WBNS-F	(EZ)	121/ 6.5	7.2	7.6	8.0	8.1	7.3	146/1971	1519/13.7	16.9	17.6	74	3.4	64	1505	WBNS-F
6. WHOK-F	(C)	111/ 6.0	5.6	5.6	6.6	4.3	5.9	169/1935	1299/11.7	10.0	10.3	113	5.3	102	1109	WHOK-F
7. WLVQ-F	(AOR)	107/ 5.8	7.3	9.6	9.1	9.8	8.0	125/2253	1920/17.4	19.4	21.1	109	8.1	155	1935	WLVQ-F
8. WMGG-F	(AOR)	88/ 4.7	5.1	5.2	4.1	5.0	4.8	116/1881	1591/14.4	15.0	14.8	130	5.8	111	1622	WMGG-F
9. WVKO	(B)	67/ 3.6	4.7	3.9	4.4	4.1	4.2	67/825	825/ 7.5	6.5	7.3	89	6.4	123	1632	WVKO
10. WMNI	(C)	51/ 2.8	2.5	2.6	2.7	2.5	2.7	53/722	623/ 5.6	5.2	5.2	100	1.8	35	629	WMNI
11. WBNS	(MOR)	47/ 2.5	0.9	1.0	1.4	2.6	1.5	56/1374	1248/11.3	4.4	11.4	72	1.3	25	874	WBNS
12. WXLE-F	(O)	42/ 2.3	1.5	2.0	2.6	2.1	2.1	55/1133	869/ 7.9	6.4	5.9	152	2.1	41	595	WXLE-F
WCOL	(BB)	42/ 2.3	2.8	1.9	3.5	3.3	2.6	44/612	584/ 5.3	5.9	7.1	26	1.4	26	387	WCOL
14. WXMX-F	(AC)	30/ 1.6	1.8	----	----	----	0.9	30/591	591/ 5.3	0.0	0.0	169	1.5	29	330	WXMX-F
15. WBBY-F	(J/NA)	29/ 1.6	1.6	2.1	1.5	1.8	1.7	30/626	616/ 5.6	6.2	6.0	131	1.9	37	643	WBBY-F

12+ FM SHARE (METRO): 72.81% (1197 of 1644) (FAL 88: 72.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNCI-F<	1 WNCI-F>	1 WNCI-F	1 WSNY-F<	1 WSNY-F	1 WTVN >	1 WNCI-F	1 WSNY-F	1 WNCI-F	1 WNCI-F	1 WNCI-F>>
2 WXGT-F>>	2 WSNY-F<	2 WSNY-F>	2 WNCI-F>	WNCI-F>	2 WBNS-F	2 WTVN >	2 WNCI-F>	2 WSNY-F<	2 WXGT-F	2 WHOK-F
3 WVKO	3 WXGT-F	3 WXGT-F	3 WTVN	3 WTVN	3 WSNY-F	3 WSNY-F	3 WTVN	3 WTVN	3 WSNY-F>>	3 WLVQ-F
4	4 WLVQ-F>	4 WLVQ-F	4 WLVQ-F	4 WHOK-F	4 WHOK-F	4 WXGT-F	4 WBNS-F	4 WXGT-F>	4 WLVQ-F<	4 WSNY-F
5	5 WMGG-F	5 WMGG-F	5 WMGG-F<	5 WLVQ-F<	5 WNCI-F	5 WLVQ-F	5 WXGT-F	5 WBNS-F	5 WMGG-F	5 WTVN
6	6	6 WTVN	6 WHOK-F<	6 WMGG-F<	6	6 WHOK-F	6 WLVQ-F	6 WHOK-F<	6	6
7	7	7 WHOK-F	7 WXGT-F	7 WXGT-F	7	7 WBNS-F	7 WHOK-F	7 WLVQ-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNCI-F>>	1 WNCI-F>	1 WNCI-F	1 WNCI-F	1 WSNY-F	1 WXGT-F	1 WXGT-F	1 WXGT-F	1 WXGT-F	1 WNCI-F
2 WSNY-F<	2 WSNY-F>>	2 WSNY-F>>	2 WSNY-F>>	2 WNCI-F>	2 WLVQ-F>	2 WLVQ-F	2 WNCI-F	2 WNCI-F<	2 WSNY-F
3 WXGT-F>	3 WXGT-F	3 WLVQ-F>	3 WXGT-F	3 WTVN >	3 WNCI-F	3 WNCI-F>	3 WLVQ-F	3 WLVQ-F	3 WTVN
4 WVKO	4 WLVQ-F<	4 WMGG-F	4 WVKO	4 WHOK-F	4 WMGG-F>	4 WMGG-F	4 WSNY-F	4 WMGG-F<	4 WXGT-F
5	5 WVKO	5 WVKO	WHOK-F	5 WLVQ-F	5 WSNY-F>>	5 WSNY-F	5 WMGG-F>	5 WSNY-F	WMGG-F
6	6	6	6 WTVN <	6	6	6	6 WHOK-F>	6	WLVQ-F
			7 WLVQ-F						7 WHOK-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		422 (3)	422 (3)	25.7	20.7
AOR/CLASSIC		195 (2)	195 (2)	11.9	16.8
AC/OLDIES/SOFT ROCK		284 (4)	284 (4)	17.3	15.8
MOR/VARIETY	259 (4)		259 (4)	15.8	15.0
COUNTRY	62 (2)	119 (2)	181 (4)	11.0	7.7
BLACK/URBAN	67 (1)	20 (1)	87 (2)	5.3	6.3
BEAUTIFUL/EASY		121 (1)	121 (1)	7.4	9.1
NEWS/TALK					
NOSTALGIA	42 (1)		42 (1)	2.6	3.7
RELIGION/GOSPEL	17 (1)		17 (1)	1.0	1.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		29 (1)	29 (1)	1.8	2.0
UNKNOWN/OTHERS		7 (1)	7 (1)	0.4	1.2
	447 (9)	1197 (15)	1644 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG /AQH/CUME
WCKX-F	106.3	London/Columbus	1.1/4.7/266/568
WCLT-F	100.3	Newark	1.1/2.9/25/489
WHTH	790	Heath	0.6/0.9/24/154
WLOH	1320	Lancaster	0.3/1.3/ 8/158
WRFD	880	Columbus/Wrthgt	0.9/2.2/27/374
WSWZ-F	103.5	Lancaster	0.4/1.6/ 9/216
WLW	700	Cincinnati	1.5/5.1/56/1222
WMRN-F	106.9	Marion	0.4/1.5/34/493
WQIO-F	93.7	Mt. Vernon	0.4/2.0/32/752

AM STATIONS

WBNS,	1460,	5 KW/1 KW (DA-N) ,	MOR	APR, CBS, $ 35.00 (Banner)	Columbus Dispatch
WCOL,	1230,	1 KW ,	NOSTALGIA	SMN, CBS, $ 30.00 (Christal)	Great Trails
WNMI,	920,	1 KW/500 W (DA-2),	COUNTRY	MBS, NBC, $ 33.00 (Torbet)	
WRFD,	880,	9 KW (DAYS, DA) ,	RELIGION	CNN, $ 20.00 (---)	Salem
WTVN,	610,	5 KW (DA-N) ,	MOR	ABC E, $ 115.00 (Katz)	Great American
WVKO,	1580,	1 KW/250 W (DA-2),	BLACK	SBN, $ 34.00 (Mc-Guild)	Saga

FM STATIONS

WBBY,	103.9,	2.7 KW @ 360,	JAZZ	NBC, $ 32.00 (---)	
WBNS,	97.1,	36 KW @ 660,	BTFL/EZ	, $ 70.00 (Banner)	Columbus Dispatch
WCKX,	106.3,	3 KW @ 328,	BLACK	NBN, $ 30.00 (Roslin)	(LONDON)
WHOK,	95.5,	50 KW @ 492,	COUNTRY	APR, $ 46.00 (Christal)	
WLVQ,	96.3,	18 KW @ 753,	AOR	, $ 143.00 (Katz)	Great American
WMGG,	99.7,	50 KW @ 500,	CLASSIC AOR	, $ 62.00 (Torbet)	
WNCI,	97.9,	175 KW @ 565,	CHR	APR, $ 144.00 (MMR)	Nationwide
WSNY,	94.7,	22 KW @ 753,	AC	, $ 134.00 (Mc-Guild)	Saga
WXGT,	92.3,	22 KW @ 753,	CHR/AOR	RADRAD, $ 70.00 (Christal)	Great Trails
WXLE,	103.1,	1.5 KW @ 455,	OLDIES	ABC F, MBS, $ 31.00 (Durpetti)	Ragen Henry (LANCASTER)

CORPUS CHRISTI

Arbitron Rank/Pop (12+): 126/285,000

MSA Rank/Pop: 128/363,000
ADI # 124
Average Person Ratings: 18.4
Market TSL: 24.75 hours

Stations: 19/18
Diaries: 784/364:1/54.3%
Sample Target: 680
% Below Line: 0.6
% Not Listed: 12.6

1989 Revenue: $8,000,000
HH Inc.: $24,641
Retail $: 2.45 Bil
Pop per Station: 15,833
#1 Biller: KOUL-F $1,500,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KOUL-F (C)	75/14.3	12.8	14.9	16.9	13.0	----	89/1134	797/28.0	26.9	30.7	131	10.0	43	369	KOUL-F
2. KZFM-F (CHR)	73/13.9	13.0	14.5	15.1	14.5	----	103/116[illegible]	837/29.4	32.7	33.4	76	24.8	107	743	KZFM-F
3. KNCN-F (AOR)	46/ 8.8	8.6	9.3	10.5	7.5	----	55/729	574/20.1	16.2	19.3	92	10.9	47	528	KNCN-F
4. KLTG-F (O)	37/ 7.1	3.1	6.5	3.9	3.4	----	46/523	444/15.6	14.7	14.0	154	5.6	30	282	KLTG-F
5. KUNO (SP)	36/ 6.9	9.3	7.4	8.2	11.1	----	42/418	357/12.5	13.6	13.5	67	3.9	17	103	KUNO
KRYS-F (C)	36/ 6.9	7.6	8.2	8.2	8.1	----	57/897	509/17.9	20.3	24.5	101	5.1	22	311	KRYS-F
7. KMXR-F (AC)	27/ 5.2	5.3	4.5	1.9	3.2	----	40/593	437/15.3	15.3	10.4	142	13.0	56	330	KMXR-F
8. KJKC-F (CHR)	23/ 4.4	7.0	6.3	6.2	7.5	----	27/552	450/15.8	17.6	17.0	48	7.1	38	617	KJKC-F
9. KCCT (SP)	22/ 4.2	3.7	4.1	7.0	6.0	----	28/354	283/ 9.9	9.7	11.1	76	3.4	18	205	KCCT
10. KDAE (EZ)	13/ 2.5	2.7	2.0	2.3	2.4	----	15/156	144/ 5.1	4.6	4.4	44	1.3	7	119	KDAE
11. KWVS-F (AC)	12/ 2.3	2.7	----	----	----	----	12/168	145/ 5.1	6.2	0.0	183				KWVS-F
KMIQ-F (?)	12/ 2.3	----	----	----	----	----	12/180	180/ 6.3	0.0	0.0	139				KMIQ-F
KEYS (O)	12/ 2.3	5.6	3.5	5.8	3.8	----	12/186	180/ 6.3	11.5	11.3	170	1.9	10	200	KEYS

12+ FM SHARE (METRO): 75.98% (348 of 458) (FAL 88: 73.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZFM-F>>	1 KNCN-F<	1 KOUL-F	1 KOUL-F>	1 KOUL-F>	1 KOUL-F	1 KOUL-F	1 KOUL-F>	1 KOUL-F	1 KZFM-F>	1 KZFM-F
2 KJKC-F	2 KZFM-F<	2 KZFM-F<	2 KZFM-F	2 KLTG-F<	2 KUNO	2 KZFM-F	2 KZFM-F	2 KZFM-F>	2 KNCN-F>	2 KUNO
3	3 KOUL-F>	3 KNCN-F	KLTG-F	3 KZFM-F	3 KLTG-F	3 KUNO >	3 KLTG-F	3 KNCN-F	3 KJKC-F	3 KOUL-F
4	4 KRYS-F>	4 KLTG-F	4 KNCN-F	4 KNCN-F<	4 KCCT >	4 KRYS-F<	4 KNCN-F	4 KLTG-F	4 KOUL-F>	KNCN-F>
5	5 KMXR-F	5 KRYS-F	5 KMXR-F	5 KMXR-F<	5 KRYS-F	5 KNCN-F	5 KUNO	5 KRYS-F	5 KRYS-F	5 KMXR-F>
6	6 KLTG-F	6 KMXR-F	6 KRYS-F	6	6	6 KLTG-F	6 KRYS-F	6 KMXR-F	6 KUNO	6 KTRH

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZFM-F>	1 KOUL-F<	1 KOUL-F>>	1 KOUL-F	1 KOUL-F>	1 KNCN-F>>	1 KNCN-F>>	1 KNCN-F	1 KNCN-F>	1 KOUL-F
2 KRYS-F>	2 KZFM-F>	2 KZFM-F	2 KZFM-F>	2 KZFM-F	2 KZFM-F>>	2 KZFM-F	2 KZFM-F	2 KOUL-F<	2 KNCN-F
3 KNCN-F	3 KRYS-F	KMXR-F>	3 KRYS-F	3 KLTG-F	3 KRYS-F	3 KOUL-F	KOUL-F>>	3 KZFM-F	3 KLTG-F
4 KOUL-F>	4 KMXR-F	4 KRYS-F	4 KMXR-F	4 KRYS-F	KOUL-F	4	4 KLTG-F>	4 KLTG-F>	4 KZFM-F>
5 KMXR-F>	5 KNCN-F	5 KLTG-F>	KLTG-F	5 KMXR-F	KJKC-F>>	5	5 KRYS-F>	5 KMXR-F	5 KMXR-F
6 KLTG-F	6	6 KNCN-F	6	6	6 KMXR-F	6	6 KMXR-F	6 KRYS-F	6 KWVS-F
KJKC-F>	7	KMIQ-F>	7	7	7	7	KMIQ-F>>	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		96 (2)	96 (2)	21.0	23.2
AOR/CLASSIC		46 (1)	46 (1)	10.0	10.4
AC/OLDIES/SOFT ROCK	12 (1)	76 (3)	88 (4)	19.2	16.1
MOR/VARIETY					
COUNTRY	3 (2)	116 (3)	119 (5)	26.0	29.6
BLACK/URBAN					
BEAUTIFUL/EASY	23 (2)		23 (2)	5.0	2.9
NEWS/TALK	3 (1)		3 (1)	0.7	
NOSTALGIA					
RELIGION/GOSPEL	11 (1)		11 (1)	2.4	1.9
SPANISH	58 (2)	2 (1)	60 (3)	13.1	13.7
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		12 (1)	12 (1)	2.6	2.3
	110 (9)	348 (11)	458 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCTA	1030	Corpus Christi	2.1/2.8/ 27/ 147
KKHQ-F	98.3	Odem/CorpusChrs	0.4/2.5/ 2/ 70
KRYS	1360	Corpus Christi	0.6/4.4/ 4/ 172
KSIX	1230	Corpus Christi	1.9/4.9/ 11/ 179
KTRH	740	Houston	0.6/2.6/ 5/ 134

RADIO STATIONS

KCCT, 1150, 1 KW/500 W (DA-2) , HISPANIC CRC, $ 20.00 (Caballero)
KCTA, 1030, 50 KW (DAYS) , RELIGION , $ 12.00 (---)
KDAE, 1590, 1 KW/500 W (DA-2) , EZ , $ 13.00 (Mc-Guild) (SINTON)
KEYS, 1440, 1 KW (DA-N) , OLDIES CNN, $ 18.00 (Banner)
KRYS, 1360, 1 KW , COUNTRY ABC I, $ N/A (Durpetti)
KSIX, 1230, 1 KW , BTFL/EZ CBS, MBS, $ 14.00 (---)
KUNO, 1400, 1 KW , HISPANIC , $ 29.00 (Katz Hisp.)

KJKC-F, 105.5, 3 KW @ 300, CHR ABC C, $ 24.00 (Christal)
KKHQ-F, 98.3, 3 KW @ 300, HISPANIC , $ 17.00 (Lotus) (ODEM)
KLTG-F, 96.5, 100 KW @ 870, SOFT AC , $ 23.00 (Mc-Guild)
KMXR-F, 93.9, 100 KW @ 900, AC/OLDIES , $ --- (Christal)
KNCN-F, 101.3, 100 KW @ 380, AOR , $ 30.00 (Torbet)
KRYS-F, 99.1, 100 KW @ 880, COUNTRY , $ 31.00 (Durpetti)
KWVS-F, 97.7, 3 KW @ 150, AC , $ 15.00 (Republic) (KINGSVILLE)
KZFM-F, 95.5, 100 KW @ 690, CHR , $ 35.00 (Banner)
KOUL-F, 103.7, 100 KW @ 950, COUNTRY APR, $ 40.00 (Mc-Guild)

MISCELLANEOUS COMMENTS: KJKC-F (Portland) sold for $525,000 (Fischer)...KDAE, KLTG-F sold to Broad Based for $1,900,000 (Peterson)

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 7/3,184,300
MSA Rank/Pop: 12 (Dallas) 3,830,000
37 (Fort Worth)
ADI # 7
Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 30/30
Diaries: 2311/1378:1/54.1%
Sample Target: 2200
% Below Line: 0.0
% Not Listed: 7.5

1989 Revenue: $129,700,000
HH Inc.: $30,967
Retail $: 30.4 Bil
Pop per Station: 106,143
#1 Biller: KVIL-AF $21,000,000

12+ METRO			1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	KVIL-AF	(AC)	562/10.2	8.0	8.6	9.3	8.3	9.0	573/5996	5638/17.7	15.9	16.8	134	7.8	459	4803	KVIL-AF
2.	KSCS-F	(C)	418/ 7.6	6.6	6.9	6.7	7.4	6.9	479/6498	5600/17.6	1[illegible].2	16.4	100	8.0	484	5318	KSCS-F
3.	KRLD	(N/T)	348/ 6.3	5.3	4.3	4.8	5.9	5.2	417/8137	6941/21.8	14.[illegible]	20.6	87	4.2	256	4544	KRLD
4.	KPLX-F	(C)	336/ 6.1	5.5	7.3	6.6	6.5	6.4	390/5721	4911/15.4	16.[illegible]	14.2	97	7.1	430	4184	KPLX-F
5.	KKDA-F	(B)	299/ 5.4	5.6	5.9	8.5	7.2	6.3	317/4071	3456/10.9	12.4	14.0	85	7.3	441	3996	KKDA-F
6.	KJMZ-F	(B)	260/ 4.7	5.4	4.3	3.4	4.7	4.4	277/4588	4231/13.3	12.0	10.0	45	6.3	378	4922	KJMZ-F
7.	WBAP	(C)	241/ 4.4	7.3	6.6	5.1	6.2	5.8	453/6991	4110/12.9	15.8	14.3	91	4.0	240	3139	WBAP
8.	KMEZ-F	(EZ)	222/ 4.0	4.3	4.0	4.4	1.6	4.2	239/2729	2548/ 8.0	8.4	5.9	75	2.7	165	1768	KMEZ-F
9.	KLIF	(N/T)	195/ 3.5	2.6	2.7	2.6	3.3	2.8	210/2833	2565/ 8.1	6.5	8.5	106	1.6	95	1128	KLIF
10.	KTXQ-F	(AOR)	187/ 3.4	3.8	3.6	3.6	3.4	3.6	222/3918	3371/10.6	11.4	11.3	112	4.6	279	4355	KTXQ-F
	KEGL-F	(CHR)	187/ 3.4	4.0	4.4	4.5	4.5	4.1	233/5159	4439/13.9	15.4	16.0	62	5.0	299	4767	KEGL-F
12.	KOAI-F	(J/NA)	183/ 3.3	3.4	3.3	2.3	2.6	3.1	190/3070	2948/ 9.3	8.9	8.0	155	3.8	232	2614	KOAI-F
13.	KHYI-F	(CHR)	176/ 3.2	4.2	4.3	4.8	5.0	4.1	197/4514	4211/13.2	15.1	15.1	62	5.2	312	5253	KHYI-F
14.	KLUV-F	(O)	171/ 3.1	3.4	3.1	3.8	3.4	3.3	193/3967	3272/10.3	9.9	10.1	142	2.6	158	2371	KLUV-F
15.	KQZY-F	(AC)	165/ 3.0	2.7	2.8	3.7	2.8	3.0	169/2775	2676/ 8.4	7.9	8.2	113	2.3	141	2038	KQZY-F
16.	KLTY-F	(REL)	159/ 2.9	3.5	2.8	2.4	2.7	2.9	197/2488	1947/ 6.1	7.1	6.3	124	3.3	200	2246	KLTY-F
17.	KZPS-F	(AOR)	146/ 2.6	2.9	2.7	2.4	2.7	2.7	151/2898	2713/ 8.5	8.8	8.6	135	3.4	206	2878	KZPS-F
	KMGC-F	(AC)	146/ 2.6	2.8	2.3	2.3	2.5	2.5	152/2502	2321/ 7.3	7.8	8.2	119	2.1	127	1663	KMGC-F
19.	KZEW-F	(AOR)	116/ 2.1	1.6	2.2	2.4	2.6	2.1	129/2785	2391/ 7.5	7.2	9.6	90	3.3	200	2893	KZEW-F
20.	WRR -F	(CL)	109/ 2.0	1.7	1.4	1.7	1.4	1.7	113/2159	1975/ 6.2	4.6	3.9	80	1.7	101	1599	WRR -F
21.	KAAM	(BB)	99/ 1.8	1.3	1.6	0.9	1.3	1.4	100/1543	1489/ 4.7	3.2	3.1	33	1.1	66	806	KAAM
22.	KDGE-F	(AOR)	75/ 1.4	1.1	1.4	0.7	0.7	1.1	78/1374	1268/ 4.0	3.0	2.2	57	1.9	117	1847	KDGE-F
23.	KHVN	(REL)	72/ 1.3	2.0	1.8	2.5	1.9	1.9	72/889	889/ 2.8	3.4	3.6	100	1.6	94	785	KHVN
24.	KKDA	(B)	68/ 1.2	1.8	2.6	1.7	1.7	1.8	69/1175	1139/ 3.6	4.2	3.6	100	1.4	83	877	KKDA
25.	KESS	(SP)	57/ 1.0	1.0	0.7	1.5	1.0	1.0	58/554	541/ 1.7	1.9	2.6	70	0.5	29	721	KESS

12+ FM SHARE (METRO): 76.83% (3920 of 5102) (FAL 88: 74.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJMZ-F>	1 KVIL-AF	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 KKDA-F<	1 KRLD >>
2 KHYI-F<	2 KPLX-F	2 KSCS-F	2 KSCS-F	2 KSCS-F	2 KRLD	2 KSCS-F	2 KSCS-F	2 KSCS-F	2 KJMZ-F>	2 KQZY-F<
3 KKDA-F	KKDA-F	3 KPLX-F	3 KPLX-F	3 KPLX-F	3 KSCS-F	3 KRLD	3 KPLX-F	3 KPLX-F	3 KPLX-F	3 WBAP
4	4 KTXQ-F	4 KKDA-F	4 KOAI-F<	4 KRLD	4 WBAP	4 WBAP	4 KMEZ-F<	4 KRLD <	4 KHYI-F<	4 KKDA-F
5	KSCS-F	5 KTXQ-F	5 KKDA-F<	5 KOAI-F	5 KMEZ-F	5 KPLX-F	5 KRLD	5 KJMZ-F<	5 KSCS-F	5 KSCS-F<
6	KEGL-F	6 KOAI-F<	6 KRLD	6 KKDA-F	6 KPLX-F	KKDA-F	6 KLIF <	6 KKDA-F	6 KVIL-AF	6 KMEZ-F
7	7 KJMZ-F	7 KRLD	7 KLUV-F	7 KLUV-F	7 KLIF	7 KMEZ-F	7 WBAP	7 WBAP	KEGL-F	7
8	8 KOAI-F	KEGL-F<	8 KTXQ-F	8 WBAP	8	8 KTXQ-F	KOAI-F	8 KOAI-F	8	8
9	KMGC-F	9 KLUV-F	9 KZPS-F	9	9	9	9	KLIF	9	9
10	10	KJMZ-F	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KJMZ-F<	1 KPLX-F	1 KVIL-AF>	1 KVIL-AF>>	1 KVIL-AF>>
2 KEGL-F	2 KEGL-F	2 KPLX-F	2 KSCS-F	2 KSCS-F
3 KPLX-F	3 KKDA-F<	3 KLTY-F<	KPLX-F>	3 KPLX-F>
4 KKDA-F	4 KJMZ-F	4 KKDA-F<	4 KKDA-F	4 KLTY-F
5 KVIL-AF<	5 KSCS-F	5 KSCS-F	5 KJMZ-F<	5 KKDA-F<
6 KMGC-F<	6 KMGC-F>	6 KMGC-F	6 KEGL-F<	6 KLUV-F
7 KSCS-F	7 KTXQ-F>>	7 KEGL-F	7 KMGC-F	7 KQZY-F
8 KTXQ-F<	8 KDFT >>	8 KLUV-F	8	8
9 KHYI-F	9 KVIL-AF	9 KOAI-F	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSCS-F>	1 KTXQ-F	1 KTXQ-F	1 KSCS-F	1 KRLD
2 KEGL-F	2 KKDA-F	2 KOAI-F	2 KTXQ-F	2 KVIL-AF
3 KJMZ-F	3 KZEW-F<	3 KKDA-F	3 KVIL-AF<	3 KSCS-F<
4 KZEW-F	4 KSCS-F	4 KZEW-F<	4 KRLD	4 KOAI-F
KTXQ-F	5 KOAI-F<	5 KVIL-AF	5 KKDA-F<	5 KTXQ-F
KPLX-F	6 KZPS-F<	6 KZPS-F	6 KOAI-F<	6 WBAP
7 KKDA-F	7 KEGL-F<	KRLD	7 KPLX-F<	7 KLIF <
8 KZPS-F	8 KPLX-F	8	8 KZPS-F	8 KKDA-F
9 KDGE-F	9	9	9	9
10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		363 (2)	363 (2)	7.1	10.2
AOR/CLASSIC		524 (4)	524 (4)	10.3	7.1
AC/OLDIES/SOFT ROCK	46 (2)	1024 (4)	1070 (6)	21.0	21.8
MOR/VARIETY					
COUNTRY	241 (1)	754 (2)	995 (3)	19.5	21.6
BLACK/URBAN	68 (1)	559 (2)	627 (3)	12.3	11.2
BEAUTIFUL/EASY		222 (1)	222 (1)	4.4	5.2
NEWS/TALK	543 (2)		543 (2)	10.6	9.8
NOSTALGIA	99 (1)		99 (1)	1.9	2.1
RELIGION/GOSPEL	101 (2)	159 (1)	260 (3)	5.1	4.9
SPANISH	57 (1)		57 (1)	1.1	1.7
CLASSICAL		109 (1)	109 (1)	2.1	1.5
JAZZ/NEW AGE		183 (1)	183 (1)	3.6	2.8
UNKNOWN/OTHERS	27 (1)	23 (1)	50 (2)	1.0	
	1182 (11)	3920 (19)	5102 (30)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDFT	540	Ferris	0.5/0.6/ 27/ 198
KFJZ	870	Ft. Wortn/Dalls	0.5/0.9/ 29/ 275
KJZY-F	99.1	Denton/Dallas	0.4/0.4/ 26/ 511
KLDD	570	Dallas	0.5/2.5/ 47/1157

AM STATIONS

KAAM,	1310,	5 KW (DA-N)	, NOSTALGIA	SMN, $ 45.00 (Durpetti)	Bonneville
KESS,	1270,	5 KW (DA-1)	, HISPANIC	, $ 53.00 (Caballero)	
KHVN,	970,	1 KW/270 W	, GOSPEL	ABC F, $ 45.00 (Mc-Guild)	
KKDA,	730,	500 W (DAYS)	, BLACK	APR, $ N/A (Katz)	
KLDD,	570,	5 KW (DA-2)	, SOFT AC	US 1, $ 43.00 (MMR)	Anchor
KLIF,	1190,	50 KW/5 KW (DA-2)	, TALK	NBC, $ 75.00 (Eastman)	Susquehanna
KRLD,	108C,	50 KW (DA-N)	, NEWS	CBS, MBS, $ 205.00 (CBS)	Command
WBAP,	WBAP 820,	50 KW	, COUNTRY	ABC I, $ 190.00 (Banner)	Cap Cities/ABC

FM STATIONS

KHYI,	94.9,	33 KW @ 1509,	CHR	, $ 130.00 (MMR)	Evergreen
KJMZ,	100.3,	89 KW @ 1280,	BLACK	US 1, $ 110.00 (Mc-Guild)	Summit
KKDA,	104.5,	98 KW @ 1585,	BLACK	APR, $ 178.00 (Katz)	
KEGL,	97.1,	97 KW @ 1460,	CHR	, $ 154.00 (Torbet)	Sandusky
KLTY,	94.1,	100 KW @ 1585,	RELIGION	ABC F, $ 96.00 (HNWH)	
KLUV,	98.7,	98 KW @ 1585,	OLDIES	US 2, $ 117.00 (MMR)	TK
KMEZ,	107.5,	25 KW @ 1264,	BTFL/EZ	US 2, $ 118.00 (Mc-Guild)	Gilmore
KMGC,	102.9,	100 KW @ 1572,	SOFT AC/JAZZ	, $ 116.00 (Christal)	Shamrock
KOAI,	106.1,	100 KW @ 1585,	JAZZ/NAC	, $ 95.00 (HNWH)	Gannett
KPLX,	99.5,	100 KW @ 1680,	COUNTRY	APR, $ 235.00 (Eastman)	Susquehanna
KQZY,	105.3,	100 KW @ 1560,	SOFT AC	, $ 115.00 (Group W)	Westinghouse
KSCS,	96.3,	99 KW @ 1680,	COUNTRY	, $ 153.00 (Banner)	Cap Cities/ABC
KTXQ,	102.1,	100 KW @ 1420,	AOR	RADRAD, $ 146.00 (CBS)	CBS
KVIL,	103.7,	100 KW @ 1550,	AC	, $ 375.00 (Torbet)	Infinity
KKWM,	97.9,	99 KW @ 1680,	SOFT AC	SOURCE, $ 100.00 (MMR)	Anchor
KZPS,	92.5,	96 KW @ 1685,	CLASSIC AOR	, $ 100.00 (Durpetti)	
WRR ,	101.1,	98 KW @ 1510,	CLASSICAL	, $ 70.00 (CMBS)	City of Dallas

CALL LETTER CHANGES

KZEW-F changes to KKWM (Jan)

FORMAT CHANGES

KLDD changes from OLDIES to
KKWM changes from AOR to SOFT AC

STATION SALES

KRLD sold by Command to Evergreen for $47,000,000 (E) (Americom)...KMGC-F from Shamrock to Cook Inlet for $22,000,000 plus tax certificate.

DAVENPORT-RI-MOLINE

Arbitron Rank/Pop (12+): 120/299,200

MSA Rank/Pop: 127/369,000
ADI # 78
Average Person Ratings: 16.0
Market TSL: 20.75 hours

Stations: 17/14
Diaries: 758/395:1/57.3%
Sample Target: 720
% Below Line: 1.9
% Not Listed: 10.9

1989 Revenue: $9,300,000
HH Inc.: $31,040
Retail $: 2.7 Bil
Pop per Station: 21,371
#1 Biller: WLLR-F $2,200,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPXR-F (CHR)	82/17.1	16.4	16.9	14.5	17.3	----	148/1994	1007/33.7	34.7	33.9	86	19.6	97	1057	WPXR-F
WLLR-F (C)	82/17.1	12.2	15.5	15.3	11.3	----	123/1268	722/24.1	21.6	25.4	110	11.9	59	810	WLLR-F
3. WXLP-F (AOR)	69/14.4	11.1	13.2	16.1	9.9	----	109/1132	764/25.5	22.8	22.5	107	18.8	93	907	WXLP-F
4. KUUL-F (O)	45/ 9.4	10.7	6.6	6.6	11.7	----	105/1435	654/21.9	21.4	22.4	148	9.7	48	731	KUUL-F
5. WOC (N/T)	44/ 9.2	10.0	6.2	8.2	11.1	----	54/660	594/19.9	19.9	15.6	61	7.1	35	435	WOC
6. KRVR-F (EZ)	32/ 6.7	8.5	9.3	9.8	7.6	----	46/518	420/14.0	19.0	14.8	84	6.1	30	408	KRVR-F
7. KMJC-F (AC)	24/ 5.0	7.3	5.2	6.2	6.8	----	57/760	372/12.4	14.6	12.1	150	6.9	34	417	KMJC-F
8. WKBF (C)	17/ 3.5	3.6	5.4	5.2	4.9	----	20/322	290/ 9.7	8.7	11.8	23	2.2	11	174	WKBF
9. WMRZ (O)	8/ 1.7	3.0	2.1	2.8	2.7	----	9/211	187/ 6.3	8.7	9.1	176	0.6	3	106	WMRZ
10. KFMH-F (AOR)	6/ 1.3	2.1	1.2	2.2	2.3	----	6/200	110/ 3.7	6.1	3.7	146	1.0	5	148	KFMH-F

12+ FM SHARE (METRO): 80.80% (345 of 427) (FAL 88: 77.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXR-F>>	1 WXLP-F	1 WXLP-F	1 WLLR-F<	1 WLLR-F	1 WLLR-F	1 WLLR-F	1 WLLR-F	1 WPXR-F	1 WPXR-F>	1 WXLP-F
2 WXLP-F	2 WPXR-F	2 WPXR-F<	2 WXLP-F	2 WXLP-F<	2 WOC	2 WPXR-F	2 WXLP-F<	2 WLLR-F	2 WXLP-F>	2 WLLR-F
3	3 WLLR-F	3 WLLR-F>	3 WPXR-F	3 WPXR-F	3 KUUL-F	3 WXLP-F	3 WPXR-F	3 WXLP-F>	3 WLLR-F>	3 WOC <
4	4	4 KUUL-F>	4 KUUL-F>	4 KUUL-F>	4 KRVR-F>	4 WOC	4 KUUL-F<	4 KUUL-F	4 WOC	4 WPXR-F>
5	5	5 KMJC-F	5 KMJC-F	5 KMJC-F	5 WKBF	5 KUUL-F	5 WOC	5 WOC	5 KUUL-F	5 WKBF
					6 WPXR-F			KRVR-F	KMJC-F	6 KUUL-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPXR-F>>	1 WPXR-F>	1 WPXR-F	1 WPXR-F>	1 WPXR-F<	1 WXLP-F>>	1 WXLP-F>>	1 WXLP-F>	1 WXLP-F	1 WLLR-F<
2 WXLP-F>	2 WXLP-F>	2 WXLP-F	2 WLLR-F<	2 WLLR-F	2 WLLR-F	2 WLLR-F>	2 WLLR-F>	2 WLLR-F>	2 WXLP-F>
3 WLLR-F>>	3 WLLR-F>	3 WLLR-F>	3 WXLP-F	3 KUUL-F>	3 WPXR-F>>	3 WPXR-F	3 WPXR-F>	3 WPXR-F	3 KUUL-F
4	4 KMJC-F>	4 KMJC-F	4 KUUL-F>	4 WXLP-F>	4	4	4 KMJC-F>	4 KUUL-F>	4 WPXR-F>
5	5 KUUL-F	5	5 KMJC-F	5 KMJC-F	5	5	5	5 KMJC-F	5 WOC
									KMJC-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		82 (1)	82 (1)	19.2	19.1
AOR/CLASSIC	2 (1)	75 (2)	77 (3)	18.0	16.3
AC/OLDIES/SOFT ROCK	8 (1)	69 (2)	77 (3)	18.0	17.9
MOR/VARIETY	4 (2)		4 (2)	0.9	3.5
COUNTRY	17 (1)	82 (1)	99 (2)	23.2	23.5
BLACK/URBAN					
BEAUTIFUL/EASY		32 (1)	32 (1)	7.5	10.5
NEWS/TALK	51 (3)		51 (3)	11.9	8.4
NOSTALGIA					
RELIGION/GOSPEL		2 (1)	2 (1)	0.5	0.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		3 (1)	3 (1)	0.7	
	82 (8)	345 (9)	427 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBQC-F	93.5	Bettendorf	0.4/1.6/ 8/ 62
KSTT	1170	Davenport	0.4/2.3/ 2/ 79
WJRE-F	92.1	Kewanee	0.6/1.7/ 3/ 51
WKEI	1450	Kewanee	0.4/1.8/ 4/ 89
WBBM	780	Chicago	0.4/1.9/ 12/ 232
WGN	720	Chicago	1.0/3.8/ 41/ 586
WMT	600	Cedar Rapids	0.4/1.8/ 21/ 267

RADIO STATIONS

WKBF, 1270, 5 KW (DA-N) , COUNTRY CBS, $ 19.00 (Mc-Guild)
WMRZ, 1230, 1 KW , OLDIES , $ 18.00 (HNWH) Sconnix
WOC , 1420, 5 KW (DA-2) , NEWS/TALK NBC, ABC T, $ 34.00 (Christal)

KFMH-F, 99.7, 50 KW @ 470, AOR , $ 16.00 (---) (MUSCATINE)
KMJC-F, 96.1, 100 KW @ 988, AC US 1, $ 25.00 (Eastman) Arrow
KRVR-F, 106.5, 60 KW @ 210, EZ , $ 24.00 (Christal) Comm. Service
KUUL-F, 103.7, 100 KW @ 1220, OLDIES US 2, $ 33.00 (Christal)
WLLR-F, 101.3, 50 KW @ 500, COUNTRY , $ 42.00 (HNWH) Sconnix
WPXR-F 98.9, 39 KW @ 900, CHR ABC R, $ 35.00 (Mc-Guild) Roth
WXLP-F, 96.9, 50 KW @ 500, AOR , $ 35.00 (Katz) Goodrich

MISCELLANEOUS COMMENTS: KLIO-F changes to KMJC-F (Nov)...

DAYTON

Arbitron Rank/Pop (12+): 48/807,400

MSA Rank/Pop: 55/939,000
ADI # 52
Average Person Ratings: 15.5
Market TSL: 20.50 hours

Stations: 24/18
Diaries: 1219/662:1/57.0%
Sample Target: 1120
% Below Line: 10.9
% Not Listed: 12.8

1989 Revenue: $21,500,000
HH Inc.: $28,229
Retail $: 6.5 Bil
Pop per Station: 44,855
#1 Biller: WTUE-F $3,500,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGTZ-F	(CHR)	121/ 9.7	9.5	7.3	8.6	11.0	8.8	166/2731	1937/24.0	20.4	44.2	79	9.9	135	2523	WGTZ-F
2. WHIO	(MOR)	111/ 8.9	7.1	8.8	8.4	8.1	8.3	117/1534	1436/17.8	19.9	16.6	67	4.9	67	1167	WHIO
3. WHKO-F	(C)	107/ 8.5	8.5	8.4	9.0	9.1	8.6	137/1865	1410/17.5	17.4	20.7	112	7.0	95	1263	WHKO-F
4. WTUE-F	(AOR)	104/ 8.3	10.1	9.2	12.1	14.7	9.9	147/2299	1613/20.0	18.9	24.8	107	11.3	154	1900	WTUE-F
5. WWSN-F	(AC)	82/ 6.5	7.8	6.5	7.3	8.7	7.0	91/1347	1153/14.3	14.5	16.3	151	7.1	97	1100	WWSN-F
6. WVUD-F	(AC)	73/ 5.8	5.3	6.1	5.8	5.6	5.8	80/1212	970/12.0	14.2	13.1	128	2.9	40	544	WVUD-F
7. WAZU-F	(AOR)	71/ 5.7	7.8	7.3	3.7	0.7	6.1	106/1628	1061/13.1	14.4	3.5	68	9.6	131	1536	WAZU-F
8. WONE	(C)	68/ 5.4	3.3	4.7	4.7	4.3	4.5	74/1006	806/10.0	10.3	10.8	72	3.9	53	632	WONE
9. WCLR-F	(EZ)	50/ 4.0	3.0	2.7	1.0	2.3	2.7	72/802	583/ 7.2	5.4	3.8	77	1.8	25	337	WCLR-F
10. WLW	(MOR)	49/ 3.9	5.0	4.9	3.7	4.2	4.4	151/2488	841/10.4	12.4	10.3	121	3.2	44	815	WLW
11. WBLZ-F	(B)	44/ 3.5	3.3	5.6	3.2	3.7	3.9	61/941	669/ 8.3	8.8	8.4	109	4.8	66	788	WBLZ-F
12. WYMJ-F	(O)	42/ 3.4	3.8	2.9	3.6	4.4	3.4	46/1058	970/12.0	9.4	14.3	159	5.6	76	795	WYMJ-F
13. WDAO	(B)	35/ 2.8	2.5	1.9	3.3	1.0	2.6	35/485	476/ 5.9	4.2	3.9	114	4.3	59	467	WDAO
14. WING	(AC)	32/ 2.6	1.1	2.3	3.1	3.5	2.3	37/797	672/ 8.3	7.3	10.2	158	1.8	25	431	WING

12+ FM SHARE (METRO): 70.60% (771 of 1092) (FAL 88: 75.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGTZ-F>	1 WTUE-F	1 WTUE-F	1 WTUE-F<	1 WWSN-F	1 WHIO >	1 WHIO >	1 WHKO-F<	1 WGTZ-F<	1 WGTZ-F	1 WHIO >>
2 WAZU-F>>	2 WGTZ-F>	2 WGTZ-F	2 WWSN-F	2 WHKO-F	2 WHKO-F>	2 WGTZ-F	2 WGTZ-F<	2 WTUE-F	2 WAZU-F>	2 WAZU-F
3 WTUE-F	3 WAZU-F	3 WWSN-F	3 WHKO-F<	3 WTUE-F	3 WONE	3 WHKO-F<	3 WWSN-F<	3 WHKO-F	3 WTUE-F<	3 WONE <
4 WBLZ-F	4 WWSN-F	4 WHKO-F	4 WGTZ-F	4 WGTZ-F<	4 WCLR-F<	4 WWSN-F	4 WHIO	4 WWSN-F<	4 WHKO-F	4 WTUE-F<
5	5 WVUD-F	5 WVUD-F	5 WVUD-F	5 WVUD-F	5 WWSN-F	WTUE-F	5 WVUD-F<	5 WVUD-F	5 WHIO	5 WGTZ-F
6	6	6 WAZU-F	6 WYMJ-F	6 WHIO	6 WVUD-F	6 WVUD-F	6 WTUE-F	6 WAZU-F<	6 WBLZ-F	6 WING
7	7	7	7 WHIO	7 WYMJ-F	7	7 WONE	7	7 WONE	7	WHKO-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WCTZ-F>>	1 WGTZ-F>	1 WWSN-F	1 WGTZ-F	1 WWSN-F
2 WAZU-F	2 WWSN-F	2 WTUE-F	2 WWSN-F	2 WHKO-F
3 WWSN-F	3 WTUE-F<	WGTZ-F	3 WHKO-F	3 WGTZ-F
4 WBLZ-F	4 WVUD-F	4 WVUD-F>	4 WVUD-F	4 WVUD-F
WVUD-F	5 WAZU-F	5 WHKO-F>	5 WTUE-F	5 WHIO
WTUE-F>	6 WHKO-F	6 WOFX-F	6 WHIO	6 WTUE-F
7	7	WBLZ-F	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTUE-F>>	1 WTUE-F>>	1 WTUE-F>	1 WTUE-F>	1 WTUE-F>
2 WGTZ-F	2 WGTZ-F	2 WAZU-F	2 WGTZ-F	2 WHKO-F<
3 WAZU-F>>	3 WAZU-F>	3 WGTZ-F>	3 WAZU-F	3 WWSN-F
4 WOFX-F	4 WOFX-F	4 WOFX-F	4 WWSN-F	4 WLW
5 WVUD-F	5 WVUD-F	WLW	5 WLW	5 WVUD-F<
WONE	6	WVUD-F	WVUD-F	6 WGTZ-F
WHKO-F	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		163 (2)	163 (2)	14.9	17.1
AOR/CLASSIC		175 (2)	175 (2)	16.0	16.8
AC/OLDIES/SOFT ROCK	38 (2)	178 (3)	216 (5)	19.8	21.6
MOR/VARIETY	160 (2)		160 (2)	14.7	13.7
COUNTRY	68 (1)	133 (4)	201 (5)	18.4	11.2
BLACK/URBAN	35 (1)	44 (1)	79 (2)	7.2	5.2
BEAUTIFUL/EASY		62 (3)	62 (3)	5.7	10.1
NEWS/TALK					
NOSTALGIA	20 (2)		20 (2)	1.8	2.9
RELIGION/GOSPEL		16 (1)	16 (1)	1.5	0.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.7
	321 (8)	771 (16)	1092 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBLY	1600	Springfield	0.5/1.7/ 6/ 141
WFCJ-F	93.7	Miamisburg/Datn	1.3/5.2/ 25/ 661
WKSW-F	101.7	Urbana	0.9/1.5/ 18/ 229
WPFB	910	Middletown	1.1/1.7/ 28/ 269
WPFB-F	105.9	Middletown	0.5/2.1/ 24/ 387
WPTW	1570	Piqua	0.5/0.8/ 8/ 104
WBNS-F	97.1	Columbus	0.4/1.1/ 6/ 135
WBVE-F	96.5	Hamilton	0.7/3.7/ 39/ 810
WOFX-F	94.9	Fairfield	1.8/4.3/ 67/ 977
WWEZ-F	92.5	Cincinnati	0.6/1.9/ 33/ 565

RADIO STATIONS

WDAO, 1210, 1 KW (DAYS)	, BLACK	SBN, $ 28.00 (---)	
WHIO, 1290, 5 KW (DA-N)	, MOR/TALK	CBS, $ 71.00 (Durpetti)	Cox
WING, 1410, 5 KW (DA-N)	, OLDIES	NBC, US 1, $ 30.00 (Katz)	Great Trails
WONE, 980, 5 KW (DA-N)	, COUNTRY	ABC I, $ 45.00 (Mc-Guild)	Summitt
WAZU-F, 102.9, 50 KW @ 493	, AOR	ABC F, $ 44.00 (Christal)	Osborn (SPRINGFIELD)
WCLR-F, 95.7, 50 KW @ 476	, BTFL/EZ	, $ 18.00 (Regional)	(PIQUA)
WFCJ-F, 93.7, 50 KW @ 492	, RELIGION	, $ 15.00 (---)	(MIAMISBURG)
WGTZ-F, 92.9, 40 KW @ 590	, CHR	, $ 74.00 (Katz)	Great Trails
WHKO-F, 99.1, 50 KW @ 1060	, COUNTRY	, $ 65.00 (Durpetti)	Cox
WPFB-F, 105.9, 34 KW @ 590	, COUNTRY	US 2, $ 20.00 (Roslin)	(MIDDLETOWN)
WTUE-F, 104.7, 50 KW @ 500	, AOR	, $ 77.00 (Mc-Guild)	Summit
WVUD-F, 99.9, 50 KW @ 500	, AC	ABC E, $ 41.00 (Republic)	University of Dayton
WWSN-F, 107.7, 50 KW @ 420	, AC	, $ 70.00 (Eastman)	Stoner
WYMJ-F, 103.9, 1.5 KW @ 528	, OLDIES	US 1, $ 40.00 (Banner)	

MISCELLANEOUS COMMENTS: WYMJ-F changed formats from CHR to OLDIES...

American Radio Fall 1989, Copyright 1990

DAYTONA BEACH

Arbitron Rank/Pop (12+): 116/311,400

MSA Rank/Pop: 138/349,700
Orlando ADI
Average Person Ratings: 18.0
Market TSL: 23.75 hours

Stations: 19/8
Diaries: 790/394:1/56.0%
Sample Target: 700
% Below Line: 50.9
% Not Listed: 12.7

1989 Revenue: NA
HH Inc.: $ NA
Retail $: 2.5 Bil
Pop per Station: 38,925
#1 Biller: NA

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WWLV-F (EZ)	100/17.9	13.6	13.9	12.0	16.6	----	149/1278	798/25.6	20.4	22.5	45				WWLV-F
2. WHTQ-F (AOR)	46/ 8.2	6.0	2.7	4.1	2.2	----	65/664	449/14.4	11.3	9.8	109				WHTQ-F
3. WOCL-F (AC)	45/ 8.0	7.4	7.4	8.3	4.8	----	91/1096	521/16.7	13.7	14.6	175				WOCL-F
4. WJHM-F (B)	38/ 6.8	10.1	9.1	8.7	2.8	----	76/707	446/14.3	14.0	15.9	119				WJHM-F
5. WWKA-F (C)	36/ 6.4	9.9	11.2	11.2	10.7	----	82/903	504/16.2	16.9	21.0	133				WWKA-F
6. WROD (BB)	35/ 6.3	3.9	7.0	3.5	5.3	----	35/373	373/12.0	9.2	10.9	13				WROD
7. WJYO-F (AC)	29/ 5.2	5.1	5.3	6.7	3.7	----	50/768	346/11.1	12.3	11.2	150				WJYO-F
8. WDIZ-F (AOR)	26/ 4.6	4.3	5.7	6.9	5.9	----	35/470	344/11.0	11.8	13.0	152				WDIZ-F
9. WSTF-F (AC)	24/ 4.3	3.7	3.6	3.0	1.5	----	31/599	397/12.7	9.5	13.5	172				WSTF-F
10. WNFI-F (CHR)	19/ 3.4	2.9	4.6	7.5	9.0	----	37/668	340/10.9	10.3	15.0	56				WNFI-F
11. WNDB (T)	18/ 3.2	4.1	4.2	3.1	2.4	----	18/229	229/ 7.4	7.0	9.2	59				WNDB
12. WOMX-F (CHR)	17/ 3.0	5.7	6.6	5.1	10.3	----	25/590	426/13.7	15.9	17.7	103				WOMX-F
13. WGNE-F (C)	16/ 2.9	1.0	----	----	----	----	16/244	224/ 7.0	4.0	0.0	134				WGNE-F
14. WSSP-F (EZ)	12/ 2.1	3.7	4.2	3.5	7.0	----	49/550	241/ 7.7	8.1	9.6	38				WSSP-F
15.															

12+ FM SHARE (METRO): 84.05% (411 of 489) (FAL 88: 83.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F	1 WHTQ-F>>	1 WHTQ-F	1 WOCL-F>	1 WOCL-F>	1 WWLV-F>>	1 WWLV-F>>	1 WWLV-F>	1 WWLV-F>	1 WWLV-F>	1 WHTQ-F
WNFI-F>	2 WDIZ-F	2 WOCL-F>	2 WHTQ-F<	2 WHTQ-F	2 WROD	2 WWKA-F	2 WHTQ-F	2 WHTQ-F	2 WHTQ-F	WNDB
3 WOMX-F	3 WJHM-F	3 WJHM-F	3 WWKA-F	3 WWKA-F	3 WOCL-F<	WOCL-F	3 WOCL-F	3 WWKA-F	3 WJHM-F	3 WWKA-F
4 WHTQ-F	4 WOCL-F	WDIZ-F	4 WJYO-F	4 WJHM-F	4 WWKA-F	4 WJHM-F<	4 WROD <	WJHM-F	4 WNDB	WJHM-F
5	5 WJYO-F	5 WWKA-F	WJHM-F	WWLV-F	5	5 WHTQ-F	5 WJYO-F<	5 WOCL-F	5 WWKA-F	WWLV-F
			WDIZ-F				6 WWKA-F		WOCL-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJHM-F	1 WJHM-F>	1 WJYO-F	1 WOCL-F	1 WOCL-F	1 WHTQ-F>>	1 WHTQ-F>>	1 WHTQ-F>	1 WHTQ-F>	1 WOCL-F
WHTQ-F>	2 WJYO-F	WJHM-F	2 WJHM-F>	2 WJHM-F	2 WDIZ-F	2 WDIZ-F>>	2 WDIZ-F>	2 WDIZ-F	WHTQ-F
3 WSTF-F	WHTQ-F	3 WWKA-F	3 WJYO-F	3 WJYO-F	3 WNFI-F	3 WSTF-F	3 WOCL-F	3 WOCL-F>	3 WDIZ-F>
WDIZ-F	4 WOCL-F	WOCL-F>	4 WWKA-F	WWLV-F	4 WJHM-F>	WOCL-F	4 WSTF-F	4 WWKA-F	4 WWKA-F
WNFI-F	5 WWKA-F	5 WHTQ-F	WSTF-F	5 WWKA-F	5 WOMX-F>>	5	5 WJYO-F>>	5 WSTF-F	5 WSTF-F
			6 WHTQ-F						

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		39 (3)	39 (3)	8.0	13.6
AOR/CLASSIC		72 (2)	72 (2)	14.7	9.2
AC/OLDIES/SOFT ROCK		98 (3)	98 (3)	20.0	18.0
MOR/VARIETY	9 (1)		9 (1)	1.8	1.3
COUNTRY		52 (2)	52 (2)	10.6	12.7
BLACK/URBAN		38 (1)	38 (1)	7.8	10.0
BEAUTIFUL/EASY		112 (2)	112 (2)	22.9	19.8
NEWS/TALK	18 (1)		18 (1)	3.7	5.6
NOSTALGIA	38 (2)		38 (2)	7.8	8.4
RELIGION/GOSPEL	5 (1)		5 (1)	1.0	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					1.0
UNKNOWN/OTHERS	8 (1)		8 (1)	1.6	0.4
	78 (6)	411 (13)	489 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WMFJ-	1450	Daytona Beach	0.9/2.2/ 5/ 67
WPUL	1590	S. Daytona	1.4/3.3/ 8/ 104
WSBB	1230	New Smyra Bch	0.5/2.9/ 3/ 89
WDBO	580	Orlando	1.6/2.6/ 13/ 153
WHLY-F	106.7	Leesburg	0.5/3.3/ 11/ 306

RADIO STATIONS

WNDB, 1150, 1 KW (DA-N) , TALK CBS, ABC T, $ 20.00 (Eastman) Root
WPUL, 1590, 1 KW (DAYS) , ?? SMN, SBN, $ 12.00 (---)
WROD, 1340, 1 KW , NOSTALGIA ABC I, US 2, $ 17.00 (K & P)

WNFI-F, 99.9, 100 KW @ 1249, CHR ABC C, $ 56.00 (Katz) Heritage-Polacek
WWLV-F, 94.5, 100 KW @ 1249, BTFL/EZ , $ 50.00 (Eastman) Root

American Radio Fall 1989, Copyright 1990

DENVER

Arbitron Rank/Pop (12+): 24/1,599,500

MSA Rank/Pop: 27/1,930,000
ADI # 19
Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 31/31
Diaries: 1679/953:1/54.5%
Sample Target: 1560
% Below Line: 0.0
% Not Listed: 9.3

1989 Revenue: $67,000,000
HH Inc.: $32,533
Retail $: 14.5 Bil
Pop per Station: 51,596
#1 Biller: KOA $10,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KOA (N/T)	233/ 8.4	6.1	6.2	6.4	7.9	6.8	328/5935	4258/26.6	19.0	23.1	83	7.9	223	3697	KOA
2. KRXY-AF (CHR)	208/ 7.5	7.5	7.0	7.0	5.8	7.3	218/3520	3257/20.4	18.3	18.2	67	9.5	259	3393	KRXY-AF
3. KBCO-AF (AOR)	204/ 7.3	6.9	8.2	7.5	8.3	7.5	218/2665	2391/14.9	15.3	15.4	140	7.3	200	1945	KBCO-AF
4. KOSI-F (EZ)	196/ 7.1	5.8	6.3	6.3	7.2	6.4	217/2619	2317/14.5	14.3	14.3	73	3.8	107	1076	KOSI-F
5. KXKL-F (O)	161/ 5.8	7.1	7.3	6.8	6.3	6.8	216/3144	2497/15.6	19.4	17.0	136	4.7	133	1882	KXKL-F
KYGO-F (C)	161/ 5.8	6.3	6.5	6.9	5.0	6.4	191/2389	2059/12.9	13.2	11.5	116	6.9	195	1790	KYGO-F
7. KQKS-F (CHR)	146/ 5.3	5.1	4.9	5.5	4.8	5.2	184/2892	2358/14.7	15.0	12.6	30	5.8	163	2163	KQKS-F
8. KXLT-F (AC)	138/ 5.0	5.3	4.2	4.7	4.4	4.8	150/2061	1877/11.7	12.3	12.1	126	3.7	104	1161	KXLT-F
9. KAZY-F (AOR)	129/ 4.7	5.4	6.3	5.4	5.8	5.4	164/2760	2226/13.9	14.4	14.7	74	8.7	245	3380	KAZY-F
10. KSYY-F (AC)	111/ 4.0	4.0	2.7	2.0	1.8	3.2	121/2073	1891/11.8	8.8	5.0	133	1.9	54	765	KSYY-F
11. KBPI-F (AOR)	104/ 3.8	4.0	3.5	5.1	5.2	4.1	134/2591	2164/13.5	14.0	16.0	103	5.9	166	2718	KBPI-F
12. KRFX-F (AOR)	102/ 3.7	4.0	4.0	3.6	2.7	3.8	119/2073	1744/10.9	12.8	12.1	143	3.0	85	1368	KRFX-F
13. KHOW (MOR)	81/ 2.9	3.4	3.2	2.4	2.7	3.0	104/1848	1519/ 9.5	7.3	8.8	117	2.3	66	895	KHOW
14. KVOD-F (CL)	72/ 2.6	3.2	3.3	4.2	3.2	3.3	80/1227	1144/ 7.2	8.5	8.8	104	1.6	46	1328	KVOD-F
15. KEZW (BB)	69/ 2.5	2.1	2.4	3.4	1.9	2.6	72/872	829/ 5.2	4.9	4.7	20	1.8	50	620	KEZW
16. KLZ (C)	68/ 2.5	2.9	2.0	2.2	2.4	2.4	100/1218	835/ 5.2	5.9	6.3	56	1.6	44	731	KLZ
17. KHIH-F (J/NA)	64/ 2.3	2.6	2.8	2.5	3.2	2.5	67/1275	1215/ 7.6	7.1	8.0	148	3.3	94	1151	KHIH-F
18. KYBG (N/T)	58/ 2.1	1.4	0.5	0.6	0.9	1.1	63/946	793/ 5.0	2.8	3.8	119	1.4	38	610	KYBG
19.															
20.															

12+ FM SHARE (METRO): 73.62% (1850 of 2513) (FAL 88: 73.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KOSI-F	1 KBCO-AF	1 KBNO	1 KBCO-AF>	1 KBCO-AF	1 KOA	1 KOA	1 KBCO-AF	1 KBCO-AF	1 KRXY-AF	1 KOA >>
2 KRXY-AF	2 KRXY-AF>	2 KRXY-AF	2 KXKL-F	2 KXKL-F	2 KOSI-F>	2 KRXY-AF	2 KOSI-F	2 KRXY-AF<	2 KQKS-F	2 KOSI-F
3	3 KAZY-F	3 KXKL-F	3 KXLT-F	3 KOA	3 KYGO-F	KBCO-AF	3 KOA	3 KOSI-F<	3 KAZY-F<	3 KYGO-F
4	4 KBPI-F	4 KXLT-F	4 KYGO-F<	4 KYGO-F	4 KXKL-F	4 KXKL-F	4 KRXY-AF<	4 KQKS-F	4 KOA	4 KHOW <
5	5 KXLT-F	5 KYGO-F	5 KOA	5 KXLT-F	5 KSYY-F<	5 KOSI-F	5 KXKL-F<	5 KXKL-F<	5 KYGO-F	5 KBCO-F
6	KRFX-F	6 KAZY-F<	6 KRFX-F<	6 KSYY-F	6 KEZW	6 KYGO-F	6 KYGO-F	6 KYGO-F	6 KXKL-F	6 KXKL-F
7	7 KXKL-F<	7 KOA	7 KSYY-F<	KRFX-F<	7 KVOD-F<	7 KXLT-F	7 KXLT-F	7 KOA	7 KXLT-F<	KAZY-F>
8	8 KQKS-F	8 KRFX-F>>	8 KRXY-AF	8 KOSI-F<	8 KHOW	8 KHOW	KSYY-F	8 KXLT-F	8 KOSI-F	8
9	9	9 KBCO-AF	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRXY-AF	1 KRXY-AF>	1 KBCO-AF	1 KRXY-AF	1 KBCO-AF
2 KQKS-F>	2 KBCO-AF	2 KRXY-AF>	2 KXLT-F<	KSYY-F
3 KXLT-F>	3 KXLT-F	3 KYGO-F	3 KBCO-AF	3 KXKL-F<
4 KBCO-AF	KQKS-F	KRFX-F	4 KSYY-F	4 KXLT-F<
KAZY-F	5 KYGO-F	5 KXKL-F	5 KYGO-F	5 KOSI-F
6 KYGO-F	6 KRFX-F	6 KXLT-F>	KXKL-F	6 KRXY-AF
KBPI-F>	7 KXKL-F	7 KSYY-F	7 KQKS-F	7 KYGO-F
8 KBNO >	8 KBPI-F	8 KHIH-F	8	8 KOA
9	9	KBPI-F	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KAZY-F>	1 KBCO-AF>	1 KBCO-AF>	1 KBCO-AF>	1 KBCO-AF>
2 KRXY-AF>	2 KAZY-F>	2 KRFX-F	2 KXKL-F	2 KXKL-F<
3 KQKS-F	3 KBPI-F	3 KBPI-F	3 KAZY-F	3 KOA
4 KBPI-F	4 KRXY-AF	4 KAZY-F	4 KOA	4 KYGO-F
5 KBCO-AF	5 KRFX-F	5 KXKL-F	5 KBPI-F	5 KRFX-F
6 KLZ	6 KXKL-F	6 KXLT-F<	6 KRFX-F<	6 KXLT-F<
7 KXKL-F>	7 KXLT-F<	7 KYBG	7 KYGO-F	7 KBPI-F<
8 KOA	8 KOA	8 KOA <	8 KXLT-F<	8 KAZY-F
9	9	9	9 KRXY-AF	9
	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	10 (1)	344 (2)	354 (3)	14.1	11.9
AOR/CLASSIC	9 (1)	460 (5)	469 (6)	18.7	25.4
AC/OLDIES/SOFT ROCK	34 (2)	512 (4)	546 (6)	21.7	18.7
MOR/VARIETY	81 (1)		81 (1)	3.2	3.1
COUNTRY	99 (2)	161 (1)	260 (3)	10.3	10.3
BLACK/URBAN	12 (1)		12 (1)	0.5	1.3
BEAUTIFUL/EASY		196 (1)	196 (1)	7.8	8.1
NEWS/TALK	328 (4)		328 (4)	13.1	9.9
NOSTALGIA	69 (1)		69 (1)	2.7	2.1
RELIGION/GOSPEL	10 (1)		10 (1)	0.4	0.8
SPANISH	11 (1)		11 (1)	0.4	0.3
CLASSICAL		72 (1)	72 (1)	2.9	3.6
JAZZ/NEW AGE		64 (1)	64 (1)	2.5	3.5
UNKNOWN/OTHERS		41 (1)	41 (1)	1.6	1.0
	663 (15)	1850 (16)	2513 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBNO	1220	Denver	0.4/0.6
KBXG	710	Denver	0.9/3.5
KDEN	1340	Denver	0.5/2.8
KDHT-F	92.5	Greeley	1.5/3.4
KDKO	1510	Littleton/Denve	0.4/1.4
KRKS	990	Denver	0.4/1.5
KRZN	760	Englewood	0.8/2.4
KTCL-F	93.3	Denver	0.6/2.8
KXKL	1280	Denver	0.5/2.2
KYBG-F	92.1	Castle rock	0.6/2.4
KYGO	950	Denver	1.1/3.5

AM STATIONS

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KBXG,   710,  5 KW (DA-1)       , TALK                   CNN, $  N/A  (Banner)        Sandusky
KDEN,  1340,  1 KW              , TALK          ABC C, MBS, $ 35.00 (Savalli)
KEZW,  1430,  5 KW (DA-N)       , NOSTALGIA            SMN, $ 45.00 (Torbet)
KHOW,   630,  5 KW (DA-N)       , MOR             MBS, NBC, $ 78.00 (Republic)       Legacy
KLTT,   800,  1 KW (DAYS, DA)   , RELIGION                  $ 18.00 (---)            Mortenson

KLZ ,   560,  5 KW (DA-1)       , COUNTRY              SMN, $ 70.00 (Mc-Guild)       Summit
KOA ,   850, 50 KW              , NEWS/TALK  ABC I, ABC E, $140.00 (Eastman)        Subrink
KRZN,  1150,  5 KW/1 KW (DA-2) , OLDIES                  , $ 37.00 (Christal)       Genesis/Booth
KYGO,   950,  5 KW (DA-N)       , COUNTRY             US 2, $   N/A (CBS)            Jeff-Pilot
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FM STATIONS

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KAZY,  106.7, 100 KW @  987, AOR                  ABC R, $ 90.00 (Mc-Guild)     Summit
KBCO,   97.3,  88 KW @ 1541, AOR                       , $170.00 (MMR)          Noble      (BOULDER)
KBPI,  105.9, 100 KW @ 1433, AOR                 SOURCE, $100.00 (Banner)       Sandusky
KHIH,   94.7,  30 KW @  984, JAZZ/NAC               SMN, $ 70.00 (Banner)       Adams       (BOULDER)
KXLT,  100.3, 100 KW @  350, AC                        , $100.00 (Christal)     Genesis/Booth
KOSI,  101.1, 100 KW @ 1624, BTFL/EZ                   , $ 95.00 (Torbet)
KQKS,  104.3,  28 KW @ 1400, CHR                       , $ 71.00 (HNWH)         Western Cities (LONGMONT)

KRFX,  103.5, 100 KW @ 1061, OLDIES                 CBS, $ 80.00 (Eastman)      Jacor
KRXY,  107.5,  91 KW @ 1149, CHR                       , $109.00 (Katz)         Cap Cities/ABC
KSYY,   95.7, 100 KW @  725, SOFT AC                MBS, $ 81.00 (Republic)     Legacy
KTCL,   93.3, 100 KW @ 1330, AOR                    MBS, $ 40.00 (Mc-Guild)             (FT.COLLINS)
KVOD,   99.5, 100 KW @  300, CLASSICAL                 , $ 75.00 (Katz)         Henry
KXKL,  105.1, 100 KW @ 1150, OLDIES                    , $137.00 (Durpetti)     Shamrock
KYGO,   98.5, 100 KW @  700, COUNTRY               US 2, $112.00 (CBS)          Jeff-Pilot
KYBG,   92.1,  .8 KW @  610, TALK                      , $ 35.00 (Banner)       Century   (CASTLE ROCK)
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CALL LETTER CHANGES

KMJI-F changes to KXLT-F (Sep)
KZRZ-F changes to KYBG-F (Nov)

FORMAT CHANGES

KYBG-F changes from AOR to TALK

STATION SALES

KBPI-F: From Sandusky to Great American for $13,500,000 (E) Chapman)...KHOW, KSYY-F: From Command to Viacom for $15,500,000...

DES MOINES

Arbitron Rank/Pop (12+): 114/321,600

MSA Rank/Pop: 122/390,000
ADI # 66
Average Person Ratings: 15.9
Market TSL: 21.00 hours

Stations: 14/14
Diaries: 795/405:1/55.2%
Sample Target: 710
% Below Line: 0.0
% Not Listed: 9.0

1989 Revenue: $12,900,000
HH Inc.: $29,398
Retail $: 3.0 Bil
Pop per Station: 22,971
#1 Biller: WHO $3,200,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHO (MOR)	81/15.8	11.9	11.1	10.0	11.5	----	231/2983	983/30.6	23.8	25.9	68	12.8	69	823	WHO
2. KGGO-F (AOR)	66/12.9	17.0	14.9	21.5	16.4	----	119/1448	755/23.5	27.8	26.9	103	18.1	97	1131	KGGO-F
3. KRNQ-F (CHR)	65/12.7	11.2	11.1	10.0	10.4	----	154/2131	936/29.1	28.9	29.6	82	17.3	93	1204	KRNQ-F
4. KJJY-AF (C)	61/11.9	12.5	9.5	8.7	9.4	----	102/1062	705/21.9	21.4	19.8	109	11.3	61	740	KJJY-AF
5. KLYF-F (AC)	43/ 8.4	7.3	8.8	12.4	8.0	----	91/1319	656/20.4	17.1	18.5	158	8.2	44	610	KLYF-F
6. KRNT (MOR)	39/ 7.9	6.0	5.3	6.1	4.7	----	43/501	450/14.0	15.2	13.8	51	3.0	16	319	KRNT
7. KDWZ-F (CHR)	25/ 4.9	3.4	4.8	5.7	7.2	----	48/859	739/13.7	14.3	16.5	73	6.3	34	500	KDWZ-F
8. KEZT-F (EZ)	24/ 4.7	5.2	4.0	4.3	2.9	----	37/696	362/11.3	9.6	8.5	130	1.9	10	248	KEZT-F
KDMG-F (O)	24/ 4.7	8.0	6.1	1.1	5.1	----	48/874	531/16.5	17.7	15.8	138	6.9	37	430	KDMG-F
10. KIOA (O)	20/ 3.9	5.6	8.6	4.6	5.5	----	49/774	309/ 9.6	17.1	18.0	167	4.5	24	313	KIOA
11. KWKY (REL)	14/ 2.7	1.1	1.0	0.4	----	----	14/246	207/ 6.4	4.7	3.9	119	1.1	6	144	KWKY

12+ FM SHARE (METRO): 65.02% (303 of 466) (FAL 88: 62.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRNQ-F>>	1 KGGO-F>>	1 KGGO-F>	1 KGGO-F<	1 KLYF-F	1 WHO >>	1 WHO >	1 WHO<	1 KRNQ-F	1 WHO	1 WHO <
2 KDWZ-F	2 KRNQ-F<	2 KJJY-AF<	2 KLYF-F<	KGGO-F<	2 KRNT	2 KJJY-AF	2 KGGO-F<	KGGO-F	2 KRNQ-F	2 KJJY-F
3	3 KJJY-AF>	3 KRNQ-F	3 KJJY-AF	3 KJJY-AF	3 KJJY-AF>	3 KGGO-F<	3 KJJY-AF	3 KJJY-AF	3 KJJY-AF<	3 KRNT
4	4 KLYF-F	4 KLYF-F	4 KRNQ-F	4 WHO <	4 KLYF-F	4 KRNQ-F	4 KLYF-F	4 KLYF-F	4 KGGO-F>	4 KGGO-F>
5	5 KDWZ-F	5 WHO	5 WHO	5 KRNQ-F	5 KEZT-F	5 KRNT	5 KRNQ-F	5 WHO	5 KDWZ-F	5 KDWZ-F
6	KDMG-F	6	6	6	6 KIOA	6 KLYF-F	6	6 KDMG-F	6 KRNT	6 KRNQ-F
7	7	7	7		7	7	7	7	7	KIOA

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRNQ-F	1 KGGO-F	1 KGGO-F	1 KJJY-AF	1 KJJY-AF
2 KGGO-F>>	2 KRNQ-F	2 KJJY-AF	2 KGGO-F	2 KLYF-F
3 KJJY-AF	3 KJJY-AF>	3 KLYF-F>	3 KRNQ-F	3 KGGO-F
KDWZ-F	4 KLYF-F	4 KRNQ-F>	4 KLYF-F>	4 KRNQ-F
5 KDMG-F>>	5 KDMG-F	5 KDMG-F>>	5	5 WHO
6	6	6	6	6 KEZT-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>	1 KGGO-F
2 KJJY-AF>	2 KRNQ-F	2 KRNQ-F	2 KRNQ-F<	2 WHO
3 KRNQ-F	3 KJJY-AF	3 KLYF-F	3 WHO	3 KRNQ-F
KDWZ-F>	4 KLYF-F	4 KDWZ-F	KLYF-F	KLYF-F
5	KDWZ-F	KDMG-F	5 KJJY-AF	5 KJJY-AF
	6 KDMG-F	6	6 KDMG-F	KIOA

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		90 (2)	90 (2)	19.3	17.1
AOR/CLASSIC	2 (1)	66 (1)	68 (2)	14.6	16.0
AC/OLDIES/SOFT ROCK	20 (1)	67 (2)	87 (3)	18.7	25.3
MOR/VARIETY	120 (2)		120 (2)	25.8	17.7
COUNTRY	5 (1)	56 (1)	61 (2)	13.1	18.5
BLACK/URBAN					
BEAUTIFUL/EASY		24 (1)	24 (1)	5.2	4.3
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	14 (1)		14 (1)	3.0	1.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4	
	163 (7)	303 (7)	466 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGGO	1460	Des Moines	0.4/4.0/ 8/ 233
KXLQ	1490	Indianola	0.4/1.8/ 2/ 59

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2), OLDIES	ABC E, $ 27.00 (Banner)	Midwest	
KRNT, 1350, 5 KW (DA-N), MOR	CBS, $ 27.00 (Katz)	Saga	
KGGO, 1460, 5 KW (DA-N), AOR	SOURCE, $ N/A (Eastman)	Stoner	
WHO , 1040, 50 KW, VARIETY/TALK	ABC I, $ 64.00 (Christal)	Palmer	
KDMG-F, 103.3, 100 KW @ 800, OLDIES	US 1, $ 28.00 (Roslin)	Valley	(PELLA)
KDWZ-F, 93.3, 100 KW @ 1063, CHR	, $ 32.00 (Banner)	Midwest	
KEZT-F, 104.1, 100 KW @ 1026, BTFL/EZ	, $ 20.00 (K & P)		(AMES)
KGGO-F, 94.9, 100 KW @ 1059, AOR	SOURCE, $ 61.00 (Eastman)	Stoner	
KJJY-F, 92.5, 42 KW @ 549, COUNTRY	, $ 44.00 (Mc-Guild)	Fuller-Jeffrey	(ANKENY)
KLYF-F, 100.3, 100 KW @ 1700, SOFT AC	US 2, $ 45.00 (Christal)	Palmer	
KRNQ-F, 102.5, 100 KW @ 1248, CHR	ABC F, $ 40.00 (Katz)	Saga	

MISCELLANEOUS COMMENTS: KSO changes to KGGO and format from COUNTRY to AOR...KDMG-F (Pella) sold by Beta to Valley for $2,750,000 (Questcom)...

DETROIT

Arbitron Rank/Pop (12+): 6/3,595,600

MSA Rank/Pop: 5/4,670,000
ADI # 8
Average Person Ratings: 18.1
Market TSL: 23.50 hours

Stations: 31/29
Diaries: 2523/1425:1/56.1%
Sample Target: 2320
% Below Line: 0.6
% Not Listed: 8.5

1989 Revenue: $113,300,000
HH Inc.: $31,289
Retail $: 35.3 Bil
Pop per Station: 123,986
#1 Biller: WJR $21,000,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJR	(MOR)	539/ 8.3	9.2	9.9	9.6	9.0	9.3	751/10634	7710/21.4	24.6	23.4	93	7.0	467	7164	WJR
2. WJLB-F	(B)	508/ 7.8	6.4	7.4	6.9	7.0	7.1	519/5474	5129/14.3	15.0	14.2	87	8.8	591	5465	WJLB-F
3. WWJ	(N/T)	374/ 5.7	3.9	4.5	4.6	5.1	4.7	396/7014	6479/18.0	14.9	14.6	65	3.8	253	4500	WWJ
4. WHYT-F	(CHR)	329/ 5.0	4.3	3.8	4.4	3.4	4.4	352/6356	5836/16.2	17.0	15.4	56	6.9	465	6651	WHYT-F
5. WJOI-F	(EZ)	315/ 4.8	5.0	5.5	5.5	4.7	5.2	330/4582	4316/12.0	12.3	10.5	67	3.7	247	2571	WJOI-F
6. WLTI-F	(AC)	305/ 4.7	4.1	3.7	3.5	2.6	4.0	320/4431	4182/11.6	11.1	7.8	140	3.1	209	2407	WLTI-F
7. WWWW-F	(C)	303/ 4.7	3.5	4.3	5.2	4.7	4.4	333/4806	4272/11.9	10.2	11.7	113	4.2	284	3486	WWWW-F
8. WKQI-F	(AC)	276/ 4.2	4.2	4.3	4.0	4.4	4.2	296/6553	5965/16.6	17.8	16.4	124	4.7	318	5083	WKQI-F
9. WDFX-F	(CHR)	272/ 4.2	4.4	4.5	4.1	5.4	4.3	279/5453	5240/14.6	14.9	14.7	62	5.1	339	5951	WDFX-F
10. WNIC-F	(AC)	252/ 3.9	4.1	3.8	4.0	4.9	4.0	269/4923	4616/12.8	13.7	13.1	131	4.5	305	4301	WNIC-F
11. WLLZ-F	(AOR)	237/ 3.6	3.3	4.1	4.7	3.8	3.9	247/4845	4568/12.7	14.2	13.2	97	4.9	331	5205	WLLZ-F
12. WCSX-F	(AOR)	235/ 3.6	3.6	3.9	3.3	3.4	3.6	279/4884	4318/12.0	11.9	11.3	136	3.8	256	3978	WCSX-F
13. W[illegible]-F	(J/NA)	227/ 3.5	3.8	2.5	2.1	1.7	3.0	236/3587	3423/ 9.5	7.3	6.3	146	5.4	361	3683	WJZZ-F
14. WXYT	(N/T)	193/ 3.0	3.3	3.7	3.4	3.1	3.3	202/3128	2971/ 8.3	8.4	7.3	73	3.8	256	2641	WXYT
WRIF-F	(AOR)	193/ 3.0	3.2	3.8	3.5	3.6	3.4	241/5115	4299/12.0	13.3	13.2	107	4.7	318	4467	WRIF-F
16. CKLW	(BB)	178/ 2.7	3.2	3.2	3.2	3.3	3.1	266/3511	2788/ 7.8	6.6	8.9	41	2.3	156	1720	CKLW
17. WOMC-F	(AC)	172/ 2.6	4.1	2.6	3.6	4.4	3.2	190/3559	3171/ 8.8	9.7	11.3	135	2.1	142	2422	WOMC-F
18. WQRS-F	(CL)	143/ 2.2	1.5	1.8	1.8	1.5	1.8	161/2667	2311/ 6.4	5.2	4.8	73	1.6	106	1387	WQRS-F
19. WKSG-F	(O)	132/ 2.0	2.7	2.1	2.2	3.4	2.3	133/2574	2543/ 7.1	7.2	8.1	140	1.8	120	2037	WKSG-F
20. WGPR-F	(B)	118/ 1.8	1.4	1.6	1.5	1.1	1.6	123/2450	2323/ 6.5	7.1	5.0	100	1.8	123	2538	WGPR-F
21. CKMR-F	(AC)	113/ 1.7	2.2	1.9	1.6	2.1	1.9	127/2606	2240/ 6.2	5.6	6.1	141	0.9	59	1027	CKMR-F
22. WMTG	(AC)	106/ 1.6	1.9	1.5	1.0	1.3	1.5	106/1382	1378/ 3.8	3.8	2.8	144	1.3	90	1058	WMTG
23. WCXI	(C)	95/ 1.5	1.2	1.5	1.8	1.3	1.5	103/1599	1530/ 4.3	4.3	4.3	80	0.9	61	1133	WCXI
24. WQBH	(B)	70/ 1.1	1.4	1.1	1.0	1.0	1.1	70/1038	1038/ 2.9	3.7	3.6	100	0.5	33	1237	WQBH
25. WCHB	(B)	58/ 0.9	1.1	1.0	1.4	1.1	1.1	58/783	783/ 2.2	3.4	3.1	78	1.1	75	1005	WCHB
26. WMXD-F	(CHR)	57/ 0.9	1.2	1.3	1.4	1.3	1.2	61/1344	1245/ 3.5	4.3	4.0	144				WMXD-F
27.																
28.																
29.																
30.																

12+ FM SHARE (METRO): 72.25% (4307 of 5961) (FAL 88: 71.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F>	1 WJLB-F	1 WJLB-F>	1 WJLB-F	1 WJR	1 WJR >	1 WJR >>	1 WJR	1 WJLB-F	1 WJLB-F>	1 WJLB-F
2 WJLB-F	2 WLLZ-F	2 WKQI-F	2 WJR	2 WJLB-F<	2 WWJ	2 WJLB-F<	2 WLTI-F	2 WJR	2 WHYT-F	2 WJR
WDFX-F	3 WCSX-F	3 WCSX-F<	3 WLTI-F	3 WLTI-F	3 WJOI-F	3 WWJ	WJOI-F	3 WHYT-F	3 WJZZ-F	3 WWWW-F
4	4 WHYT-F<	4 WLTI-F	4 WKQI-F	4 WWWW-F<	4 WWWW-F	4 WKQI-F	4 WJLB-F	4 WWWW-F	4 WJR	4 WWJ
5	5 WRIF-F	5 WLLZ-F	5 WCSX-F<	5 WKQI-F	5 WLTI-F	5 WLTI-F	5 WWJ	5 WWJ	5 WDFX-F	5 WJZZ-F
6	6 WDFX-F	6 WJR <	6 WJZZ-F	6 WNIC-F	6 CKLW	6 WWWW-F	6 WWWW-F	6 WLTI-F<	6 WNIC-F	6 WHYT-F
7	7 WKQI-F	7 WNIC-F	7 WNIC-F	WJZZ-F	7 WXYT-F	WLLZ-F	7 WNIC-F	WKQI-F	7 WCSX-F<	7 WXYT
8	8 WNIC-F	8 WHYT-F<	8 WWWW-F	8 WCSX-F	8 WJLB-F	WHYT-F	8 WKQI-F	8 WDFX-F	8 WWJ <	8 WRIF-F
9	WJZZ-F	9 WJZZ-F	9 WLLZ-F	9	9	9 WNIC-F	9 WCSX-F	9 WJOI-F	9 WRIF-F	9 WLTI-F
10	10	10	10	10	10	WJOI-F	10	10	WLLZ-F	10 WKQI-F
						WDFX-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJLB-F>	1 WJLB-F>	1 WJLB-F	1 WJLB-F>	1 WLTI-F	1 WJLB-F	1 WLLZ-F	1 WCSX-F	1 WJLB-F	1 WJR >
2 WHYT-F>	2 WHYT-F	2 WLTI-F<	2 WLTI-F<	2 WJLB-F	2 WLLZ-F	2 WJLB-F	2 WRIF-F	2 WCSX-F	2 WCSX-F
3 WDFX-F	3 WKQI-F	3 WNIC-F	3 WKQI-F	3 WNIC-F	3 WDFX-F	3 WCSX-F	3 WJZZ-F	3 WLLZ-F<	3 WJZZ-F<
4 WKQI-F	4 WNIC-F	4 WKQI-F<	4 WNIC-F	4 WKQI-F	4 WRIF-F<	4 WRIF-F	4 WLLZ-F>	4 WJR	4 WWWW-F<
5 WLLZ-F	5 WDFX-F	5 WJZZ-F	5 WHYT-F	5 WJR	5 WHYT-F	5 WJZZ-F	5 WJLB-F	5 WRIF-F	5 WJLB-F<
6 WRIF-F<	6 WLTI-F	6 WCSX-F	6 WDFX-F	6 WWWW-F	6 WCSX-F>	6 WDFX-F	6 WJR	6 WJZZ-F	6 WWJ <
7 WNIC-F	7 WLLZ-F	7 WDFX-F	7 WWWW-F	7 WJZZ-F	7 WKQI-F	7 WHYT-F	7 WHYT-F<	7 WKQI-F	7 WRIF-F
8 WCSX-F	8 WCSX-F	8 WLLZ-F	8 WOMC-F	8 WJOI-F	8 WNIC-F	8	8 WKQI-F	8 WWJ	8 WLLZ-F
9	9	9	WCSX-F	9 WOMC-F	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		703 (5)	703 (5)	11.8	
AOR/CLASSIC		685 (4)	685 (4)	11.5	
AC/OLDIES/SOFT ROCK	147 (2)	1250 (6)	1397 (8)	23.4	14.4
MOR/VARIETY	539 (1)		539 (1)	9.0	
COUNTRY	95 (1)	303 (1)	398 (2)	6.7	
BLACK/URBAN	128 (2)	626 (2)	754 (4)	12.6	11.8
BEAUTIFUL/EASY		315 (1)	315 (1)	5.3	
NEWS/TALK	567 (2)		567 (2)	9.5	
NOSTALGIA	178 (1)		178 (1)	3.0	11.6
RELIGION/GOSPEL		55 (1)	55 (1)	0.9	
SPANISH					
CLASSICAL		143 (1)	143 (1)	2.4	10.1
JAZZ/NEW AGE		227 (1)	227 (1)	3.8	
UNKNOWN/OTHERS					
	1654 (9)	4307 (22)	5961 (31)		

OTHER RATED STATIONS/			METRO SHARE/ CUME RATING/ TSA AQH/ TSA CUME
CJOM-F	88.7	Windsor	0.4/2.2/29/907
WHND	560	Monroe/Detroit	0.6/1.6/41/591
WMUZ-F	103.5	Detroit	0.8/3.2/59/1222
WIOG-F	102.5	Bay City/Flint	0.3/1.2/151/2053
WIQB-F	102.9	Ann Arbor	0.3/1.5/80/1477

RADIO STATIONS

AM STATIONS

WCHB,	1440,	1 KW	, GOSPEL	NBN,	$ 38.00	(Torbet)	
WCXI,	1130,	50 KW/10 KW (DA-2),	COUNTRY	APR,	$ 65.00	(Christal)	Shamrock
WHND,	560,	500 W (DAYS, DA)	, OLDIES	US 1,	$ N/A	(Mc-Guild)	Greater Media (MONROE)
WJR ,	760,	50 KW	, MOR/VARIETY	ABC I,	$ 235.00	(Katz)	Cap Cities/ABC
WMTG,	1310,	5 KW (DA-2)	, OLDIES	SMN,	$ N/A	(Mc-Guild)	Fairmont
WQBH,	1400,	1 KW	, BLACK	US 1,	$ 48.00	(Patt)	
WWJ ,	950,	5 KW (DA-N)	, NEWS	ABC R,	$ 157.00	(CBS)	CBS
WXYT,	1270,	5 KW (DA-N)	, TALK	NBC, MBS,	$ 90.00	(Roslin)	Fritz
CKLW,	800,	50 KW (DA-2)	, NOSTALGIA	,	$ 76.00	(Banner)	(WINDSOR ONT.)

FM STATIONS

WCSX,	94.7,	10 KW @ 950,	CLASSIC AOR	US 1,	$ 109.00	(Mc-Guild)	Greater Media
WKQI,	95.5,	100 KW @ 430,	AC	US 1,	$ 138.00	(HNWH)	Broadcasting Partners
WDFX,	99.5,	21 KW @ 745,	CHR	SOURCE,	$ 99.00	(MMR)	Hoker
WHYT,	96.3,	20 KW @ 780,	CHR	ABC C,	$ 150.00	(Katz)	Cap Cities/ABC
WJLB,	97.9,	50 KW @ 490,	BLACK	,	$ 167.00	(MMR)	Booth/Genesis
WJOI,	97.1,	12 KW @ 802,	BTFL/EZ	,	$ 137.00	(CBS)	CBS
WJZZ,	105.9,	20 KW @ 724,	JAZZ	,	$ 80.00	(---)	
WKSG,	102.7,	50 KW @ 500,	OLDIES	TRNSTR,	$ 90.00	(Durpetti)	Ragan Henry
WLLZ,	98.7,	50 KW @ 480,	AOR	MBS, NBC,	$ 150.00	(Banner)	Legacy
WLTI,	93.1,	26 KW @ 600,	SOFT AC	,	$ 106.00	(Christal)	Viacom
WMUZ,	103.5,	50 KW @ 500,	RELIGION	,	$ 40.00	(---)	Crawford
WNIC,	100.3,	50 KW @ 400,	AC	,	$ 161.00	(Mc-Guild)	Fairmont
WOMC,	104.3,	190 KW @ 416,	AC	US 2,	$ 140.00	(Republic)	Infinity
WQRS,	105.1,	18 KW @ 782,	CLASSICAL	,	$ 80.00	(CMBS)	Marlin
WRIF,	101.1,	27 KW @ 880,	AOR	ABC R,	$ 117.00	(Republic)	Great American
WMXD,	92.3,	21 KW @ 742,	CHR/DANCE	,	$ 81.00	(Roslin)	Fritz
WWWW,	106.7,	61 KW @ 508,	COUNTRY	APR,	$ 150.00	(Christal)	Shamrock
CKMR,	93.9,	100 KW @ 700,	OLDIES	,	$ 62.00	(Banner)	(WINDSOR, ONT)

CALL LETTER CHANGES

WXZY changes to WKQI (Aug)
WVAE changes to WMXD (Dec)

FORMAT CHANGES

WMXD changes from JAZZ/NAC to CHR/DANCE...WKQI changs from CHR to AC (Aug)

STATION SALES

WCHB (Inkster) sold for $550,000 (Chapman; Medicor)

EL PASO

Arbitron Rank/Pop (12+): 79/454,000

MSA Rank/Pop: 88/587,000
ADI # 105
Average Person Ratings: 17.7
Market TSL: 23.50 hours

Stations: 23/18
Diaries: 878/517:1/57.5%
Sample Target: 840
% Below Line: 3.2
% Not Listed: 8.6

1989 Revenue: $13,200,000
HH Inc.: $21,657
Retail $: 2.9 Bil
Pop per Station: 25,222
#1 Biller: KHEY-AF $3,400,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KPRR-F	(CHR)	104/13.0	13.3	14.4	13.4	12.0	13.5	116/1475	1292/28.5	28.3	23.9	52	20.1	157	1570	KPRR-F
2. KLAQ-F	(AOR)	101/12.6	11.6	9.9	10.8	10.9	11.2	117/1488	1156/25.5	23.1	21.7	75	16.2	127	1450	KLAQ-F
3. KHEY-F	(C)	100/12.5	11.0	11.6	10.4	11.2	11.4	105/1218	1124/24.8	23.3	24.5	116	14.7	115	1209	KHEY-F
4. KOFX-F	(AC)	56/ 7.0	3.7	6.8	4.2	4.4	5.4	58/785	665/14.6	12.7	13.2	141	3.8	30	416	KOFX-F
5. KAMA	(SP)	52/ 6.5	5.9	4.8	4.9	4.8	5.5	56/625	531/11.7	9.5	9.9	122	4.2	33	606	KAMA
6. KTSM-F	(EZ)	49/ 6.1	8.1	8.3	6.7	5.9	7.3	63/871	639/14.1	17.0	12.5	97	4.5	35	527	KTSM-F
7. KBNA-AF	(SP)	48/ 6.0	6.8	6.9	7.6	8.9	6.8	54/797	686/15.1	16.5	17.7	110	4.8	38	666	KBNA-AF
8. KHEY	(C)	35/ 4.4	2.6	2.9	2.5	2.8	3.1	37/568	506/11.1	9.9	9.0	75	1.9	15	312	KHEY
9. KTSM	(N/T)	29/ 3.6	3.0	2.4	3.1	3.8	3.0	29/385	385/ 8.5	7.4	9.4	61	3.3	26	356	KTSM
KEZB-F	(CHR)	29/ 3.6	6.2	4.6	4.3	6.2	4.7	41/1025	756/16.7	22.0	22.9	92	6.1	48	1097	KEZB-F
11. KROD	(AC)	28/ 3.5	2.9	1.9	3.9	4.4	3.0	36/539	463/10.2	7.5	8.2	126	2.8	22	299	KROD
KAMZ-F	(AC)	28/ 3.5	4.3	4.7	7.1	4.8	4.9	29/591	558/12.3	18.0	16.4	131	5.1	40	797	KAMZ-F
13. KLTO-F	(AC)	24/ 3.0	2.8	5.1	5.9	5.6	4.2	25/516	458/10.1	16.6	14.0	153	4.3	34	578	KLTO-F

12+ FM SHARE (METRO): 73.98% (543 of 734) (FAL 88: 75.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRR-F>>	1 KLAQ-F>	1 KLAQ-F	1 KHEY-F>	1 KHEY-F>	1 KHEY-F	1 KLAQ-F<	1 KHEY-F	1 KPRR-F<-	1 KPRR-F	1 KHEY-F
2 KLAQ-F>	2 KPRR-F	2 KHEY-F	2 KOFX-F<	2 KOFX-F	2 KVIV	2 KHEY-F	2 KLAQ-F	2 KHEY-F	2 KLAQ-F>	2 KLAQ-F
3 KEZB-F>	3 KHEY-F>	3 KPRR-F	3 KLAQ-F	3 KLAQ-F	3 KAMA	3 KPRR-F	3 KOFX-F<	3 KLAQ-F>	3 KHEY-F>	3 KPRR-F
4 KLTO-F	4 KOFX-F>	4 KOFX-F>	4 KAMA	4 KAMA	4 KHEY	4 KAMA <	4 KPRR-F	4 KOFX-F	4 KTSM	4 KTSM
5	5 KBNA-AF	5 KBNA-AF	5 KPRR-F	5 KPRR-F<	5 KTSM-F	5 KOFX-F	5 KTSM-F<	5 KTSM-F>	5	5 KOFX-F
6	6	KAMA	6 KBNA-AF	6	6	6 KBNA-AF	6 KAMA >	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPRR-F>	1 KPRR-F	1 KHEY-F	1 KHEY-F	1 KHEY-F>>	1 KLAQ-F>>	1 KLAQ-F>>	1 KLAQ-F>>	1 KLAQ-F>	1 KLAQ-F
2 KLAQ-F>	2 KHEY-F	2 KOFX-F	2 KPRR-F>	2 KBNA-AF	2 KPRR-F>	2 KPRR-F	2 KHEY-F	2 KHEY-F	2 KHEY-F<
3 KBNA-AF	3 KLAQ-F	3 KPRR-F	3 KLAQ-F	KPRR-F	3 KHEY-F>	3 KHEY-F>	3 KOFX-F	3 KOFX-F	3 KOFX-F
KHEY-F>	4 KBNA-AF	4 KBNA-AF	4 KBNA-AF	KOFX-F	4 KOFX-F>	4 KOFX-F	4 KAMA	4 KPRR-F	4 KAMA
5 KEZB-F	5	KLAQ-F>	5 KOFX-F	5 KAMA	5 KEZB-F>	5	5 KPRR-F	5 KAMA	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		133 (2)	133 (2)	18.1	19.7
AOR/CLASSIC		101 (1)	101 (1)	13.8	11.6
AC/OLDIES/SOFT ROCK	28 (1)	108 (3)	136 (4)	18.5	20.6
MOR/VARIETY					
COUNTRY	35 (1)	100 (1)	135 (2)	18.4	15.0
BLACK/URBAN					
BEAUTIFUL/EASY		49 (1)	49 (1)	6.7	6.3
NEWS/TALK	29 (1)		29 (1)	4.0	4.1
NOSTALGIA					
RELIGION/GOSPEL	10 (1)	4 (1)	14 (2)	1.9	0.7
SPANISH	89 (6)	37 (1)	126 (7)	17.2	21.1
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		11 (3)	11 (3)	1.5	0.9
	191 (10)	543 (13)	734 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KELP	1590	El Paso	1.2/3.6/ 10/ 185
KEZB	1150	El Paso	0.4/2.8/ 3/ 125
KPAS-F	103.1	Fabens/El Paso	0.5/1.6/ 4/ 74
KVIV	1340	El Paso	1.0/2.4/ 8/ 114
XEJ	970	Ciudad Juarez	1.0/2.7/ 8/ 123
XHGU-F	105.9	Ciudad Juarez	0.4/2.7/ 3/ 96
XHIM-F	105.1	Ciudad Juarez	0.4/1.5/ 3/ 68
XHNZ-F	107.5	Ciudad Juarez	0.6/2.5/ 5/ 115
XROK	800	Ciudad Juarez	0.9/2.6/ 11/ 184

RADIO STATIONS

KAMA, 750, 10 KW/1 KW (DA-2) , HISPANIC , $ 33.00 (Caballero) Pinnacle
KBNA, 920, 1 KW/500 W (DA-N), SIMULCAST WITH KBNA-F
KHEY, 690, 10 KW (DA-2) , COUNTRY ABC I, $ N/A (Katz)
KROD, 600, 5 KW (DA-2) , OLDIES ABC E, $ 18.00 (HNWH)
KTSM, 1380, 5 KW/500 W , TALK/NEWS TALKNT, CBS, $ 20.00 (HNWH)

KAMZ-F, 93.1, 30 KW @ 1190, AC , $ 31.00 (Eastman) Pinnacle
KBNA-F, 97.5, 60 KW @ 1080, HISPANIC , $ 40.00 (Katz Hisp.) Tichenor
KEZB-F, 93.9, 96 KW @ 1210, CHR , $ 34.00 (Christal)
KHEY-F, 96.3, 88 KW @ 1388, COUNTRY , $ 70.00 (Katz)
KLAQ-F, 95.5, 100 KW @ 1390, AOR ABC R, $ 50.00 (HNWH)

KLTO-F, 94.7, 61 KW @ 1080, AC , $ 29.00 (Republic)
KOFX-F, 92.3, 100 KW @ 1860, AC US 1, $ 30.00 (Mc-Guild)
KPRR-F, 102.1, 100 KW @ 1190, CHR , $ 41.00 (Torbet)
KTSM-F, 99.9, 100 KW @ 1800, BTFL/EZ NBC, CBS, $ 30.00 (HNWH)

MISCELLANEOUS COMMENTS: KHEY A/F sold by Jim Phillips to Ragan Henry for $8,400,000 (Barger)

ERIE

Arbitron Rank/Pop (12+): 142/231,700

MSA Rank/Pop: 158/283,000
ADI # 139
Average Person Ratings: 16.1
Market TSL: 21.50 hours

Stations: 15/11
Diaries: 624/371:1/60.5%
Sample Target: 610
% Below Line: 5.4
% Not Listed: 15.1

1989 Revenue: $5,900,000
HH Inc.: $28,598
Retail $: 1.8 Bil
Pop per Station: 21,063
#1 Biller: WRIE/WXKC-F $1,800,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJET-F	(CHR)	72/19.4	24.5	23.8	24.1	----	----	79/945	902/38.9	41.1	41.9	75	27.2	110	980	WJET-F
2. WRKT-AF	(AOR)	55/14.7	----	----	1.8	----	----	58/632	586/25.3	0.0	0.0	116	16.2	66	679	WRKT-AF
3. WXKC-F	(AC)	51/13.7	13.5	17.3	17.2	----	----	63/879	717/30.9	29.6	33.1	144	16.0	65	718	WXKC-F
4. WCCK-F	(AOR)	33/ 8.9	11.5	14.8	14.2	----	----	41/846	597/25.8	29.8	34.4	110	8.9	36	703	WCCK-F
5. WEYZ	(BB)	32/ 8.6	10.4	7.7	9.0	----	----	32/321	313/13.5	17.7	14.4	48	5.7	23	354	WEYZ
6. WZPR-F	(C)	14/ 3.8	6.0	5.8	3.5	----	----	69/684	194/ 8.4	9.7	10.6	124	3.2	13	220	WZPR-F
7. WREO-F	(EZ)	13/ 3.5	4.7	7.4	6.1	----	----	27/509	269/11.6	11.1	12.6	60				WREO-F
8. WCTL-F	(REL)	12/ 3.2	2.2	1.1	1.7	----	----	19/143	85/ 3.7	4.5	4.0	50	0.2	1	56	WCTL-F
9. WRIE	(O)	10/ 2.7	5.8	2.7	5.5	----	----	11/230	217/ 9.4	16.9	10.6	133	3.0	12	205	WRIE
10. WXTA-F	(C)	9/ 2.4	0.5	----	----	----	----	9/131	125/ 5.4	1.9	0.0	129	0.5	2	41	WXTA-F
11. WLKK	(C)	8/ 2.2	4.4	3.5	3.2	----	----	8/188	188/ 8.1	9.2	9.8	95	2.5	10	224	WLKK
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 82.59% (261 of 316) (FAL 88: 81.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJET-F>>	1 WRKT-AF	1 WRKT-AF	1 WXKC-F	1 WXKC-F	1 WEYZ	1 WJET-F>	1 WXKC-F	1 WJET-F<	1 WJET-F	1 WJET-F
2 WRKT-AF	2 WJET-F>	2 WJET-F	2 WRKT-AF	2 WRKT-AF	2 WXKC-F>	2 WXKC-F	2 WRKT-AF	2 WRKT-AF	2 WRKT-AF>>	2 WXKC-F
3	3 WXKC-F>	3 WXKC-F>	3 WJET-F>	3 WJET-F>	3 WJET-F	3 WRKT-AF	WJET-F	3 WXKC-F>	3 WXKC-F	3 WREO-F
4	4 WCCK-F	4 WCCK-F	4 WCCK-F	4 WCCK-F>>	4 WCCK-F	4 WCCK-F	4 WEYZ	4 WCCK-F	WCCK-F	4 WRKT-F
5	5	5	5	5	5 WRKT-AF	5 WEYZ	5 WCCK-F	5 WEYZ	5 WCTL-F	5 WCCK-F>

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WJET-F>>	1 WJET-F>	1 WXKC-F	1 WJET-F	1 WXKC-F
2 WXKC-F>	2 WXKC-F>	2 WJET-F>	2 WXKC-F>>	2 WJET-F>
3 WRKT-AF	3 WRKT-AF>	3 WRKT-AF>>	3 WRKT-AF	3 WRKT-AF
4 WCCK-F>>	4 WCCK-F	4 WCCK-F>>	4 WCCK-F	4 WCCK-F
5 WWSE-F	5	5	5	5
6	6		6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRKT-AF>>	1 WRKT-AF>>	1 WRKT-AF>>	1 WRKT-AF<	1 WRKT-AF>
2 WJET-F>	2 WJET-F	2 WXKC-F>	2 WJET-T	2 WXKC-F>
3 WCCK-F>>	3 WCCK-F>	3 WCCK-F	WCCK-F	3 WCCK-F
4 WRIE >>	4 WXKC-F	4 WJET-F	4 WXKC-F	4 WJET-F
5 WXKC-F	5	5 WZPR-F>	5	5
6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		72 (1)	72 (1)	22.8	27.0
AOR/CLASSIC	2 (1)	86 (2)	88 (3)	27.8	
AC/OLDIES/SOFT ROCK	10 (1)	53 (2)	63 (3)	19.9	39.4
MOR/VARIETY					3.1
COUNTRY	8 (1)	23 (2)	31 (3)	9.8	10.6
BLACK/URBAN					
BEAUTIFUL/EASY		13 (1)	13 (1)	4.1	9.9
NEWS/TALK	3 (1)		3 (1)	0.9	
NOSTALGIA	32 (1)		32 (1)	10.1	8.7
RELIGION/GOSPEL		12 (1)	12 (1)	3.8	1.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		2 (1)	2 (1)	0.6	
	55 (5)	261 (10)	316 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGR	550	Buffalo	0.8/2.3/ 3/ 53
WRRN-F	92.3	Warren	0.5/1.9/ 2/ 50
WWSE-F	93.3	Jamestown	0.5/1.8/ 2/ 78

RADIO STATIONS

WEYZ, 1450, 5 KW (DA-2)	, NOSTALGIA	ABC I, $ 20.00 (Katz)	Burbach	
WLKK, 1400, 1 KW	, COUNTRY	SMN, $ 10.00 (Roslin)		
WRIE, 1260, 5 KW (DA-2)	, OLDIES (?)	SMN, $ 14.00 (Christal)		
WCCK-F, 103.7, 50 KW @ 500	, CLASSIC AOR (?)	ABC D, $ 35.00 (Katz)	Burbach	
WCTL-F, 106.3, 3 KW @ 300	, RELIGION	, $ 4.00 (---)		(UNION CITY)
WJET-F, 102.3, 470 W @ 670	, CHR	, $ 30.00 (Banner)	Myson Jones	
WXKC-F, 99.9, 10 KW @ 400	, AC	, $ 39.00 (Torbet)		
WZPR-F, 100.3, 20 KW @ 585	, COUNTRY	ABC E, $ 19.00 (---)		(MEADVILLE)
WREO-F, 97.1, 50 KW @ 500	, BTFL/EZ	APR, $ 17.00 (Dome)		(ASHTABULA, OH)
WRKT-F, 100.9, 3 KW @ 100	, CLASSIC AOR	$ N/A (---)		(NORTH EAST)

EUGENE

Arbitron Rank/Pop (12+): 146/221,200

MSA Rank/Pop: 165/267,000
ADI # 116
Average Person Ratings: 14.9
Market TSL: 20.25 hours

Stations: 12/11
Diaries: 766/289:1/60.2%
Sample Target: 620
% Below Line: 0.9
% Not Listed: 20.7

1989 Revenue: $6,700,000
HH Inc.: $22,628
Retail $: 1.74 Bil
Pop per Station: 20,109
#1 Biller: NA

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KUGN-F	(C)	46/14.0	16.6	8.4	13.8	14.7	----	50/579	490/22.2	22.5	16.6	119	14.0	48	386	KUGN-F
2. KSND-F	(CHR)	33/10.0	9.0	11.1	12.1	13.3	----	34/600	570/25.8	23.9	23.9	62	16.6	57	638	KSND-F
3. KMGE-F	(AC)	30/ 9.1	8.5	7.5	8.2	6.8	----	36/467	402/18.2	20.4	21.1	108	6.4	22	391	KMGE-F
4. KLCX-F	(AOR)	27/ 8.2	6.4	3.0	4.9	4.1	----	46/553	353/16.0	11.5	7.3	89	10.8	37	389	KLCX-F
5. KUGN	(MOR)	26/ 7.9	8.5	9.9	9.5	10.2	----	28/437	391/17.7	20.8	21.4	78	7.9	27	368	KUGN
KPNW-F	(AC)	26/ 7.9	7.0	8.4	9.5	7.8	----	53/663	324/14.6	14.4	17.8	124	5.8	20	293	KPNW-F
7. KZEL-F	(AOR)	20/ 6.1	7.3	9.6	8.9	4.4	----	32/602	435/19.7	20.3	20.1	120	11.4	39	530	KZEL-F
KPNW	(MOR)	20/ 6.1	4.7	5.7	5.6	5.1	----	36/668	388/17.5	11.6	19.7	102	3.2	11	225	KPNW
9. KDUK	(BB)	12/ 3.6	2.9	3.0	2.6	3.4	----	14/174	131/ 5.9	6.7	5.8	28	2.9	10	142	KDUK
10. KKXO	(O)	9/ 2.7	1.5	1.8	1.3	3.1	----	9/105	105/ 4.7	5.4	6.6	174	1.7	6	84	KKXO
KEED	(C)	9/ 2.7	0.6	1.8	2.6	3.1	----	9/166	152/ 6.9	5.2	5.1	59	1.5	5	76	KEED

12+ FM SHARE (METRO): 70.88% (185 of 261) (FAL 88: 68.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSND-F>>	1 KLCX-F<	1 KUGN-F	1 KUGN-F>	1 KUGN-F>>	1 KUGN-F	1 KUGN-F	1 KUGN-F	1 KUGN-F	1 KSND-F	1 KUGN >
2 KMGE-F>	2 KSND-F	2 KMGE-F	2 KMGE-F	2 KPNW-F	2 KUGN >	2 KUGN >	2 KPNW-F	2 KSND-F	KMGE-F>	2 KUGN-F>
3 KZEL-F	3 KMGE-F	KLCX-F<	3 KPNW-F	KMGE-F	3 KSND-F	3 KMGE-F	3 KSND-F	3 KLCX-F<	3 KUGN	3 KSND-F>
4	4 KZEL-F	4 KSND-F	4 KZEL-F	4 KZEL-F	KPNW-F>	4 KSND-F	KMGE-F	4 KMGE-F	4 KLCX-F	4 KMGE-F
5	5 KUGN-F	5 KPNW-F	KLCX-F	KLCX-F	5 KDUK	5 KPNW	KLCX-F	5 KPNW-F<	5 KUGN-F	KLCX-F>>
6	6	6 KZEL-F	6	6	6	6	6 KZEL-F	6 KZEL-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSND-F	1 KSND-F	1 KUGN-F	1 KPNW-F	1 KUGN-F	1 KLCX-F>>	1 KLCX-F	1 KZEL-F	1 KLCX-F	1 KUGN-F>
2 KMGE-F>	KMGE-F	2 KPNW-F	2 KMGE-F	KPNW-F>	2 KSND-F>	2 KZEL-F	2 KMGE-F>	2 KUGN-F	2 KZEL-F
3 KPNW-F>>	3 KPNW-F	KMGE-F	3 KUGN-F	3 KMGE-F>	3 KZEL-F>>	3 KSND-F	3 KUGN-F	3 KZEL-F	3 KMGE-F
4 KUGN-F	4 KUGN-F	4 KSND-F	4 KSND-F>	4 KSND-F	4 KUGN-F	4 KMGE-F	KLCX-F	4 KMGE-F	KLCX-F
KLCX-F>>	5 KLCX-F	KLCX-F	5 KPNW	KPNW	KMGE-F	5 KUGN-F	5 KSND-F>>	5 KSND-F	5 KUGN
6	6	6 KKXO >	KLCX-F	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		33 (1)	33 (1)	12.6	14.5
AOR/CLASSIC		47 (2)	47 (2)	18.0	16.5
AC/OLDIES/SOFT ROCK	9 (1)	56 (2)	65 (3)	24.9	20.8
MOR/VARIETY	46 (2)		46 (2)	17.6	20.4
COUNTRY	9 (1)	49 (2)	58 (3)	22.2	19.2
BLACK/URBAN					
BEAUTIFUL/EASY					0.8
NEWS/TALK					0.8
NOSTALGIA	12 (1)		12 (1)	4.6	3.9
RELIGION/GOSPEL					2.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.2
	76 (5)	185 (7)	261 (12)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFAT-F	106.1	Corvallis	0.9/2.2/ 15/ 239

RADIO STATIONS

KDUK, 1280, 5 KW/1 KW (DA-N) , NOSTALGIA	, $ 13.00 (Banner)	Pacific Telecom
KKXO, 1450, 1 KW , OLDIES	TRNSTR, $ 11.00 (Eastman)	
KPNW, 1120, 50 KW (DA-1) , MOR/AC	ABC I, $ 20.00 (Katz)	Pacific NW
KUGN, 590, 5 KW/1 KW (DA-N) , MOR	CBS, MBS, $ 28.00 (Torbet)	
KLCX-F, 104.7, 100 KW @ 1703, CLASSIC ROCK	, $ 20.00 (Banner)	Pacific Tel.(FLORENCE)
KMGE-F, 94.5, 100 KW @ 813, AC	, $ 28.00 (Eastman)	
KPNW-F, 99.1, 100 KW @ 1645, SOFT AC	, $ 27.00 (Katz)	Pacific NW
KSND-F, 93.1, 100 KW @ 850, CHR	, $ 34.00 (MMR)	Comm. Pacific
KUGN-F, 97.9, 100 KW @ 785, COUNTRY	CBS, MBS, $ 38.00 (Torbet)	
KZAM-F, 95.3, 1.6 KW @ 400, OLDIES	, $ 14.00 (HNWH)	Keffco (CRESWELL)
KZEL-F, 96.1, 100 KW @ 870, AOR	NBC, SOURCE, $ 25.00 (Christal)	

MISCELLANEOUS COMMENTS: KZAM A/F (Creswell) sold by Kefford for $295,000 (Exline; Miller)

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FLINT

Arbitron Rank/Pop (12+): 101/351,300	Stations: 21/9	1989 Revenue: $10,300,000
	Diaries: 786/447:1/51.8%	HH Inc.: $26,589
MSA Rank/Pop: 108/438,000	Sample Target: 810	Retail $: 3.4 Bil
ADI # 58 (w/Saginaw)	% Below Line: 29.0	Pop per Station: 39,033
Average Person Ratings: 17.9	% Not Listed: 14.2	#1 Biller: WCRZ-F $3,200,000
Market TSL: 23.25 hours		

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCRZ-F (AC)	114/18.2	14.9	14.4	13.1	13.2	----	133/1482	1200/34.2	30.1	27.4	143	13.6	89	797	WCRZ-F
2. WDZZ-F (B)	80/12.7	12.6	12.7	17.4	13.4	----	80/755	747/21.3	21.2	22.0	105	16.1	105	1002	WDZZ-F
3. WWCK-F (CHR)	70/11.1	10.0	5.7	5.6	6.3	----	76/969	842/24.0	24.3	15.1	55	12.9	84	1014	WWCK-F
4. WIOG-F (CHR)	59/ 9.4	13.0	20.2	22.3	19.3	----	124/1584	906/25.8	31.1	36.2	83	15.8	103	1334	WIOG-F
5. WJR (MOR)	48/ 7.6	7.5	5.0	6.0	8.0	----	67/785	570/16.2	19.6	15.3	91	5.2	34	453	WJR
6. WFDF (MOR)	39/ 6.2	5.9	6.7	4.5	6.3	----	41/544	510/14.5	12.2	12.7	53	4.6	30	312	WFDF
7. WKCQ-F (C)	24/ 3.8	3.6	2.7	2.9	4.2	----	44/665	349/ 9.9	8.6	8.4	116	2.9	19	261	WKCQ-F
8. WKMF (C)	23/ 3.7	5.9	4.8	4.0	3.4	----	26/292	259/ 7.4	8.1	8.5	89	3.7	24	311	WKMF
9. WDLZ (AOR)	15/ 2.4	2.1	3.7	3.8	4.0	----	17/192	162/ 4.6	10.1	9.3	58	2.5	16	193	WDLZ
10.															

12+ FM SHARE (METRO): 74.03% (399 of 539) (FAL 88: 72.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWCK-F>	1 WCRZ-F	1 WCRZ-F>	1 WCRZ-F>>	1 WCRZ-F>>	1 WCRZ-F>	1 WCRZ-F>	1 WCRZ-F>>	1 WCRZ-F>	1 WCRZ-F<	1 WCRZ-F<
2 WIOG-F	2 WWCK-F	2 WDZZ-F	2 WDZZ-F>	2 WDZZ-F>	2 WJR	2 WJR <	2 WWCK-F<	2 WDZZ-F	2 WDZZ-F	2 WDZZ-F
3 WDZZ-F	3 WDZZ-F	3 WWCK-F	3 WIOG-F	3 WIOG-F	3 WFDF	3 WWCK-F	3 WDZZ-F	3 WWCK-F	3 WWCK-F	3 WJR >
4	4 WIOG-F>>	4 WIOG-F>>	4 WJR	4 WJR	4 WDZZ-F>	WDZZ-F>	4 WJR	4 WIOG-F	4 WIOG-F	4 WWCK-F>
5	5	5	WWCK-F	5 WWCK-F	5 WKMF	5 WIOG-F	5 WIOG-F	5	5	5 WGMZ-F
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWCK-F>>	1 WCRZ-F	1 WCRZ-F>>	1 WCRZ-F>>	1 WCRZ-F>>	1 WWCK-F>	1 WCRZ-F	1 WCRZ-F>	1 WCRZ-F>	1 WCRZ-F>>
2 WIOG-F>	2 WWCK-F	2 WDZZ-F>	2 WDZZ-F<	2 WDZZ-F>	2 WDZZ-F>	2 WDZZ-F	2 WDZZ-F	2 WDZZ-F>	2 WDZZ-F
3 WCRZ-F	3 WIOG-F	3 WIOG-F	3 WWCK-F	3 WIOG-F	3 WIOG-F	3 WIOG-F	3 WIOG-F>>	3 WWCK-F	3 WJR >
4 WDZZ-F>>	4 WDZZ-F>>	WWCK-F>>	4 WIOG-F>>	4 WKCQ-F	WDLZ	WWCK-F	4 WWCK-F	4 WIOG-F<	4 WIOG-F>
5 WTLZ-F	5	5 WHNN-F>	5	WWCK-F	5 WRIF-F	5	5 WJR >	5 WJR	5 WWCK-F
WITL-F>>	6	6	6	6	6 WCRZ-F>	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		129 (2)	129 (2)	23.9	23.8	WFLT	1420	Flint/Burton	1.1/2.2/ 7/ 88
AOR/CLASSIC	15 (1)	18 (3)	33 (4)	6.1	8.2	WGMZ-F	101.7	Tuscola	1.4/5.1/ 13/ 246
AC/OLDIES/SOFT ROCK		122 (3)	122 (3)	22.6	23.4	WWCK	1570	Flint	0.0/0.4/ 0/ 15
MOR/VARIETY	87 (2)		87 (2)	16.1	13.3				
COUNTRY	23 (1)	32 (2)	55 (3)	10.2	9.3	CKLW	800	Windsor/Detrt.	0.6/1.3/ 3/ 63
BLACK/URBAN		89 (2)	89 (2)	16.5	15.6	WCSX-F	94.7	Birmingham	0.6/2.7/ 5/ 131
BEAUTIFUL/EASY		9 (1)	9 (1)	1.7	2.3	WHNN-F	96.1	Bay City/Flint	1.0/5.6/ 28/ 463
NEWS/TALK	5 (1)		5 (1)	0.9	0.8	WITL-F	100.7	Lansing	1.3/1.7/ 20/ 222
NOSTALGIA	3 (1)		3 (1)	0.6		WKQI-F	95.5	Detroit	0.3/1.7/ 2/ 154
RELIGION/GOSPEL	7 (1)		7 (1)	1.3	2.9	WLTI-F	93.1	Detroit	0.3/1.7/ 4/ 117
SPANISH						WRIF-F	101.1	Detroit	1.9/4.1/ 12/ 180
CLASSICAL						WTLZ-F	107.1	Saginaw	1.4/6.9/ 9/ 244
JAZZ/NEW AGE					0.6	WWJ	950	Detroit	0.8/5.0/ 9/ 293
UNKNOWN/OTHERS									
	140 (8)	399 (13)	539 (21)						

RADIO STATIONS

WDLZ, 1330, 5 KW/1 KW (DA-2) , MOR	SMN, $ 15.00 (Christal)	
WFDF, 910, 5 KW/1 KW (DA-N) , MOR	CBS, $ 19.00 (HNWH)	
WFLT, 1420, 500 W/144 W , RELIGION	MBS, $ 13.00 (P/W)	
WKMF, 1470, 5 KW/1 KW (DA-N) , COUNTRY	US 2, $ 26.00 (Katz)	Faircom
WCRZ-F, 107.9, 50 KW @ 370, AC	US 1, $ 65.00 (Katz)	Faircom
WDZZ-F, 92.7, 3 KW @ 260, BLACK	, $ 42.00 (HNWH)	
WWCK-F, 105.5, 3 KW @ 330, CHR	NBC, $ 25.00 (Eastman)	

OTHER RANKED STATIONS -- See Detroit or Saginaw

FORT WAYNE

Arbitron Rank/Pop (12+): 123/294,300
MSA Rank/Pop: 131/365,000
ADI # 98
Average Person Ratings: 17.4
Market TSL: 22.75 hours

Stations: 13/11
Diaries: 918/321:1/64.0%
Sample Target: 690
% Below Line: 1.8
% Not Listed: 13.5

1989 Revenue: $11,700,000
HH Inc.: $29,443
Retail $: 2.6 Bil
Pop per Station: 26,754
#1 Biller: WMEE-F $3,000,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WMEE-F (CHR)	101/19.8	23.4	28.8	24.6	26.2	----	184/2101	1162/39.5	45.1	47.1	86				WMEE-F
2. WAJI-F (AC)	70/13.7	12.5	18.3	19.1	15.2	----	94/1245	731/24.8	28.0	32.6	150				WAJI-F
3. WBYR-F (O)	46/ 9.0	9.6	----	----	----	----	89/1390	621/21.1	23.4	0.0	127				WBYR-F
4. WOWO-AF (MOR)	45/ 8.8	8.8	9.0	7.2	10.8	----	95/1942	797/27.1	23.7	22.5	91				WOWO-AF
WBTU-F (C)	45/ 8.8	6.7	6.1	6.8	6.5	----	115/1260	492/16.7	17.8	18.3	95				WBTU-F
6. WXKE-F (AOR)	38/ 7.4	7.7	9.7	8.3	7.0	----	42/578	478/16.2	16.7	19.1	86				WXKE-F
7. WQHK (C)	35/ 6.8	5.2	4.2	8.1	7.6	----	44/531	409/13.9	13.3	11.5	84				WQHK
8. WEZV-F (EZ)	25/ 4.9	5.8	6.7	8.5	7.4	----	30/423	402/13.7	14.0	17.2	82				WEZV-F
9. WGL (N/T)	21/ 4.1	3.3	1.9	1.9	2.7	----	22/323	250/ 8.5	9.6	7.0	49				WGL
10.															

12+ FM SHARE (METRO): 76.92% (340 of 442) (FAL 88: 81.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMEE-F	1 WMEE-F>>	1 WMEE-F	1 WAJI-F	1 WAJI-F	1 WOWO-AF<	1 WMEE-F>	1 WMEE-F	1 WMEE-F>	1 WMEE-F>>	1 WMEE-F
2	2 WBYR-F	2 WAJI-F>	2 WMEE-F>	2 WMEE-F>	2 WAJI-F	2 WAJI-F<	WAJI-F>	2 WAJI-F>	2 WQHK	2 WAJI-F>
3	WAJI-F<	3 WBYR-F	3 WBYR-F>	3 WBYR-F>	3 WBTU-F	3 WOWO-AF>	3 WBYR-F	3 WXKE-F	WAJI-F	3 WBTU-F
4	4 WXKE-F	4 WXKE-F	4 WBTU-F	4 WBTU-F	4 WQHK >	4 WBTU-F	4 WBTU-F	4 WBYR-F	4 WBYR-F	4 WQHK
5	5	5 WBTU-F	5 WOWO-AF	5 WOWO-AF	5 WGL	5 WBYR-F	5 WXKE-F	5 WQHK <	5 WXKE-F	WOWO
6	6	6	WXKE-F	6	6 WMEE-F	6	6 WOWO-AF	6 WBTU-F	6	WBYR-F
					7 WEZV-F			7 WOWO-AF		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMEE-F>>	1 WMEE-F>>	1 WMEE-F>>	1 WMEE-F	1 WAJI-F<	1 WXKE-F>>	1 WXKE-F>	1 WXKE-F	1 WXKE-F	1 WAJI-F>
2 WBYR-F	2 WAJI-F>	2 WAJI-F>	2 WAJI-F>>	2 WMEE-F>>	2 WMEE-F>	2 WMEE-F	WBYR-F	2 WAJI-F	2 WBYR-F
WAJI-F>	3 WBYR-F	3 WBYR-F>>	3 WBYR-F>	3 WBYR-F	3 WBYR-F>	WBYR-F>	3 WAJI-F	3 WMEE-F	3 WMEE-F
4 WXKE-F	4	4 WOWO-AF>	4 WBTU-F>	4 WBTU-F	4 WQHK >	4 WAJI-F>	4 WMEE-F>	WBYR-F>	4 WXKE-F
5	5	5 WBTU-F	5 WOWO-AF	5 WOWO-AF	5 WBTU-F>	5 WBTU-F	5 WBTU-F>	5 WBTU-F	5 WOWO-AF
									WBTU-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		101 (1)	101 (1)	22.9	33.0
AOR/CLASSIC		38 (1)	38 (1)	8.6	11.1
AC/OLDIES/SOFT ROCK		116 (2)	116 (2)	26.2	21.6
MOR/VARIETY	41 (1)	11 (2)	52 (3)	11.8	10.3
COUNTRY	35 (1)	45 (1)	80 (2)	18.1	11.8
BLACK/URBAN					
BEAUTIFUL/EASY		29 (2)	29 (2)	6.6	8.5
NEWS/TALK	21 (1)		21 (1)	4.8	2.2
NOSTALGIA	5 (1)		5 (1)	1.1	0.4
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.9
	102 (4)	340 (9)	442 (13)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WIFF-F	105.5	Auburn	1.4/2.7/ 8/ 121
CKLW	800	Windsor	1.0/2.4/ 8/ 131
WMRI-F	106.9	Marion	0.8/3.6/ 47/ 512

RADIO STATIONS

WGL , 1250, 1 KW (DA-2) , NEWS/TALK	ABC T, CNN, $ 14.00 (---)	
WOWO, 1190, 50 KW (DA-N) , MOR	CBS, $ 45.00 (Mc-Guild)	Price
WQHK, 1380, 5 KW (DA-2) , COUNTRY	ABC I, $ 23.00 (Christal)	Federated
WAJI-F, 95.1, 39 KW @ 680, AC	, $ 58.00 (Republic)	Sarkes Tarzian
WBTU-F, 93.3, 50 KW @ 469, COUNTRY	ABC E, MBS, $ 26.00 (Torbet)	(KENDALLVILLE)
WBYR-F, 98.9, 50 KW @ 450, OLDIES	, $ 25.00 (Eastman)	(VAN WERT, OH)
WEZV-F, 101.7, 3 KW @ 300, BTFL/EZ	, $ 26.00 (Banner)	Fairfield
WMEE-F, 97.3, 48 KW @ 480, CHR	ABC C, $ 75.00 (Christal)	Federated
WOWO-F, 103.1, 3 KW @ 300, -- SEE WOWO-AM		
WXKE-F, 103.9, 3 KW @ 250, AOR	SOURCE, $ 25.00 (HNWH)	

FRESNO

Arbitron Rank/Pop (12+): 71/505,300
MSA Rank/Pop: 82/622,000
ADI # 62
Average Person Ratings: 16.1
Market TSL: 21.50 hours

Stations: 26/25
Diaries: 1093/462:1/52.5%
Sample Target: 890
% Below Line: 0.9
% Not Listed: 15.1

1989 Revenue: $18,500,000
HH Inc.: $27,283
Retail $: 3.8 Bil
Pop per Station: 20,212
#1 Biller: KMJ $3,100,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMJ (N/T)	90/11.1	5.8	7.6	11.6	9.3	9.0	153/1863	1082/21.4	16.3	18.5	74	8.5	72	948	KMJ
2. KBOS-F (CHR)	73/ 9.0	8.3	8.1	7.5	5.9	8.2	162/1824	862/17.1	19.2	17.8	57	12.5	106	1167	KBOS-F
3. KNAX-F (C)	70/ 8.6	9.2	5.6	7.0	4.9	7.6	82/941	812/16.1	11.8	11.6	106	9.4	80	688	KNAX-F
4. KKDJ-F (AOR)	50/ 6.1	5.5	5.5	8.3	6.1	6.3	91/1062	657/13.0	14.7	13.6	116	5.8	49	693	KKDJ-F
5. KYNO-F (CHR)	49/ 6.0	5.4	4.8	4.6	5.2	5.2	59/1112	877/17.4	16.8	15.3	73	6.3	53	1001	KYNO-F
6. KFSO-F (O)	46/ 5.7	5.3	5.0	5.4	6.4	5.3	95/1276	716/14.2	13.1	13.8	163	4.5	38	759	KFSO-F
7. KRZR-F (AOR)	42/ 5.2	4.8	5.1	5.9	7.0	5.3	90/1076	662/13.1	17.8	20.1	67	9.3	79	785	KRZR-F
8. KOJY-F (EZ)	38/ 4.7	5.7	8.8	6.1	8.8	6.3	83/1272	691/13.7	12.4	14.9	81	4.1	35	457	KOJY-F
9. KFRE (C)	33/ 4.1	2.3	4.0	3.0	3.2	3.3	98/1011	445/ 8.8	9.4	6.4	98	4.1	35	320	KFRE
10. KGST (SP)	31/ 3.8	4.0	4.5	2.5	3.6	3.7	33/400	336/ 6.6	6.2	6.0	63	1.5	13	241	KGST
11. KFYE-F (AC)	25/ 3.1	1.8	2.9	3.3	3.7	2.8	56/732	465/ 9.2	8.2	10.3	142	2.2	19	291	KFYE-F
12. KEZL-F (AC)	23/ 2.8	2.4	2.2	1.2	1.2	2.2	23/260	232/ 4.6	5.0	4.8	164	2.7	23	282	KEZL-F
13. KFIG-F (AC)	20/ 2.5	3.8	3.5	3.9	4.0	3.4	24/562	462/ 9.1	12.2	14.8	124	2.8	24	305	KFIG-F
14. KTHT-F (AC)	18/ 2.2	1.7	1.8	2.0	2.0	1.9	26/625	412/ 8.2	6.8	7.1	141	2.0	17	233	KTHT-F
15. KCLQ-F (AOR)	14/ 1.7	2.4	2.2	3.3	1.7	2.4	46/590	262/ 5.2	7.3	6.6	118	2.1	18	280	KCLQ-F
16. KOQO-F (SP)	10/ 1.2	3.2	3.0	3.4	2.9	2.7	15/286	181/ 3.6	6.3	6.9	92	0.8	7	108	KOQO-F
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 70.48% (487 of 691) (FAL 88: 72.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBOS-F>>	1 KKDJ-F	1 KKDJ-F	1 KFSO-F	1 KFSO-F<	1 KMJ >	1 KMJ >>	1 KMJ <	1 KBOS-F	1 KBOS-F>	1 KMJ >>
2 KYNO-F>	2 KBOS-F	2 KNAX-F<	2 KNAX-F	2 KNAX-F	2 KNAX-F>	2 KNAX-F	2 KNAX-F>	2 KNAX-F	2 KMJ <	2 KNAX-F
3 KRZR-F	3 KRZR-F	3 KBOS-F	3 KKDJ-F	3 KMJ	3 KOJY-F	3 KBOS-F	3 KKDJ-F<	3 KMJ <	3 KYNO-F	3 KRZR-F
4	4 KYNO-F	4 KFSO-F	4 KMJ	4 KKDJ-F>	4 KFRE <	4 KGST	4 KBOS-F<	4 KYNO-F	4 KRZR-F	4 KGST
5	5 KNAX-F	5 KRZR-F<	5 KBOS-F	5 KBOS-F	5 KFSO-F<	5 KKDJ-F	5 KFSO-F	5 KKDJ-F	5 KKDJ-F	5 KFSO-F
6	6 KFYE-F	6 KYNO-F	6 KEZL-F<	6 KEZL-F	6 KGST	6 KYNO-F	6 KOJY-F	6 KRZR-F	6 KFSO-F	6 KEZL-F
7	KFSO-F	7 KMJ	7 KYNO-F	7 KYNO-F	7	7	7	7 KFSO-F<	7	7
8	8	8	8	KFYE-F	8	8	8	8 KOJY-F	8	
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRZR-F	1 KBOS-F>	1 KBOS-F>	1 KBOS-F	1 KNAX-F	1 KBOS-F	1 KKDJ-F>	1 KKDJ-F	1 KKDJ-F	1 KFSO-F
2 KBOS-F>	2 KRZR-F	2 KFYE-F	2 KNAX-F	2 KBOS-F	2 KKDJ-F	2 KRZR-F	2 KRZR-F	2 KFSO-F	2 KMJ
3 KYNO-F	3 KKDJ-F	3 KKDJ-F	3 KYNO-F	3 KFSO-F	3 KYNO-F	3 KBOS-F	KFSO-F>	3 KNAX-F	3 KKDJ-F
KKDJ-F>	4 KYNO-F	4 KYNO-F	4 KRZR-F	4 KYNO-F	4 KRZR-F	4 KNAX-F<	4 KMJ	4 KMJ	4 KNAX-F>
5 KTHT-F	KFYE-F	5 KFSO-F	5 KKDJ-F	KMJ	KNAX-F>>	5 KYNO-F	KEZL-F	5 KRZR-F	5 KEZL-F
KFYE-F	6	6 KRZR-F	KFYE-F	6 KFYE-F	6	6 KFSO-F	6 KNAX-F	6 KBOS-F	6 KRZR-F
KFIG-F>	7	KNAX-F	7 KFSO-F	7 KOJY-F		7	7 KTHT-F	7 KYNO-F	7
8	8	8	8	KKDJ-F		8	KFYE-F	8	8
	9		9	9		9	9	9	9
	10	10	10	10		10		10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		164 (3)	164 (3)	23.7	21.3	KEAP	980	Fresno	1.0/2.3/ 8/ 116
AOR/CLASSIC		64 (2)	64 (2)	9.3	9.2	KFIG	1430	Fresno	0.4/1.4/ 3/ 79
AC/OLDIES/SOFT ROCK	3 (1)	132 (5)	135 (6)	19.5	21.5	KIRV	1510	Fresno	0.4/1.3/ 8/ 112
MOR/VARIETY						KKAM	1340	Fresno	0.6/3.0/ 6/ 195
COUNTRY	33 (1)	73 (2)	106 (3)	15.3	10.4	KOQO	790	Clovis/Fresno	0.7/2.7/ 6/ 143
BLACK/URBAN	11 (2)		11 (2)	1.6	2.0	KRDU	1130	Dinuba	0.7/2.0/ 15/ 248
BEAUTIFUL/EASY		38 (1)	38 (1)	5.5	10.6	KXEX	1550	Fresno	1.1/3.4/ 9/ 211
NEWS/TALK	90 (1)		90 (1)	13.0	11.9	KXMX-F	92.1	Madera	0.7/2.8/ 6/ 141
NOSTALGIA	8 (1)		8 (1)	1.2		KYNO	1300	Fresno	0.7/4.1/ 10/ 308
RELIGION/GOSPEL	9 (2)		9 (2)	1.3	1.2				
SPANISH	46 (3)	16 (2)	62 (5)	9.0	11.6	KJOP	1240	Lemoore	0.5/1.2/ 5/ 104
CLASSICAL						KUBB-F	96.3	Mariposa	0.4/2.9/ 55/ 687
JAZZ/NEW AGE									
UNKNOWN/OTHERS	4 (1)		4 (1)	0.6	0.8				
	204 (12)	487 (15)	691 (27)						

RADIO STATIONS

AM STATIONS

KFRE,	940,	50 KW (DA-2)	, COUNTRY	ABC D,	$ 30.00 (HNWH)	First Sierra
KGST,	1600,	5 KW (DA-N)	, HISPANIC	,	$ 24.00 (Lotus)	Lotus
KKAM,	1340,	1 KW	, BLACK	CBS,	$ 20.00 (CBS)	
KMJ ,	580,	5 KW	, NEWS/TALK	TALKNT,	$ 53.00 (Katz)	Henry
KOQO,	790,	500W (DAYS,DA)	, HISPANIC	CRC,	$ 21.00 (Caballero)	Group III
KXEX,	1550,	5 KW/2.5 KW(DA-2)	, HISPANIC	,	$ 23.00 (SBS)	
KYNO,	1300,	5 KW/1 KW (DA-N)	, OLDIES	SMN,	$ 19.00 (Banner)	Brown

FM STATIONS

KBOS-F,	94.9,	16 KW @ 847,	CHR	ABC F,	$ 37.00 (CBS)	(TULARE)
KCLQ-F,	107.5,	21 KW @ 790,	AOR	,	$ 31.00 (Republic)	Liggett (HANFORD)
KEZL-F,	96.7,	25 KW @ 300,	SOFT AC	,	$ 22.00 (K & P)	(FOWLER)
KFIG-F,	101.1,	50 KW @ 310,	AC	,	$ 40.00 (Eastman)	
KFSO-F,	92.9,	10 KW @ 800,	OLDIES	,	$ 40.00 (CBS)	Americom (VISALIA)
KFYE-F,	93.7,	68 KW @ 1912,	AC	,	$ 32.00 (Katz)	Henry
KKDJ-F,	105.9,	2 KW @ 1960,	AOR	,	$ 48.00 (Durpetti)	
KRZR-F,	103.7,	50 KW @ 500,	CHR	,	$ 38.00 (Christal)	Olympia (HANFORD)
KNAX-F,	97.9,	48 KW @ 290,	COUNTRY	ABC E,	$ 40.00 (HNWH)	First Sierra
KOJY-F,	98.9,	19 KW @ 820,	BTFL/EZ	,	$ 35.00 (MMR)	
KOQO-F,	101.9,	2 KW @ 1870,	HISPANIC	CRC,	$ 27.00 (Caballer)	Group III
KTHT-F,	102.7,	50 KW @ 500,	SOFT AC	,	$ 30.00 (Christal)	
KYNO-F,	95.7,	18 KW @ 850,	CHR	SMN,	$ 42.00 (Banner)	Brown

CALL LETTER CHANGES

KMGX changes to KRZR (July)

FORMAT CHANGES

KCLQ-F changes from CLASSIC AOR to Z ROCK (Nov)

STATION SALES

KEAP sold to Americom for $460,000...KKAM, KBOS-F sold to Dwight Case for $6,900,000 (E) (MVP)...

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

GRAND RAPIDS

Arbitron Rank/Pop (12+): 65/544,500

MSA Rank/Pop: 71/672,000
ADI #37 (w/ Kalamazoo)
Average Person Ratings: 15.7
Market TSL: 20.75 hours

Stations: 21/16
Diaries: 893/610:1/56.6%
Sample Target: 920
% Below Line: 8.4
% Not Listed: 15.0

1989 Revenue: $23,800,000
HH Inc.: $31,191
Retail $: 5.1 Bil
Pop per Station: 34,031
#1 Biller: WCUZ A/F $3,800,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCUZ-F (C)	94/11.0	7.0	7.0	8.0	6.9	8.3	131/1766	1131/20.8	16.4	16.1	125	7.5	72	792	WCUZ-F
2. WOOD-F (EZ)	81/ 9.5	10.2	11.4	7.8	8.7	9.7	138/2037	1072/19.7	22.4	18.5	64	8.5	82	1126	WOOD-F
3. WLAV-F (AOR)	73/ 8.5	5.8	7.9	7.7	7.8	7.5	91/1435	957/17.6	17.5	15.3	112	11.1	107	1034	WLAV-F
4. WGRD-F (CHR)	68/ 8.0	10.6	8.3	7.7	8.7	8.6	111/2277	1352/24.8	23.4	24.0	71	12.2	117	1290	WGRD-F
5. WLHT-F (AC)	66/ 7.7	7.8	7.7	7.9	7.3	7.8	74/1197	1004/18.4	15.9	16.9	151	5.8	56	813	WLHT-F
6. WKLQ-F (CHR)	56/ 6.5	5.6	4.4	8.0	7.1	6.1	84/1700	1050/19.3	19.3	22.3	58	6.2	60	933	WKLQ-F
7. WOOD (MOR)	55/ 6.4	5.5	7.4	7.2	6.3	6.6	73/948	726/13.3	14.2	17.7	59	5.6	54	788	WOOD
8. WJFM-F (O)	47/ 5.5	6.0	3.7	6.2	8.3	5.3	98/1423	691/12.7	12.3	17.7	127	4.9	47	701	WJFM-F
9. WMUS-F (C)	38/ 4.4	4.2	4.8	5.5	3.1	4.7	102/1379	512/ 9.4	12.0	9.2	130	5.0	48	579	WMUS-F
10. WODJ-F (O)	33/ 3.9	0.4	0.7	0.6	0.5	1.4	63/1102	475/ 8.7	2.0	1.6	151	2.8	27	277	WODJ-F
11. WSNX-AF (CHR)	28/ 3.3	5.6	3.7	5.0	4.7	4.4	109/1736	648/11.9	15.7	13.0	58	5.0	48	708	WSNX-AF
12. WFUR-F (REL)	17/ 2.0	0.7	2.3	2.9	2.2	2.0	28/641	463/ 8.5	8.0	6.9	40	1.1	11	221	WFUR-F
13. WKWM (B)	16/ 1.9	2.4	1.7	1.3	0.7	1.8	25/183	137/ 2.5	2.4	1.3	111	1.8	17	175	WKWM
14. WYXX-F (AC)	14/ 1.6	2.7	2.1	2.4	2.6	2.2	34/713	395/ 7.3	6.2	7.2	169	1.4	13	190	WYXX-F
15. WCUZ (C)	13/ 1.5	3.0	3.1	2.7	3.3	2.6	14/315	307/ 5.6	8.5	9.1	113	1.4	13	250	WCUZ

12+ FM SHARE (METRO): 85.83% (624 of 727) (FAL 88: 83.29%) .

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGRD-F>>	1 WLAV-F	1 WLAV-F<	1 WCUZ-F	1 WCUZ-F	1 WOOD-F	1 WCUZ-F	1 WCUZ-F	1 WCUZ-F	1 WGRD-F>	1 WGRD-F
2 WSNX-AF	2 WKLQ-F	2 WCUZ-F	2 WLHT-F	2 WLHT-F	2 WCUZ-F	2 WOOD-F	2 WOOD-F<	2 WOOD-F	2 WLAV-F<	2 WJFM-F
WKLQ-F	3 WLHT-F	3 WLHT-F	3 WLAV-F>	3 WLAV-F>	3 WOOD >	3 WOOD	3 WLAV-F<	3 WGRD-F<	3 WCUZ-F	3 WLAV-F
4	4 WJFM-F<	4 WKLQ-F	4 WJFM-F	4 WJFM-F	4 WLHT-F	4 WLHT-F	4 WLHT-F>	4 WLAV-F	4 WKLQ-F	4 WOOD
5	5 WGRD-F	5 WGRD-F	5 WODJ-F<	5 WOOD-F<	5 WMUS-F	5 WLAV-F	5 WKLQ-F<	5 WLHT-F	5 WOOD	5 WCUZ-F
6	6 WCUZ-F	6 WJFM-F	6 WGRD-F	6 WODJ-F<	6	6 WKLQ-F	6 WJFM-F	6 WKLQ-F<	6 WOOD-F	6 WHTC
7	7	7	7	7 WMUS-F	7	7	7 WOOD	7 WJFM-F	WJFM-F	7
				WGRD-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGRD-F>	1 WLHT-F	1 WLHT-F>>	1 WLHT-F	1 WLHT-F	1 WKLQ-F	1 WLAV-F	1 WLAV-F	1 WLAV-F	1 WCUZ-F
2 WLHT-F	2 WFUR-F	2 WLAV-F	2 WGRD-F	WCUZ-F>	2 WLAV-F>	2 WKLQ-F	2 WCUZ-F	2 WCUZ-F	2 WLAV-F
WKLQ-F	3 WLAV-F>	3 WGRD-F>	3 WCUZ-F	3 WOOD-F	3 WJFM-F>	3 WJFM-F	3 WJFM-F>	3 WJFM-F	3 WLHT-F<
4 WLAV-F>	4 WKLQ-F>	4 WJFM-F	4 WLAV-F>	4 WGRD-F	4 WSNX-AF	4 WCUZ-F	4 WKLQ-F	4 WKLQ-F>	4 WJFM-F
5 WSNX-AF	5 WCUZ-F	WCUZ-F	5 WOOD-F	5 WLAV-F	5 WGRD-F	5	5 WMUS-F	5 WLHT-F	5 WMUS-F
6 WKWM	6	6	6 WKLQ-F	6	WCUZ-F	6	WLHT-F>>	6	6 WODJ-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	1 (1)	151 (3)	152 (4)	20.9	24.2
AOR/CLASSIC		73 (1)	73 (1)	10.0	9.2
AC/OLDIES/SOFT ROCK	6 (1)	160 (4)	166 (5)	22.8	24.2
MOR/VARIETY	64 (2)		64 (2)	8.8	9.9
COUNTRY	13 (1)	132 (2)	145 (3)	19.9	16.2
BLACK/URBAN	16 (1)		16 (1)	2.2	0.8
BEAUTIFUL/EASY		81 (1)	81 (1)	11.1	11.4
NEWS/TALK	3 (1)		3 (1)	0.4	0.6
NOSTALGIA					
RELIGION/GOSPEL		24 (2)	24 (2)	3.3	3.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		3 (1)	3 (1)	0.4	
	103 (7)	624 (14)	727 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHTC	1450	Holland	1.1/3.0/ 10/ 207
WJQK-F	99.3	Zeeland/Holland	0.8/3.9/ 8/ 232
WLAV	1340	Grand Rapids	0.7/2.6/ 6/ 168
WGN	720	Chicago	0.4/2.6/ 15/ 309
WQWQ-F	101.7	Muskegon Hts.	0.4/1.1/ 27/ 312
WSNX	1600	Muskegon	0.1/0.3/ 2/ 48

RADIO STATIONS

AM STATIONS

WCUZ, 1230, 1 KW , SEE WCUZ-F			
WFUR, 1570, 1 KW , RELIGION	,	$ 10.00 (Patt)	Kuiper
WKWM, 1140, 5 KW (DAYS,DA) , BLACK	SBN,	$ 16.00 (Patt)	
WOOD, 1300, 5 KW (DA-N) , MOR	NBC,	$ 55.00 (Katz)	United Artists

FM STATIONS

WCUZ-F, 101.3, 50 KW @ 420, COUNTRY	ABC I,	$ 75.00 (Christal)	Federated
WFUR-F, 102.9, 48 KW @ 510, RELIGION	,	$ 15.00 (Patt)	Kuiper
WGRD-F, 97.9, 13 KW @ 590, CHR	ABC C,	$ 35.00 (Durpetti)	Regional
WJFM-F, 93.7, 320 KW @ 780, OLDIES	CBS,	$ 31.00 (Mc-Guild)	
WKLQ-F, 94.5, 50 KW @ 500, CHR/AOR	ABC F,	$ 50.00 (Eastman)	Bloomington (HOLLAND)
WLAV-F, 96.9, 50 KW @ 500, AOR	SOURCE,	$ 70.00 (MMR)	Adams
WLHT-F, 95.7, 41 KW @ 554, AC	,	$ 65.00 (Republic)	Liggett
WOOD-F, 105.7, 265 KW @ 810, BTFL/EZ	,	$ 61.00 (Katz)	United Artists
WYXX-F, 96.1, 50 KW @ 420, SOFT AC	,	$ 24.00 (Patt)	(HOLLAND)
WMUS-F, 106.9, 50 KW @ 480, COUNTRY	ABC D,	$ 36.00 (HNWH)	(MUSKEGON)
WODJ-F, 107.3, 50 KW @ 500, OLDIES	UPI, MBS,	$ 14.00 (Patt)	Goodrich (GREENVILLE)
WSNX-F, 104.5, 50 KW @ 360, CHR	,	$ 33.00 (Banner)	Goodrich (MUSKEGON)

CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES
WPLB-F changes to WODJ-F	WODJ-F changes from COUNTRY to OLDIES (Oct)...WKLQ reclassified as CHR/AOR	

GREENSBORO-WS

Arbitron Rank/Pop (12+): 50/787,400

MSA Rank/Pop: 57/940,000
ADI # 47
Average Person Ratings: 17.7
Market TSL: 23.50 hours

Stations: 29/22
Diaries: 1175/670:1/57.8%
Sample Target: 1100
% Below Line: 4.6
% Not Listed: 12.6

1989 Revenue: $22,000,000
HH Inc.: $26,025
Retail $: 7.3 Bil
Pop per Station: 35,790
#1 Biller: WTQR-F $4,250,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTQR-F (C)	192/13.8	15.3	15.9	15.1	16.8	15.0	315/3355	1805/22.9	27.5	25.6	115	14.8	206	2000	WTQR-F
2. WKRR-F (AOR)	134/ 9.6	11.4	9.2	8.1	8.3	9.6	201/2230	1381/17.5	17.0	17.3	94	11.6	161	1616	WKRR-F
3. WJMH-F (B)	123/ 8.8	7.1	11.5	7.6	3.8	8.8	169/2313	1465/18.6	18.9	9.8	91	12.8	178	1709	WJMH-F
4 MAG-F (AC)	96/ 6.9	5.0	5.7	5.5	6.8	5.8	129/1800	1213/15.4	14.3	15.2	152	7.0	98	1152	WMAG-F
5. WKZL-F (CHR)	84/ 6.0	5.6	5.8	5.5	6.2	5.7	124/1989	1147/14.6	16.7	17.1	75	7.9	110	1508	WKZL-F
6. WWWB-F (AC)	72/ 5.2	4.6	3.9	4.4	3.1	4.5	108/1579	918/11.7	11.6	10.3	125	2.4	33	596	WWWB-F
7. WMQX-F (O)	68/ 4.9	4.2	4.2	4.8	3.1	4.5	135/2021	1016/12.9	10.5	10.4	147	3.5	48	861	WMQX-F
8. WQMG-F (B)	63/ 4.5	4.8	4.0	4.1	8.9	4.3	89/1228	782/ 9.9	9.8	12.7	87	6.9	96	908	WQMG-F
9. WSJS (N/T)	62/ 4.5	3.8	4.8	5.1	5.0	4.6	62/806	752/ 9.6	10.3	12.1	62	3.3	46	903	WSJS
10. WKSI-F (CHR)	54/ 3.9	3.4	3.9	3.9	5.4	3.8	122/2181	1033/13.1	13.8	16.0	95	4.7	65	1057	WKSI-F
11. WWMY-F (EZ)	42/ 3.0	1.9	2.4	3.2	2.3	2.6	70/909	628/ 8.0	5.5	5.3	87	2.1	29	326	WWMY-F
12. WAAA (B)	28/ 2.0	1.7	1.4	2.0	2.0	1.8	28/315	309/ 3.9	3.3	4.1	105	0.9	12	266	WAAA

12+ FM SHARE (METRO): 85.94% (1045 of 1216) (FAL 88: 82.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMH-F	1 WKRR-F>	1 WKRR-F<	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>>	1 WTQR-F>>	1 WTQR-F>	1 WTQR-F	1 WJMH-F>	1 WTQR-F>>
2 WKZL-F>>	2 WJMH-F>	2 WTQR-F	2 WMAG-F	2 WMAG-F	2 WSJS	2 WKRR-F	2 WKRR-F	2 WKRR-F<	2 WKRR-F	2 WQMG-F
3 WKSI-F	3 WKZL-F<	3 WJMH-F	3 WKRR-F	3 WKRR-F	3 WMAG-F<	3 WJMH-F	3 WMAG-F	3 WJMH-F	3 WKZL-F	3 WKRR-F<
4	4 WTQR-F	4 WMAG-F>	4 WJMH-F	4 WJMH-F	4 WWWB-F	4 WMAG-F<	4 WWWB-F	4 WMAG-F	4 WQMG-F<	4 WJMH-F
5	WQMG-F	5 WMQX-F	5 WMQX-F	5 WMQX-F	5 WMQX-F	5 WSJS	5 WJMH-F	5 WMQX-F	5 WTQR-F	5 WMFR
6	6 WMAG-F	WKZL-F<	6 WWWB-F	6 WWWB-F	6	6 WKZL-F	6 WMQX-F	6 WWWB-F	6	6
		7 WWWB-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRR-F	1 WKRR-F	1 WMAG-F	1 WTQR-F<	1 WTQR-F	1 WKRR-F>>	1 WKRR-F>>	1 WKRR-F>	1 WKRR-F	1 WTQR-F>
2 WJMH-F	2 WJMH-F	2 WJMH-F	2 WMAG-F<	2 WMAG-F>	2 WJMH-F	2 WQMG-F	2 WTQR-F	2 WTQR-F>	2 WKRR-F
3 WKZL-F>	3 WKZL-F	3 WTQR-F	3 WKRR-F<	3 WWWB-F	3 WQMG-F	WJMH-F	WQMG-F	3 WJMH-F	3 WMQX-F
4 WQMG-F	4 WMAG-F>	WKRR-F	4 WJMH-F	WJMH-F	4 WKZL-F>	4 WTQR-F	4 WJMH-F>	4 WMQX-F	4 WJMH-F<
5 WKSI-F>	5 WTQR-F	5 WKZL-F>>	5 WKZL-F	5 WKRR-F	5 WTQR-F	5	5 WKSI-F	5 WQMG-F	5 WMAG-F
6 WWWB-F	6 WQMG-F	6	6 WWWB-F	6 WKZL-F	6	6	6 WMAG-F	6 WMAG-F	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		145 (3)	145 (3)	11.9	15.2
AOR/CLASSIC		149 (4)	149 (4)	12.3	9.4
AC/OLDIES/SOFT ROCK		274 (5)	274 (5)	22.5	15.8
MOR/VARIETY	15 (1)		15 (1)	1.2	6.6
COUNTRY		215 (3)	215 (3)	17.7	26.2
BLACK/URBAN	28 (1)	186 (2)	214 (3)	17.6	13.9
BEAUTIFUL/EASY		42 (1)	42 (1)	3.5	3.1
NEWS/TALK	62 (1)		62 (1)	5.1	
NOSTALGIA	27 (1)		27 (1)	2.2	2.8
RELIGION/GOSPEL	29 (3)	34 (2)	63 (5)	5.2	5.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	10 (2)		10 (2)	0.8	1.2
	171 (9)	1045 (20)	1216 (29)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGLD	1320	Greensboro	0.3/0.9/ 4/ 70
WHPE-F	95.5	High Point	1.4/3.7/ 33/ 417
WKEW	1400	Greensboro	1.1/2.3/ 15/ 185
WLXN	1440	Lexington	0.4/1.1/ 6/ 85
WMFR	1230	High Point	1.9/5.0/ 27/ 394
WPCM-F	101.1	Burlington	1.4/4.3/ 82/1195
WPET	950	Greensboro	0.7/0.9/ 10/ 73
WSMX	1500	Winston-Salem	0.5/1.6/ 7/ 123
WTNC	790	Thomasville	0.9/1.8/ 13/ 160
WWGL-F	94.1	Lexington/WS	1.0/3.2/ 26/ 432
WDCG-F	105.1	Durham/Raleigh	0.5/3.7/ 44/1157
WMXC-F	104.7	Charlotte	1.1/4.4/ 51/ 932
WRDX-F	106.5	Salisbury/Chrlt	1.6/2.3/ 29/ 350
WROQ-F	95.1	Charlotte	0.3/1.3/ 40/ 655
WROV-F	96.3	Martinsville	0.4/1.2/ 24/ 449
WSOC-F	103.7	Charlotte	0.3/1.8/ 73/1087
WZZU-F	93.9	Burlington	0.4/1.7/ 37/ 684

RADIO STATIONS

WAAA, 980, 1 KW	, BLACK	NBN, $	17.00 (---)	
WMFR, 1230, 1 KW	, NOSTALGIA	ABC I, APR, $	25.00 (MMR)	Voyager
WSJS, 600, 5 KW (DA-2)	, MOR	NBC, MBS, $	49.00 (Mc-Guild)	New Market
WHPE-F, 95.5, 100 KW @ 440	, RELIGION	, $	14.00 (---)	
WJMH-F, 102.1, 61 KW @ 1160	, URBAN/CHR	, $	50.00 (HNWH)	Beasley (REIDSVILLE)
WKRR-F, 92.3, 100 KW @ 1276	, CLASSIC AOR	, $	68.00 (MMR)	Dick
WKSI-F, 98.7, 100 KW @ 800	, CHR	, $	47.00 (Republic)	Bahakel
WKZL-F, 107.5, 100 KW @ 500	, CHR	ABC R, $	55.00 (Katz)	Nationwide
WMAG-F, 99.5, 100 KW @ 1500	, AC	, $	75.00 (MMR)	Voyager
WMQX-F, 93.1, 100 KW @ 1050	, OLDIES	, $	40.00 (Durpetti)	Ralph Guild
WPCM-F, 101.1, 100 KW @ 1176	, COUNTRY	MBS, $	N/A (---)	(BURLINGTON)
WQMG-F, 97.1, 100 KW @ 550	, BLACK	RADRAD, $	43.00 (HNWH)	
WTQR-F, 104.1, 100 KW @ 1420	, COUNTRY	MBS, $	95.00 (Mc-Guild)	New Market
WWMY-F, 94.5, 100 KW @ 1000	, BTFL/EZ	US 2, $	25.00 (Katz)	(EDEN)
WWWB-F, 100.3, 100 KW @ 1049	, AC	US 2, $	44.00 (Mc-Guild)	

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GREENVILLE, NC

Arbitron Rank/Pop (12+): 85/418,800

MSA Rank/Pop: NA
ADI # 104
Average Person Ratings: 17.5
Market TSL: 23.25 hours

Stations: 30/22
Diaries: 988/424:1/59.2%
Sample Target: 810
% Below Line: 11.1
% Not Listed: 13.5

1989 Revenue: NA
HH Inc.: NA
Retail $: NA
Pop per Station: 19,036
#1 Biller: NA

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIKS-F (B)	148/20.2	16.9	19.6	23.1	24.9	----	179/1739	1243/29.7	28.2	29.4	105				WIKS-F
2. WRNS-AF (C)	83/11.4	15.3	15.0	14.4	16.7	----	151/1695	921/22.0	24.3	22.5	118				WRNS-AF
3. WDLX-F (CHR)	63/ 8.6	11.0	9.6	11.6	9.5	----	105/1640	850/20.3	22.4	26.6	62				WDLX-F
4. WNCT-F (EZ)	44/ 6.0	6.1	7.9	5.8	8.7	----	76/1014	518/12.4	11.7	12.6	70				WNCT-F
5. WKOO-F (?)	36/ 4.9	3.5	3.9	2.0	1.9	----	39/436	358/ 8.5	8.5	7.8	182				WKOO-F
6. WSFL-AF (AC)	33/ 4.5	7.3	6.2	7.8	5.6	----	35/590	503/12.0	15.0	14.0	167				WSFL-AF
7. WHTE-F (?)	28/ 3.8	3.2	2.9	----	----	----	54/629	340/ 8.1	6.6	3.3	58				WHTE-F
8. WZYC-F (AOR)	27/ 3.7	4.7	8.2	7.0	4.3	----	29/525	469/11.2	12.9	14.8	89				WZYC-F
9. WXQR-F (AOR)	22/ 3.0	1.9	2.9	3.1	3.2	----	22/269	230/ 5.5	3.7	7.8	27				WXQR-F
10. WTRG-F (AC)	20/ 2.7	1.9	0.9	0.8	0.5	----	65/1133	338/ 8.1	5.7	3.3	185				WTRG-F

12+ FM SHARE (METRO): 89.75% (569 of 634) (FAL 88: 93.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIKS-F	1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F>	1 WIKS-F>	1 WRNS-AF	1 WIKS-F>	1 WIKS-F	1 WIKS-F>	1 WIKS-F>>	1 WIKS-F>>
2 WDLX-F	2 WDLX-F>	2 WRNS-AF	2 WRNS-AF>	2 WRNS-AF>	2 WIKS-F	2 WRNS-AF>	2 WRNS-AF>	2 WRNS-AF>	2 WDLX-F>	2 WRNS-F>
3	3 WRNS-AF<	3 WDLX-F	3 WKOO-F	3 WKOO-F	3 WNCT-F>	3 WDLX-F>	3 WNCT-F>	3 WDLX-F>	3 WRNS-AF	3 WDLX-F
4	4 WZYC-F	4 WKOO-F	4 WSFL-AF	4 WSFL-AF>	4 WKOO-F	4 WNCT-F<	4 WKOO-F	4 WNCT-F	4	4 WJCV >
5	5 WXQR-F	5 WSFL-AF<	5 WDLX-F	5 WDLX-F	5 WSFL-AF	5 WSFL-AF	WDLX-F	5 WKOO-F	5	5 WHTE-F
6	6	6 WZYC-F	6	6 WTRG-F	6	6 WKOO-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIKS-F>	1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F>	1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F>
2 WHTE-F	2 WDLX-F>	2 WSFL-AF	2 WDLX-F<	2 WRNS-AF	2 WXQR-F	2 WXQR-F	2 WRNS-AF	2 WRNS-AF>	2 WRNS-AF>
WDLX-F>>	3 WHTE-F	3 WDLX-F	3 WRNS-AF>	3 WSFL-AF	3 WDLX-F>	WDLX-F	3 WZYC-F	3 WDLX-F	3 WKOO-F>
4 WRNS-AF	4 WSFL-AF	4 WRNS-AF	4 WSFL-AF	4 WKOO-F	4 WZYC-F	4 WZYC-F	4 WSFL-AF	4 WKOO-F	4 WSFL-AF
WZYC-F	5 WRNS-AF	5 WKOO-F	5 WHTE-F	5 WNCT-F	5 WRNS-AF	5 WRNS-AF	WGTM	5 WZYC-F	WTRG-F
6	6	6	6 WKOO-F	WDLX-F	6 WLAS	6	WKOO-F	WXQR-F	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		72 (2)	72 (2)	11.4	11.8
AOR/CLASSIC		60 (3)	60 (3)	9.5	14.4
AC/OLDIES/SOFT ROCK	2 (1)	68 (5)	70 (6)	11.0	10.2
MOR/VARIETY	6 (1)		6 (1)	0.9	2.9
COUNTRY	10 (2)	95 (3)	105 (5)	16.6	24.8
BLACK/URBAN	10 (1)	158 (3)	168 (4)	26.5	23.3
BEAUTIFUL/EASY	3 (1)	44 (1)	47 (2)	7.4	8.9
NEWS/TALK					
NOSTALGIA					0.5
RELIGION/GOSPEL	18 (1)		18 (1)	2.8	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	16 (2)	72 (4)	88 (6)	13.9	3.2
	65 (9)	569 (21)	634 (30)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCZI-F	98.3	Washington/Grnv	0.4/2.0/ 3/ 85
WELS	1010	Kinston	1.6/3.0/ 14/ 138
WJCV	1290	Jacksonville	0.5/1.6/ 4/ 65
WJNC	1240	Jacksonville	0.8/2.5/ 6/ 105
WKCP-F	97.7	Kinston	0.7/1.2/ 6/ 65
WKJA-F	92.1	Belhaven	0.7/2.0/ 5/ 84
WLAS	910	Jacksonville	1.1/1.7/ 9/ 94
WNCT	1070	Greenville	0.4/1.4/ 3/ 106
WOOW	1340	Greenville	1.4/2.9/ 10/ 134
WRHT-F	96.3	Morehead City	0.5/3.2/ 4/ 136
WRQR-F	94.3	Farmville/Grnvl	1.2/3.1/ 9/ 130
WGTM	590	Wilson	2.5/4.6/ 28/ 380
WKTC-F	96.9	Tarboro/Rky Mnt	1.2/3.3/ 53/ 650
WOKN-F	102.3	Goldsboro/Wilsn	0.4/2.7/ 10/ 335
WRAL-F	101.5	Raleigh	0.5/3.5/ 49/ 854
WRDU-F	106.1	Wilson	1.5/4.8/ 66/ 835
WVBS-F	99.9	Burgaw	1.2/3.9/ 24/ 337
WZFX-F	99.1	Whiteville	1.0/4.0/ 23/ 400

RADIO STATIONS

WOOW, 1340, 1 KW (DA-1) , BLACK/GOSPEL , $ 9.00 (Southern) (GREENVILLE)

WDLX-F, 93.3, 100 KW @ 1800, CHR ABC F, $ 30.00 (Banner) (WASHINGTON)
WHTE-F, 103.7, 50 KW @ 400, ?? , $ N/A (Mc-Guild) (WILLIAMSTON)
WIKS-F, 101.9, 100 KW @ 1020, BLACK ABC C, $ 36.00 (HNWH) (NEW BERN)
WNCT-F, 107.9, 100 KW @ 1800, BTFL/EZ ABC E, CBS, $ 22.00 (Katz) Park (GREENVILLE)
WKOO-F, 98.7, 100 KW @ 1015 ?? , $ 16.00 (Eastman) (JACKSONVILLE)
WRNS-F, 95.1, 100 KW @ 1500, COUNTRY , $ 38.00 (Mc-Guild) Pinnacle (KINSTON)
WSFL-F, 106.5, 100 KW @ 915, AC US 1, $ 20.00 (Eastman) Caravelle (NEW BERN)
WXQR-F, 105.3, 3 KW @ 275, AOR SOURCE, ABC F, $ 14.00 (T-N) (JACKSONVILLE)
WZYC-F, 103.3, 100 KW @ 600, AOR ABC R, $ 17.00 (Mc-Guild) (NEWPORT)

MISCELLANEOUS COMMENTS: WRCM-F changes to WKOO-F (Sep)...WFTC changes to WRNS-A and simulcasts with FM (Aug)...WBRE changes to WCZI and format to AC...

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 68/522,100

MSA Rank/Pop: 80/631,000
ADI #36 (w/ Asheville)
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 25/18
Diaries: 957/546:1/55.5%
Sample Target: 900
% Below Line: 8.8
% Not Listed: 12.6

1989 Revenue: $20,600,000
HH Inc.: $23,181
Retail $: 4.4 Bil
Pop per Station: 29,005
#1 Biller: WESC-AF $4,800,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WESC-F (C)	105/11.8	12.8	9.3	12.4	12.0	11.6	285/2947	1159/22.2	20.8	22.1	97	10.0	96	982	WESC-F
2. WMYI-F (AC)	101/11.4	10.4	9.4	8.6	5.0	9.9	210/2795	1312/25.1	19.8	15.1	132	10.1	97	992	WMYI-F
3. WSSL-F (C)	83/ 9.3	11.1	8.4	8.1	10.5	9.2	177/2212	911/17.4	19.6	21.9	106	10.4	100	914	WSSL-F
4. WANS-F (CHR)	74/ 8.3	9.3	10.4	11.8	11.2	9.9	139/1915	1005/19.2	18.5	23.8	43	0.0	0	21	WANS-F
5. WSPA-F (EZ)	70/ 7.9	7.2	7.3	8.3	8.1	7.7	51/1670	779/14.9	14.7	14.7	78	4.3	41	634	WSPA-F
6. WLWZ-F (B)	54/ 6.1	6.1	7.8	5.4	5.3	6.3	59/558	488/ 9.3	11.5	11.1	102	8.9	86	663	WLWZ-F
7. WFBC-F (AC)	50/ 5.6	7.9	9.0	8.7	8.7	7.8	93/1686	849/16.3	21.0	22.9	100	4.9	47	625	WFBC-F
8. WCKN-F (AOR)	48/ 5.4	5.7	4.1	5.2	4.5	5.1	93/1026	607/11.6	10.3	14.0	111	7.4	71	797	WCKN-F
9. WCKZ-F (CHR)	39/ 4.4	3.8	3.8	4.7	2.7	4.2	81/846	433/ 8.3	8.3	5.9	105	5.1	49	606	WCKZ-F
10. WHYZ (B)	27/ 3.0	0.7	1.3	2.4	4.1	1.9	28/158	148/ 2.8	2.7	6.4	160	0.5	5	132	WHYZ
11. WSPA (MOR)	19/ 2.1	2.1	2.3	3.4	2.0	2.5	21/503	353/ 6.8	5.8	6.8	86	1.5	14	177	WSPA
12. WFBC (N/T)	18/ 2.0	1.5	2.5	1.6	1.9	1.9	23/370	267/ 5.1	5.5	5.1	60	1.8	17	186	WFBC
13. WBBO-F (J/NA)	14/ 1.6	1.1	2.1	1.3	1.6	1.5	31/517	286/ 5.5	5.6	3.2	150	2.9	28	234	WBBO-F
14. WMUU-F (EZ)	12/ 1.3	1.2	1.1	1.1	2.1	1.2	21/500	292/ 5.6	4.1	4.8	46	1.5	14	237	WMUU-F
WASC (B)	12/ 1.3	1.3	1.0	0.5	1.1	1.0	12/184	184/ 3.5	2.7	3.2	154	0.3	3	80	WASC

12+ FM SHARE (METRO): 88.67% (689 of 777) (FAL 88: 83.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WANS-F>>	1 WMYI-F	1 WMYI-F>	1 WMYI-F>	1 WMYI-F	1 WESC-F	1 WMYI-F<	1 WESC-F	1 WMYI-F	1 WANS-F>	1 WSSL-F<
2 WCKZ-F>	2 WCKN-F	2 WESC-F	2 WESC-F	2 WESC-F	2 WSPA-F	2 WESC-F>	2 WMYI-F	WESC-F	2 WLWZ-F>	2 WMYI-F>
3 WLWZ-F	3 WANS-F<	3 WSSL-F	3 WSSL-F>	3 WSSL-F>	3 WSSL-F	3 WSSL-F	3 WSPA-F<	3 WSPA-F<	3 WMYI-F	3 WLWZ-F
4	4 WLWZ-F	4 WLWZ-F	4 WCKN-F	4 WSPA-F	4 WMYI-F	4 WFBC-F	4 WSSL-F>	4 WSSL-F<	4 WCKN-F	4 WSPA-F
5	5 WSSL-F>	WCKN-F<	5 WLWZ-F	WLWZ-F<	5 WFBC-F	5 WANS-F	5 WCKN-F<	5 WANS-F	5 WSSL-F	WESC-F
6	6 WESC-F	6 WANS-F	6 WFBC-F	6 WCKN-F	6	6 WSPA-F	6 WANS-F<	6 WCKN-F	6	6
				7 WFBC-F			7 WFBC-F	7 WLWZ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WANS-F>	1 WMYI-F	1 WMYI-F>	1 WMYI-F>	1 WMYI-F>	1 WANS-F	1 WCKN-F>	1 WCKN-F	1 WMYI-F	1 WMYI-F
2 WMYI-F	2 WANS-F	2 WSSL-F	2 WESC-F	2 WESC-F	2 WCKN-F>	2 WMYI-F>	2 WMYI-F	2 WCKN-F	2 WESC-F<
WLWZ-F>>	3 WLWZ-F	WESC-F	3 WSSL-F	3 WSSL-F	3 WMYI-F	3 WSSL-F	3 WSSL-F>	3 WESC-F	3 WSSL-F
4 WSSL-F	4 WSSL-F	4 WLWZ-F	4 WLWZ-F	4 WSPA-F	WLWZ-F>	4 WLWZ-F	4 WHYZ >	4 WSSL-F	WCKN-F>
WFBC-F	5 WCKZ-F	5 WCKZ-F	5 WANS-F	5 WLWZ-F	5 WESC-F	WANS-F	5 WLWZ-F	5 WANS-F	5 WLWZ-F
WCKN-F	WESC-F	6	6 WFBC-F	WFBC-F	6	6	WBBO-F	6 WLWZ-F	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		44 (2)	44 (2)	5.7	14.9
AOR/CLASSIC		53 (2)	53 (2)	6.8	5.4
AC/OLDIES/SOFT ROCK		168 (4)	168 (4)	21.6	15.8
MOR/VARIETY	19 (1)		19 (1)	2.4	5.9
COUNTRY	8 (2)	188 (2)	196 (4)	25.2	26.4
BLACK/URBAN	39 (2)	54 (1)	93 (3)	12.0	14.6
BEAUTIFUL/EASY		82 (2)	82 (2)	10.6	11.3
NEWS/TALK	18 (1)		18 (1)	2.3	2.1
NOSTALGIA					
RELIGION/GOSPEL	3 (1)	3 (1)	6 (2)	0.8	0.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE	1 (1)	14 (1)	15 (2)	1.9	1.7
UNKNOWN/OTHERS		9 (1)	9 (1)	1.2	1.4
	88 (8)	615 (16)	777 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBBO	780	Forest City	0.1/0.2/ 2/ 25
WBBR	1580	Travlrs Rst/Grn	0.3/1.6/ 3/ 81
WESC	660	Greenville	0.6/2.4/ 17/ 242
WSSL	1440	Greenville	0.3/1.0/ 4/ 105
WBFM-F	98.1	Seneca	1.0/2.1/ 18/ 210
WBT -F	107.9	Charlotte	0.7/4.0/ 27/ 441
WKSF-F	99.9	Asheville/Grnvl	0.6/3.6/200/1735
WMIT-F	106.9	Black Mountain	0.3/1.3/ 32/ 420
WROQ-F	95.1	Charlotte	0.6/2.4/ 15/ 279
WWMG-F	96.1	Shelby	1.2/2.4/ 22/ 371

RADIO STATIONS

WASC, 1530, 1 KW	, BLACK	ABC C, NBN, $ 14.00 (---)	
WFBC, 1330, 5 KW (DA-N)	, NEWS/TALK	NBC, SUN, $ 22.00 (Katz)	Multimedia
WHYZ, 1070, 50 KW (DAYS, DA)	, BLACK	SBN, ABC C, $ -- (HNWH)	
WSPA, 950, 5 KW (DA-N)	, MOR	CBS, $ 23.00 (Mc-Guild)	
WANS-F, 107.3, 100 KW @ 1008	, CHR	, $ 39.00 (Christal)	Degree
WBBO-F, 93.3, 87 KW @ 2000	, NAC/JAZZ	, $ 21.00 (Eastman)	
WCKN-F, 101.1, 100 KW @ 994	, CLASSIC AOR	ABC R, $ 36.00 (Durpetti)	ABS
WESC-F, 92.5, 95 KW @ 2000	, COUNTRY	ABC F, $ 90.00 (Banner)	
WFBC-F, 93.7, 100 KW @ 1840	, AC	ABC D, $ 86.00 (Katz)	Multimedia
WLWZ-F, 103.9, 3 KW @ 328	, BLACK	, $ 30.00 (Eastman)	Voyager
WMUU-F, 94.5, 100 KW @ 1200	, BTFL/EZ	APR, $ 18.00 (---)	
WMYI-F, 102.5, 20 KW @ 1750	, AC	, $ 70.00 (Republic)	AmCom
WSPA-F, 98.9, 100 KW @ 1910	, BTFL/EZ	, $ 40.00 (Mc-Guild)	
WSSL-F, 100.5, 100 KW @ 1280	, COUNTRY	MBS, $ 55.00 (Christal)	

MISCELLANEOUS COMMENTS: WAIM, WCKN-F (Anderson) sold to ABS for $6,000,000 (Americom)

HARRISBURG

Arbitron Rank/Pop (12+): 74/497,200
MSA Rank/Pop: 87/592,000
ADI # 46 (w/York & Lancaster)
Average Person Ratings: 16.4
Market TSL: 21.75 hours

Stations: 28/16
Diaries: 853/583:1/54.8%
Sample Target: 880
% Below Line: 20.2
% Not Listed: 12.5

1989 Revenue: $13,100,000
HH Inc.: $29,989
Retail $: 5.2 Bil
Pop per Station: 31,075
#1 Biller: WNNK-F $5,700,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WNNK-F	(CHR)	160/19.6	17.0	19.0	19.9	20.8	18.9	178/2283	1847/37.1	38.3	40.9	108	27.4	194	1840	WNNK-F
2. WRKZ-F	(C)	79/ 9.7	7.2	9.9	10.7	7.7	9.4	206/2200	830/16.7	18.6	14.5	127	8.2	58	538	WRKZ-F
3. WTPA-F	(AOR)	54/ 6.6	6.3	6.6	5.8	6.0	6.3	71/1008	627/12.6	12.5	12.1	139	9.7	69	669	WTPA-F
4. WHP	(MOR)	48/ 5.9	5.4	6.1	8.7	7.1	6.5	57/1060	783/15.7	15.0	14.9	56	5.5	39	642	WHP
5. WQXA-F	(CHR)	46/ 5.6	3.9	2.8	2.3	4.2	3.7	113/1952	716/14.4	12.6	13.6	63	3.2	23	475	WQXA-F
6. WIMX-F	(AC)	44/ 5.4	4.1	4.6	5.8	6.4	5.0	53/795	623/12.5	12.0	15.9	135	3.9	28	489	WIMX-F
7. WNCE-F	(EZ)	37/ 4.5	6.0	7.4	5.7	5.9	5.9	133/1656	436/ 8.8	12.0	12.7	73	2.7	19	259	WNCE-F
8. WWKL-F	(O)	29/ 3.6	4.6	2.9	3.1	1.0	3.5	54/844	394/ 7.9	6.6	4.9	147	4.7	33	313	WWKL-F
WHYL	(BB)	29/ 3.6	0.7	0.2	0.5	0.4	1.3	36/379	293/ 5.9	0.0	0.0	11	2.7	19	231	WHYL
WHP -F	(AC)	29/ 3.6	6.3	4.8	4.9	4.6	4.9	37/686	516/10.4	12.1	15.1	117	3.5	25	406	WHP -F
11. WHYL-F	(C)	21/ 2.6	2.9	3.9	2.5	2.9	3.0	21/324	290/ 5.8	8.9	7.1	135	4.2	30	389	WHYL-F
12. WLBR	(MOR)	16/ 2.0	3.0	2.2	2.3	2.9	2.4	18/348	323/ 6.5	6.2	7.4	100				WLBR
13. WHTF-F	(AOR)	15/ 1.8	2.9	1.7	1.6	2.2	2.0	67/1044	285/ 5.7	7.2	8.5	111	1.1	8	244	WHTF-F
WCMB	(O)	15/ 1.8	2.4	2.4	1.4	1.4	2.0	16/359	317/ 6.4	7.1	8.2	133	2.0	14	156	WCMB
15. WDAC-F	(REL)	14/ 1.7	0.9	0.8	1.2	0.6	1.1	80/845	236/ 4.7	2.7	2.6	106	0.8	6	108	WDAC-F

12+ FM SHARE (METRO): 81.91% (584 of 713) (FAL 88: 81.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQXA-F	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>	1 WRKZ-F	1 WNNK-F>>	1 WNNK-F>	1 WNNK-F>	1 WNNK-F>	1 WNNK-F>
WNNK-F>>	2 WTPA-F>	2 WTPA-F<	2 WRKZ-F	2 WRKZ-F>	2 WNNK-F	2 WRKZ-F	2 WRKZ-F>	2 WRKZ-F>	2 WQXA-F>	2 WRKZ-F
3 WYCR-F	3 WIMX-F>	3 WRKZ-F	3 WTPA-F	3 WTPA-F	3 WHP	3 WHP	3 WTPA-F	3 WTPA-F	3 WRKZ-F>	3 WHP
4	4 WQXA-F	4 WIMX-F>	4 WIMX-F>	4 WIMX-F>	4 WNCE-F	4 WTPA-F	4 WIMX-F	4 WIMX-F	4 WTPA-F	4 WLBR
5	5 WRKZ-F	5 WQXA-F	5 WWKL-F	5 WWKL-F	5 WHYL	5	5 WNCE-F	5 WQXA-F	5 WHP	5 WIMX-F
								6 WNCE-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F	1 WTPA-F>	1 WNNK-F>	1 WNNK-F
2 WQXA-F	2 WIMX-F	2 WIMX-F	2 WIMX-F	2 WRKZ-F	2 WQXA-F	2 WTPA-F>>	2 WNNK-F>>	2 WTPA-F	2 WRKZ-F
3 WIMX-F>	3 WTPA-F>	3 WTPA-F>>	3 WRKZ-F	3 WIMX-F>	WTPA-F>	3 WQXA-F	3 WIMX-F	3 WRKZ-F>	3 WTPA-F
4 WTPA-F>	4 WQXA-F	4 WRKZ-F	4 WTPA-F	4 WTPA-F	4 WHTF-F>	4 WHTF-F	4 WRKZ-F	4 WQXA-F	4
5 WYCR-F	5 WRKZ-F	WHP -F	5 WQXA-F	WHP -F	5 WRKZ-F	WRKZ-F	5	5 WWKL-F	5
WRKZ-F			6 WHP -F			6 WIMX-F			

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		221 (4)	221 (4)	31.0	31.8	WAHT	1510	Annville-Cleona	0.9/2.1/ 7/ 110
AOR/CLASSIC		74 (3)	74 (3)	10.4	10.8	WIOO	1000	Carlisle	0.4/1.4/ 3/ 77
AC/OLDIES/SOFT ROCK	15 (1)	109 (4)	124 (5)	17.4	19.0	WKBO	1230	Harrisburg	1.0/5.1/ 10/ 273
MOR/VARIETY	67 (3)		67 (3)	9.4	13.1	WUFM-F	100.1	Lebanon	0.4/2.3/ 4/ 159
COUNTRY		123 (5)	123 (5)	17.3	13.9	WWII	720	Shiremanstwn/Hrsb	0.4/1.7/ 3/ 102
BLACK/URBAN									
BEAUTIFUL/EASY		37 (1)	37 (1)	5.2	7.8	WARM-F	103.3	York	0.9/4.4/120/1716
NEWS/TALK	8 (1)		8 (1)	1.1		WGCB-F	96.1	Gettysburg	0.4/1.5/ 7/ 259
NOSTALGIA	29 (1)		29 (1)	4.1	2.4	WGRX-F	100.7	Westminster/Bal	0.6/3.0/ 30/ 556
RELIGION/GOSPEL		17 (2)	17 (2)	2.4	0.7	WGTY-F	107.7	Gettysburg	1.5/2.3/ 60/ 635
SPANISH						WIOV-F	105.1	Ephrata/Lncstr	1.0/1.7/ 82/1151
CLASSICAL						WLAN-F	96.9	Lancaster	0.4/2.9/ 76/1447
JAZZ/NEW AGE						WQKX-F	94.1	Sunbury	0.4/1.4/ 6/ 224
UNKNOWN/OTHERS	10 (2)	3 (1)	13 (3)	1.8	0.6	WYCR-F	98.5	York/Hanover	1.5/5.5/102/1610
	129 (8)	584 (20)	713 (28)						

RADIO STATIONS

WCMB, 1460, 5 KW (DA-N) , OLDIES NBC, TALKNT, $ 20.00 (Eastman)
WHP , 580, 5 KW (DA-N) , MOR CBS, NBC, $ 33.00 (Katz)
WLBR, 1270, 5 KW/1 KW (DA-2) , MOR ABC I, $ 16.00 (K & P) (LEBANON)

WWKL-F, 94.9, 25 KW @ 700, OLDIES , $ 25.00 (Banner) Barnstable
WHYL-F, 102.3, 3 KW @ 328, COUNTRY APR, $ 28.00 (---)
WIMX-F, 99.3, 3 KW @ 328, AC , $ 34.00 (Eastman)
WNNK-F, 104.1, 22 KW @ 726, CHR APR, $ 94.00 (Christal) Keymarket
WRKZ-F, 106.7, 50 KW @ 500, COUNTRY ABC E, $ 70.00 (Torbet) Zimmerman
WTPA-F, 93.5, .8 KW @ 740, AOR ABC R, $ 29.00 (Republic)
WHP-F , 97.3, 17 KW @ 840, SOFT AC , $ 40.00 (Katz)

OTHER RANKED STATIONS -- See Harrisburg and York

MISCELLANEOUS COMMENTS: WHKS changes calls to WWKL...WWKL reclassified as OLDIES...

American Radio Fall 1989, Copyright 1990

HARTFORD

Arbitron Rank/Pop (12+): 40/982,400
MSA Rank/Pop: 43/1,120,000
ADI # 23 (w/New Haven)
Average Person Ratings: 18.2
Market TSL: 23.75 hours

Stations: 25/15
Diaries: 1186/828:1/48.3%
Sample Target: 1230
% Below Line: 14.5
% Not Listed: 12.8

1989 Revenue: $36,900,000
HH Inc.: $37,576
Retail $: 10.0 Bil
Pop per Station: 65,493
#1 Biller: WTIC $9,200,000 9

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTIC	(MOR)	268/15.0	15.5	15.9	16.5	15.8	15.7	341/4131	2790/28.4	33.6	33.4	49	17.4	266	3187	WTIC
2. WTIC-F	(CHR)	201/11.2	12.7	13.7	10.3	12.2	12.0	320/4825	2932/29.8	30.7	34.7	88	15.3	234	3172	WTIC-F
3. WWYZ-F	(C)	139/ 7.8	5.7	7.4	5.7	5.6	6.7	257/2916	1556/15.8	16.0	11.3	113				WWYZ-F
4. WRCH-F	(AC)	135/ 7.6	8.0	9.0	9.4	9.7	8.5	227/3037	1673/17.0	19.6	20.5	124	6.2	95	1053	WRCH-F
5. WIOF-F	(AC)	123/ 6.9	4.8	5.6	4.7	5.9	5.5	172/2538	1645/16.7	13.9	17.2	128	3.1	47	947	WIOF-F
6. WDRC-F	(AC)	114/ 6.4	4.8	5.9	7.1	7.8	6.1	205/3236	1749/17.8	16.9	16.6	177	4.7	72	1347	WDRC-F
7. WHCN-F	(AOR)	104/ 5.8	5.8	6.1	6.4	5.3	6.0	186/3032	1644/16.7	17.2	16.0	109	6.5	99	1710	WHCN-F
WCCC-F	(AOR)	104/ 5.8	6.6	5.1	6.1	4.4	5.9	157/2750	1638/16.7	16.9	13.1	110	8.0	122	1384	WCCC-F
9. WKSS-F	(CHR)	95/ 5.3	5.9	4.0	4.8	4.9	5.0	154/3400	1908/19.4	18.5	16.2	68	5.8	89	1813	WKSS-F
10. WPOP	(N/T)	46/ 2.6	2.5	1.9	2.4	2.7	2.3	52/980	881/ 9.0	9.2	10.5	77	2.0	30	984	WPOP
11. WNEZ	(EZ)	38/ 2.1	1.7	3.1	4.1	3.0	2.8	43/485	417/ 4.2	6.5	6.2	29	1.1	17	537	WNEZ
12. WDRC	(AC)	32/ 1.8	1.2	1.0	1.2	0.9	1.3	39/514	389/ 4.0	3.8	4.9	144	0.9	13	238	WDRC
13.																
14.																
15.																

12+ FM SHARE (METRO): 72.82% (1136 of 1560) (FAL 88: 72.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WTIC-F	1 WTIC-F	1 WDRC-F	1 WDRC-F	1 WTIC-F>>	1 WTIC >>	1 WRCH-F	1 WTIC-F	1 WTIC-F	1 WTIC >>
2 WKSS-F	2 WHCN-F<	2 WDRC-F	2 WTIC-F	2 WTIC-F	2 WRCH-F<	2 WTIC-F>	2 WTIC <	2 WTIC	2 WTIC >	2 WTIC-F>
3	3 WCCC-F	3 WHCN-F	3 WRCH-F	3 WRCH-F	3 WWYZ-F>	3 WCCC-F>	3 WIOF-F	3 WWYZ-F	3 WKSS-F>	3 WWYZ-F
4	4 WIOF-F	4 WIOF-F<	4 WIOF-F	4 WWYZ-F	4 WDRC-F	4 WWYZ-F<	4 WWYZ-F	4 WRCH-F	4 WHCN-F	4 WDRC-F
5	5 WKSS-F	5 WCCC-F	5 WWYZ-F	WIOF-F	5 WIOF-F	5 WRCH-F<	5 WTIC-F	5 WIOF-F	5 WWYZ-F	5 WRCH-F
6	6	6 WRCH-F	6 WCCC-F<	6 WTIC	6	6 WDRC-F	6 WDRC-F	WDRC-F<	6	6 WPOP
7	7	7 WWYZ-F<	7 WHCN-F	7 WCCC-F<	7	7	7	7 WHCN-F<	7	WKSS-F
8	8	8 WKSS-F	8	8 WHCN-F>	8	8	8	8 WKSS-F	8	8 WKCI-F>
9	9	9	9	9	9	9	9	9	9	9 WIOF-F
10	10	10	10	10	10	10	10	10	10	WHCN-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F>	1 WTIC-F	1 WTIC-F	1 WTIC-F	1 WAQY-F<	1 WHCN-F	1 WHCN-F<	1 WCCC-F	1 WHCN-F<	1 WDRC-F
2 WIOF-F	2 WIOF-F>>	2 WIOF-F>>	2 WIOF-F	2 WIOF-F<	2 WTIC-F	2 WCCC-F	2 WHCN-F>	2 WCCC-F	2 WWYZ-F<
3 WKSS-F>	3 WKSS-F	3 WWYZ-F	3 WDRC-F	3 WDRC-F	WCCC-F	3 WTIC-F>	3 WTIC-F	3 WTIC-F	3 WCCC-F
4 WAQY-F	4 WCCC-F	4 WHCN-F	4 WRCH-F>	4 WRCH-F	4 WKSS-F>>	4 WKSS-F	4 WDRC-F>	4 WDRC-F	4 WRCH-F<
WCCC-F	5 WHCN-F	WDRC-F	5 WWYZ-F	5 WTIC-F	5 WKCI-F>	5 WDRC-F	5 WRCH-F	5 WWYZ-F	5 WHCN-F
6 WHCN-F>	6	6 WCCC-F>	WKSS-F	6 WWYZ-F	6 WPLR-F	6	6 WWYZ-F	WRCH-F<	6 WTIC-F
7 WLVH-F	7	7	7	7	WAQY-F>	7	7 WKSS-F>	7 WKSS-F	7
8	8		8	8	8	8	8	8	8
	9		9	9	9	9		9	9
	10	10	10	10		10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		315 (3)	315 (3)	20.2	21.7
AOR/CLASSIC	2 (1)	265 (5)	267 (6)	17.1	14.1
AC/OLDIES/SOFT ROCK	32 (1)	256 (4)	288 (5)	18.5	18.4
MOR/VARIETY	268 (1)		268 (1)	17.2	18.4
COUNTRY		145 (2)	145 (2)	9.3	7.3
BLACK/URBAN					0.4
BEAUTIFUL/EASY	38 (1)	135 (1)	173 (2)	11.1	11.5
NEWS/TALK	65 (3)		65 (3)	4.2	3.5
NOSTALGIA					3.5
RELIGION/GOSPEL					
SPANISH	9 (1)	20 (1)	29 (2)	1.9	
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	10 (1)		10 (1)	0.6	1.2
	424 (9)	1136 (16)	1560 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCCC	1290	Hartford	0.1/0.6/ 2/ 69
WLVH	1230	Manchester	0.5/1.3/ 9/ 127
WLVH-F	93.7	Hartford	1.1/1.5/ 33/ 261
WRYM	840	New Britain	0.6/1.3/ 10/ 148
WAQY-F	102.1	Springfield	1.6/6.9/123/1892
WCBS	880	New York	0.4/2.2/ 37/1137
WCTY-F	97.7	Norwich	0.3/0.8/ 38/ 537
WFAN	660	New York	0.7/2.9/ 57/1095
WHYN-F	93.1	Springfield	0.3/2.7/ 94/1594
WKCI-F	101.3	Hamden	1.1/6.8/192/2930
WMAS-F	94.7	Springfield	0.7/2.9/ 86/1223
WPLR-F	99.1	New Haven	1.0/7.7/ 96/1897
WWRX-F	103.7	Westerly/prov	0.6/1.4/ 48/ 916

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RADIO STATIONS

AM STATIONS

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WDRC,   1360,  5 KW (DA-N)     , OLDIES                       , $  33.00 (Mc-Guild)    Buckley
WNEZ,    910,  5 KW (DA-N)     , NOSTALGIA                    , $  32.00 (Banner)
WPOP,   1410,  5 KW (DA-2)     , NEWS/TALK                 CBS, $  50.00 (Eastman)     Merv Griffin
WTIC,   1080, 50 KW (DA-N)     , MOR                       NBC, $ 190.00 (Katz)        Chase
WRYM,    840,  1 KW (DAYS)     , HISPANIC                       $  20.00 (Caballero)
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FM STATIONS

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WCCC-F,  106.9,  23 KW @  720, AOR            SOURCE, ABC C, $  40.00 (Durpetti)
WDRC-F,  102.9,  20 KW @  810, OLDIES                      , $ 100.00 (Mc-Guild)    Buckley
WHCN-F,  105.9,  16 KW @  867, AOR                    ABC R, $  61.00 (Christal)    Beck-Ross
WIOF-F,  104.1,  18 KW @  835, AC                    RADRAD, $  64.00 (Eastman)     Merv Griffin (WATERBURY)
WKSS-F,   95.7,  17 KW @  880, CHR                      APR, $  57.00 (MMR)         Precision
WLVH-F,   93.7,  21 KW @  780, HISPANIC                 CRC, $  28.00 (Katz Hisp.)  First City
WRCH-F,  100.5,   8 KW @ 1250, SOFT AC                     , $  78.00 (Banner)
WTIC-F,   96.5,  20 KW @  810, CHR                         , $ 155.00 (Katz)        Chase
WWYZ-F,   92.5,  18 KW @  860, COUNTRY                 US 2, $  53.00 (Banner)                   (WATERBURY)
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MISCELLANEOUS COMMENTS: WLVH is currently broadcasting NOAA weather radio until pending sale is complete...

HONOLULU

Arbitron Rank/Pop (12+): 56/697,400

MSA Rank/Pop: 61/850,000
No ADI
Average Person Ratings: 16.6
Market TSL: 22.00 hours

Stations: 23/23
Diaries: 1081/645:1/54.8%
Sample Target: 1040
% Below Line: 0.0
% Not Listed: 6.8

1989 Revenue: $19,900,000
HH Inc.: $35,194
Retail $: 6.2 Bil
Pop per Station: 30,321
#1 Biller: KSSK $4,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KQMQ-AF (CHR)	143/12.4	11.9	13.6	14.6	15.9	13.1		2162/31.0	36.9	34.8	96				KQMQ-AF
2. KUMU-AF (EZ)	124/10.8	9.6	13.0	12.8	11.2	11.6		1498/21.5	24.9	22.3	92				KUMU-AF
3. KIKI-F (CHR)	118/10.2	9.8	10.5	9.2	9.7	9.9		1564/22.4	24.9	21.1	39				KIKI-F
4. KSSK (MOR)	113/ 9.8	13.0	9.2	8.8	10.6	10.2		1405/20.1	27.3	23.5	120				KSSK
5. KSSK-F (AC)	83/ 7.2	7.2	4.7	6.5	7.0	6.4		1262/18.1	18.9	20.1	103				KSSK-F
6. KRTR-F (AC)	79/ 6.8	7.9	8.3	5.8	6.1	7.2		1088/15.6	19.3	15.7	124				KRTR-F
7. KPOI-F (AOR)	57/ 4.9	6.0	6.5	6.3	6.7	5.9		849/12.2	15.7	16.2	96				KPOI-F
8. KHFX-F (AOR)	52/ 4.5	3.0	2.1	2.7	0.3	3.1		747/10.7	6.6	1.4	127				KHFX-F
9. KCCN (E)	51/ 4.4	5.1	7.1	6.3	3.5	5.7		764/11.0	11.2	10.7	132				KCCN
10. KHHH-F (J/NA)	49/ 4.2	3.4	2.7	3.3	2.5	3.4		586/ 8.4	7.7	7.8	150				KHHH-F
11. KHVH (N/T)	46/ 4.0	4.1	3.5	3.8	4.1	3.8		1063/15.2	11.8	13.9	60				KHVH
12. KIKI (O)	36/ 3.1	3.2	4.1	5.1	5.9	3.9		552/ 7.9	11.4	13.4	142				KIKI
13. KGU (N/T)	29/ 2.5	2.6	2.8	2.8	3.5	2.7		657/ 9.4	7.2	12.1	68				KGU
14. KDEO-F (C)	28/ 2.4	1.4	2.4	1.3	----	1.9		394/ 5.6	4.1	0.0	117				KDEO-F
15. KDEO (C)	17/ 1.5	1.1	1.5	1.3	1.4	1.4		280/ 4.0	4.3	4.3	87				KDEO

12+ FM SHARE (METRO): 65.37% (704 of 1077) (FAL 88: 60.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI-F>>	1 KQMQ-AF	1 KQMQ-AF>	1 KQMQ-AF	1 KQMQ-AF<	1 KUMU-AF	1 KQMQ-AF<	1 KUMU-AF	1 KUMU-AF<	1 KIKI-F>	1 KSSK
2 KQMQ-AF	2 KIKI-F>	2 KIKI-F	2 KSSK	2 KSSK	2 KRTR-F>>	2 KSSK >	2 KQMQ-AF<	2 KQMQ-AF<	2 KQMQ-AF	2 KIKI-F
3	3 KSSK-F	3 KSSK	3 KUMU-AF	3 KUMU-AF	3 KHVH	3 KUMU-AF	3 KSSK	3 KIKI-F>	3 KRTR-F	3 KQMQ-F<
4	4 KRTR-F	KRTR-F<	4 KRTR-F	4 KRTR-F	4 KQMQ-AF	4 KSSK-F	4 KSSK-F	4 KSSK	4 KUMU-AF>	4 KZOO
5	5 KPOI-F	5 KSSK-F	5 KSSK-F	5 KSSK-F	5 KIKI	5 KIKI-F	5 KRTR-F<	5 KRTR-F	5 KCCN	KHVH
6	6 KHFX-F	6 KUMU-AF	6 KHHH-F	6 KHHH-F	6	6	6 KIKI-F	6 KSSK-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQMQ-AF	1 KQMQ-AF>	1 KQMQ-AF>	1 KQMQ-AF>	1 KQMQ-AF	1 KIKI-F>>	1 KIKI-F<	1 KQMQ-AF<	1 KQMQ-AF	1 KSSK
KIKI-F>>	2 KIKI-F<	2 KSSK-F	2 KRTR-F<	2 KSSK	2 KQMQ-AF>	2 KQMQ-AF	2 KPOI-F	2 KIKI-F	2 KQMQ-AF
3 KSSK-F	3 KSSK-F	3 KRTR-F	3 KS2K-F	3 KUMU-AF	3 KPOI-F	3 KPOI-F	3 KHFX-F>	3 KPOI-F	3 KUMU-AF
4 KRTR-F	4 KRTR-F>	4 KSSK >	4 KUMU-AF	4 KRTR-F	4 KSSK-F	4 KHFX-F	4 KSSK-F	4 KHFX-F<	KHFX-F
KPOI-F>	5 KSSK	5 KIKI-F	KIKI-F	5 KSSK-F	5 KRTR-F	5 KSSK-F	KRTR-F	5 KSSK	5 KPOI-F
6 KDEO-F>	6	KCCN	6 KSSK	6	KHFX-F	6 KRTR-F	6 KHHH-F	6 KSSK-F	KHHH-F
7 KSSK	7	7 KHHH-F	7	7	7	7	7	KRTR-F	7 KRTR-F
								8 KUMU-AF	KCCN

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	17 (1)	244 (2)	261 (3)	24.2	27.5
AOR/CLASSIC		109 (2)	109 (2)	10.1	7.2
AC/OLDIES/SOFT ROCK	36 (1)	162 (2)	198 (3)	18.4	20.3
MOR/VARIETY	113 (1)		113 (1)	10.5	11.4
COUNTRY	17 (1)	28 (1)	45 (2)	4.2	1.5
BLACK/URBAN					
BEAUTIFUL/EASY	26 (1)	98 (1)	124 (2)	11.5	12.1
NEWS/TALK	75 (2)		75 (2)	7.0	8.2
NOSTALGIA					
RELIGION/GOSPEL	5 (1)	14 (1)	19 (2)	1.8	2.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		49 (1)	49 (1)	4.5	2.7
UNKNOWN/OTHERS	84 (5)		84 (5)	7.8	7.1
	373 (13)	704 (10)	1077 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAIM	870	Honolulu	0.4/1.7/
KAIM-F	95.5	Honolulu	1.2/3.1/
KNDI	1270	Honolulu	0.8/2.6/
KOHO	1170	Honolulu	0.5/1.8/
KWAI	1080	Honolulu	0.7/1.2/
KZOO	1210	Honolulu	0.9/1.3/

RADIO STATIONS

KCCN, 1420, 5 KW , ETHNIC , $ 25.00 (Roslin)
KDEO, 940, 10 KW , COUNTRY MBS, $ 21.00 (K & P)
KGU , 760, 10 KW , TALK CBS, ABC T, $ 20.00 (Banner)
KHVH, 990, 5 KW , NEWS/TALK NBC, ABC I, $ 28.00 (HNWH)
KIKI, 830, 10 KW , OLDIES , $ 24.00 (Christal) Henry
KSSK, 590, 5 KW , MOR/AC , $ 90.00 (Eastman) Heftel

KAIM-F, 95.5, 100 KW @ 421, RELIGION , $ 10.00 (---)
KDEO-F, 102.7, 100 KW @ 1580, COUNTRY (?) MBS, $ 23.00 (K & P)
KHHH-F, 98.5, 100 KW @ 280, JAZZ/NAC SMN, $ 24.00 (HNWH)
KIKI-F, 93.9, 100 KW @ 421, CHR , $ 37.00 (Christal) Henry
KHFX-F, 105.1, 100 KW @ 1775, CLASSIC ROCK , $ N/A (---)

KPOI-F, 97.5, 83 KW @ 46, AOR , $ 44.00 (Republic)
KQMQ-F, 93.1, 54 KW @ -119, CHR , $ 61.00 (Christal)
KRTR-F, 96.3, 75 KW @ 2120, AC , $ 33.00 (Republic)
KUMU-F, 94.7, 100 KW @ 500, BTFL/EZ , $ 45.00 (Banner)
KSSK-F, 92.3, 100 KW @ 1685, AC , $ 30.00 (Eastman)

MISCELLANEOUS COMMENTS: KIOV changes to KHFX and format to AOR (Aug)...KXPW changes to KSSK-F and format from CHR to AC (A)
KSSK A/F sold by Heftel for $6,800,000.

HOUSTON

Arbitron Rank/Pop (12+): 10/2,930,100

MSA Rank/Pop: 8/3,630,000
ADI # 11
Average Person Ratings: 17.5
Market TSL: 22.75 hours

Stations: 31/31
Diaries: 2195/1335:1/51.2%
Sample Target: 2110
% Below Line: 0.0
% Not Listed: 11.5

1989 Revenue: $118,000,000
MH Inc.: $30,639
Retail $: 28.1 Bil
Pop per Station: 94,519
#1 Biller: KIKK-AF $12,900,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMJQ-F (B)	415/ 8.1	8.6	9.1	8.8	9.8	8.7	427/4368	4130/14.1	14.4	14.7	105	8.7	489	5416	KMJQ-F
2. KILT-F (C)	372/ 7.3	7.5	8.2	6.4	4.6	7.3	417/5974	5152/17.6	18.3	13.2	115	7.0	397	4225	KILT-F
3. KIKK-F (C)	363/ 7.1	6.9	6.5	8.8	6.8	7.3	402/5830	5178/17.7	17.2	16.4	100	8.8	495	5479	KIKK-F
4. KLTR-F (AC)	320/ 6.2	5.5	4.2	3.7	3.8	4.9	325/4294	4120/14.1	12.2	12.0	126	3.3	185	2192	KLTR-F
5. KKBQ-AF (CHR)	314/ 6.2	6.7	6.6	6.5	7.5	6.5	326/6259	5921/20.2	21.5	21.8	79	6.4	359	6683	KKBQ-AF
6. KLOL-F (AOR)	297/ 5.8	5.0	7.0	4.3	5.2	5.5	348/4861	4206/14.4	16.6	13.2	105	7.9	445	4648	KLOL-F
7. KODA-F (EZ)	285/ 5.6	5.0	5.9	5.3	6.1	5.4	301/4644	4265/14.6	13.1	15.2	100	4.1	229	3124	KODA-F
8. KTRH (N/T)	255/ 5.0	5.9	5.8	6.0	5.7	5.7	295/5346	4629/15.8	17.8	17.9	70	4.3	241	3524	KTRH
9. KZFX-F (AOR)	179/ 3.5	3.5	3.3	4.3	3.7	3.7	189/3166	2867/ 9.8	10.1	10.4	129	4.8	271	3286	KZFX-F
KRBE-F (CHR)	179/ 3.5	4.6	5.5	5.8	6.0	4.8	197/5730	4999/17.1	19.3	19.6	69	5.3	300	5792	KRBE-F
11. KLDE-F (O)	178/ 3.5	3.2	2.9	2.9	2.5	3.1	201/3519	3293/11.2	11.2	8.7	143	2.8	160	2375	KLDE-F
12. KQUE-F (BB)	166/ 3.2	3.7	3.8	4.8	3.4	3.9	168/2344	2278/ 7.8	7.5	7.7	78	2.8	159	2036	KQUE-F
13. KPRC (T)	145/ 2.8	3.2	2.3	2.8	4.0	2.8	154/3014	2882/ 9.8	7.0	10.5	75	2.4	137	2110	KPRC
14. KNRJ-F (CHR)	132/ 2.6	3.3	3.2	2.5	3.8	2.9	142/3256	2986/10.2	11.3	10.4	46	5.3	297	3649	KNRJ-F
15. KFMK-F (O)	115/ 2.2	3.5	3.6	2.8	4.3	3.0	149/2883	2560/ 8.7	10.2	9.5	145	3.0	170	2183	KFMK-F
16. KHYS-F (B)	112/ 2.2	1.4	1.3	1.2	1.0	1.5	183/2736	2234/ 7.6	4.5	2.5	45	3.7	206	3698	KHYS-F
17. KLAT (SP)	87/ 1.7	1.0	0.8	1.8	1.3	1.3	88/1341	1312/ 4.5	2.5	2.6	112	1.6	88	892	KLAT
18. KXYZ (SP)	76/ 1.5	1.1	1.5	1.0	1.3	1.3	76/1057	1057/ 3.6	3.4	2.6	133	1.2	67	951	KXYZ
19. KQQK-F (SP)	69/ 1.3	0.6	0.4	0.5	0.4	0.7	71/832	774/ 2.6	1.8	1.8	92	1.2	70	717	KQQK-F
KHCB-F (REL)	69/ 1.3	1.0	1.2	0.8	1.0	1.1	74/939	878/ 3.0	3.1	3.3	92	1.5	83	677	KHCB-F
21. KEYH (SP)	67/ 1.3	0.3	0.6	0.7	1.1	0.7	70/6[illegible]	650/ 2.2	1.2	1.5	154	0.5	30	323	KEYH
22. KWWJ (REL)	57/ 1.1	0.4	0.7	0.5	----	0.7	57/707	707/ 2.4	2.0	0.0	82				KWWJ
23. KLVL (SP)	54/ 1.1	0.3	----	0.6	0.3	0.5	54/565	565/ 1.9	0.0	0.9	109	0.4	25	517	KLVL
24. KYOK (B)	50/ 1.0	1.0	1.2	1.4	1.1	1.1	50/965	965/ 3.3	3.4	3.4	120	0.7	42	648	KYOK
25.															

12+ FM SHARE (METRO): 78.73% (3568 of 4532) (FAL 88: 79.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKBQ-AF>	1 KMJQ-F	1 KMJQ-F	1 KMJQ-F	1 KMJQ-F<	1 KTRH	1 KILT-F	1 KLTR-F	1 KMJQ-F	1 KMJQ-F>>	1 KTRH
2 KMJQ-F	2 KLOL-F	2 KLTR-F<	2 KILT-F<	2 KILT-F	2 KILT-F<	2 KMJQ-F	2 KODA-F	2 KILT-F<	2 KKBQ-AF	2 KILT-F
3 KNRJ-F<	3 KLTR-F	3 KILT-F<	3 KLTR-F	3 KLTR-F	3 KIKK-F	3 KTRH <	3 KIKK-F	3 KIKK-F	3 KIKK-F	3 KIKK-F
4 KRBE-F	4 KKBQ-AF	4 KLOL-F	4 KIKK-F	4 KIKK-F	4 KODA-F>	4 KIKK-F<	4 KILT-F<	4 KLTR-F	4 KHYS-F	4 KMJQ-F
5 KHYS-F	5 KZFX-F	5 KIKK-F	5 KLOL-F	5 KLOL-F	5 KQUE-F	5 KLOL-F	5 KMJQ-F	5 KKBQ-AF<	5 KNRJ-F	5 KPRC
6	KILT-F	6 KKBQ-AF	6 KKBQ-AF<	6 KODA-F	6 KLTR-F	6 KKBQ-AF	6 KLOL-F	6 KLOL-F	KILT-F	6 KLOL-F
7	7 KIKK-F	7 KZFX-F	7 KLDE-F<	7 KLDE-F	7	7 KLTR-F	7 KTRH	7 KODA-F	7 KLOL-F	7 KODA-F
8	8	8	8 KZFX-F	KKBQ-AF	8	8	8 KKBQ-AF	8	8 KTRH	8 KLTR-F<
9	9	9	KODA-F	9	9	9	9	9	KRBE-F	9
10	10	10	10	10	10	10	10	10	10	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KLTR-F	1 KLTR-F	1 KLTR-F	1 KLTR-F	1 KLTR-F
2 KRBE-F	2 KMJQ-F>	2 KMJQ-F>	2 KILT-F	2 KILT-F
KNRJ-F	3 KKBQ-AF	3 KKBQ-AF	3 KMJQ-F	3 KMJQ-F<
4 KMJQ-F	4 KILT-F<	4 KZFX-F	4 KIKK-F	4 KIKK-F
5 KILT-F	5 KIKK-F	5 KILT-F<	5 KKBQ-AF	5 KODA-F
KIKK-F<	6 KZFX-F<	6 KIKK-F	6 KODA-F	6 KKBQ-AF
7 KKBQ-AF	7 KRBE-F	7 KODA-F<	7 KRBE-F	7
8	8 KODA-F	8	8	8
	9	9	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLOL-F>	1 KLOL-F	1 KLOL-F	1 KLOL-F	1 KMJQ-F
2 KMJQ-F	2 KMJQ-F>	2 KMJQ-F>	2 KMJQ-F	2 KLOL-F
3 KKBQ-AF	3 KZFX-F	3 KZFX-F	3 KILT-F	3 KILT-F
4 KIKK-F	4 KKBQ-AF<	4 KILT-F	4 KIKK-F	4 KIKK-F
5 KZFX-F	5 KILT-F	5 KKBQ-AF	5 KZFX-F	5 KLDE-F<
6 KILT-F	6 KIKK-F>	6 KIKK-F	6 KKBQ-AF	6 KZFX-F
7 KRBE-F	7 KLTR-F	7 KLTR-F	7 KLTR-F	7 KTRH
8	8 KRBE-F	8 KLDE-F	KLDE-F	KLTR-F
9	9	9	9	9
10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	18 (1)	607 (3)	625 (4)	13.8	15.1
AOR/CLASSIC	23 (1)	476 (2)	499 (3)	11.0	13.9
AC/OLDIES/SOFT ROCK	15 (1)	613 (3)	628 (4)	13.9	18.8
MOR/VARIETY					
COUNTRY	69 (2)	735 (2)	804 (4)	17.7	4.4
BLACK/URBAN	98 (2)	527 (2)	625 (4)	13.8	6.1
BEAUTIFUL/EASY		285 (1)	285 (1)	6.3	5.1
NEWS/TALK	400 (2)		400 (2)	8.8	15.0
NOSTALGIA		166 (1)	166 (1)	3.7	2.3
RELIGION/GOSPEL	57 (1)	90 (2)	147 (3)	3.2	0.6
SPANISH	284 (4)	69 (1)	353 (5)	7.8	10.9
CLASSICAL					1.8
JAZZ/NEW AGE					4.8
UNKNOWN/OTHERS					1.2
	964 (14)	3568 (17)	4532 (31)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCOH	1430	Houston	0.9/2.8/ 48/ 834
KIKK	650	Pasadena	0.7/1.7/ 39/ 535
KILT	610	Houston	0.7/4.1/ 39/1329
KJOJ-F	106.9	Conroe	0.4/1.2/ 24/ 390
KKZR	1070	Houston	0.4/1.1/ 23/ 340
KNUZ	1230	Houston	0.3/1.5/ 15/ 466

AM STATIONS

KCOH,	1430,	1 KW (DAYS)	, BLACK	SBN, NBN,	$ 48.00 (Roslin)	
KEYH,	850,	10 KW (DAYS, DA)	, HISPANIC	,	$ 49.00 (Caballero)	
KIKK,	650,	250 W (DAYS)	, COUNTRY	,	$ N/A (Torbet)	Viacom
KILT,	610,	5 KW (DA-2)	, COUNTRY OLDIES	,	$ N/A (Banner)	Legacy
KKZR,	1070,	10 KW/5 KW (DA-2)	, AOR	SMN,	$ 36.00 (Durpetti)	Susquehanna
KLAT,	1010,	5 KW (DA-2)	, HISPANIC	,	$ 75.00 (Katz Hisp.)	
KPRC,	950,	5 KW (DA-N)	, TALK	CBS,	$ 90.00 (Eastman)	
KTRH,	740,	50 KW (DA-1)	, NEWS/TALK	ABC I, MBS,	$ 168.00 (CBS)	Rusk
KXYZ,	1320,	5 KW (DA-N)	, HISPANIC	,	$ 64.00 (Caballero)	Infinity
KYOK,	1590,	5 KW (DA-N)	, BLACK	SMN, ABC C,	$ 54.00 (Christal)	Noble

FM STATIONS

KFMK,	97.9,	95 KW @ 1900,	AC	,	$ 190.00 (Katz)	Cook Inlet
KHCB,	105.7,	100 KW @ 1594,	RELIGION	,	$ 30.00 (---)	
KIKK,	95.7,	95 KW @ 1895,	COUNTRY	,	$ 215.00 (Torbet)	Viacom
KILT,	100.3,	95 KW @ 1895,	COUNTRY	,	$ 195.00 (Banner)	Legacy
KKBQ,	92.9,	97 KW @ 1895,	CHR	ABC F,	$ 174.00 (Mc-Guild)	Gannett
KNRJ,	96.5,	97 KW @ 1895,	CHR/URBAN	,	$ 125.00 (HNWH)	Nationwide (P)
KLDE,	94.5,	95 KW @ 1895,	OLDIES	US 1,	$ 100.00 (Durpetti)	Entercom
KLOL,	101.1,	95 KW @ 1895,	AOR	SOURCE,	$ 167.00 (CBS)	Rusk
KLTR,	93.7,	100 KW @ 1700,	AC	RADRAD,	$ 100.00 (CBS)	CBS
KMJQ,	102.1,	100 KW @ 1700,	BLACK	,	$ 204.00 (Christal)	Noble
KODA,	99.1,	95 KW @ 1895,	EZ	,	$ 184.00 (Group W)	Westinghouse
KQUE,	102.9,	100 KW @ 959,	NOSTALGIA	ABC E,	$ 90.00 (Eastman)	
KRBE,	104.1,	95 KW @ 1895,	CHR	,	$ 170.00 (Durpetti)	Susquehanna
KZFX,	107.5,	95 KW @ 1947,	CLASSIC AOR	,	$ 150.00 (Republic)	Shamrock
KJOJ,	106.9,	90 KW @ 1446,	RELIGION	UPI,	$ 23.00 (---)	Ragan Henry (P) (CONROE)

KHYS -- See Beaumont

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KTRH sold by Rusk to Jacor for $31,000,000 (E)...KLOL-F sold by Rusk to Jacor for $39,000,000 (E) (MVP/Americom)...KNRJ-F sold by Emmis to Nationwide for $30,000,000 (Morgan Stanley)...KODA-F: From Command to Evergreen for $28,000,000

HUNTINGTON, WV

Arbitron Rank/Pop (12+): 132/269,900
MSA Rank/Pop: 147/329,000
ADI # 51 (w/Charleston)
Average Person Ratings: 14.6
Market TSL: 20.00 hours

Stations: 14/11
Diaries: 764/353:1/56.9%
Sample Target: 680
% Below Line: 8.1
% Not Listed: 15.0

1989 Revenue: $6,300,000
HH Inc.: $21,319
Retail $: 2.2 Bil
Pop per Station: 24,536
#1 Biller: WTCR-AF $2,200,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTCR-AF (C)	117/29.8	29.6	30.3	31.7	33.1	----	160/1716	1195/44.3	46.7	52.8	121	30.3	132	1382	WTCR-AF
2. WKEE-F (CHR)	89/22.6	18.7	18.2	27.1	22.7	----	160/1676	1061/39.3	34.4	37.8	69	27.6	120	1054	WKEE-F
3. WRVC-F (AC)	52/13.2	12.0	9.2	6.5	8.8	----	84/1163	567/22.1	23.9	21.0	145	8.5	37	475	WRVC-F
4. WKLC-F (AOR)	23/ 5.9	5.8	4.7	5.3	7.0	----	42/795	319/11.8	14.2	12.7	68	10.1	44	579	WKLC-F
5. WEMM-F (REL)	11/ 2.8	4.6	6.3	3.5	4.5	----	24/446	280/10.4	10.1	10.0	32	5.5	24	420	WEMM-F
6. WAEZ-F (J/NA)	10/ 2.5	4.4	3.6	3.9	1.3	----	13/220	160/ 5.9	6.6	5.6	52	0.9	4	92	WAEZ-F
7. WLGC-F (MOR)	8/ 2.0	0.7	1.7	0.9	0.8	----	11/219	130/ 4.8	3.0	4.9	155	1.6	7	136	WLGC-F
8. WPAY-F (C)	7/ 1.8	2.3	3.3	2.1	2.1	----	50/715	189/ 7.0	6.5	9.3	222	2.1	9	152	WPAY-F
WKEE (O)	7/ 1.8	3.2	1.7	2.5	2.7	----	7/183	154/ 5.7	7.6	8.4	100	3.0	13	143	WKEE

12+ FM SHARE (METRO): 92.81% (310 of 334) (FAL 88: 89.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKEE-F	1 WKEE-F	1 WTCR-AF>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF	1 WTCR-AF>>	1 WTCR-AF	1 WKEE-F	1 WTCR-F>
2	2 WTCR-AF>	2 WKEE-F	2 WRVC-F	2 WRVC-F	2 WRVC-F>	2 WKEE-F>	2 WKEE-F<	2 WKEE-F>>	2 WTCR-AF>>	2 WPAY-F<
3	3 WRVC-F>	3 WRVC-F>>	3 WKEE-F>>	3 WKEE-F>	3 WKEE-F>	3 WRVC-F>>	3 WRVC-F>>	3 WRVC-F>>	3 WRVC-F	3 WRVC-F
4	4 WKLC-F>	4 WKLC-F	4	4	4 WEMM-F	4 WKLC-F	4 WKLC-F	4 WKLC-F	WKLC-F	4 WKEE-F>
5	5	5	5		5 WAEZ-F	5	5 WAEZ-F	5 WAEZ-F	5 WEMM-F	5 WKLC-F>
6	6	6	6	6	6	6	6	6 WEMM-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKEE-F>>	1 WTCR-AF	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WKEE-F>>	1 WKEE-F>>	1 WTCR-AF	1 WTCR-AF	1 WTCR-AF>>
2 WTCR-AF	2 WKEE-F	2 WRVC-F>	2 WRVC-F	2 WRVC-F>	2 WKLC-F>>	2 WTCR-AF>	WKEE-F>>	2 WKEE-F>>	2 WKEE-F
WRVC-F	3 WRVC-F>>	3 WKEE-F>>	3 WKEE-F	3 WKEE-F	3 WTCR-AF>>	3 WKLC-F>	3 WRVC-F>	3 WRVC-F>	3 WRVC-F
4 WKLC-F>>	4	4 WKLC-F	4	4	4 WRVC-F	4 WRVC-F	4 WKLC-F>	4 WKLC-F	4
5 WEMM-F	5	WLGC-F>>	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		89 (1)	89 (1)	26.6	21.6
AOR/CLASSIC		23 (1)	23 (1)	6.9	5.4
AC/OLDIES/SOFT ROCK	13 (3)	52 (1)	65 (4)	19.5	13.7
MOR/VARIETY		8 (1)	8 (1)	2.4	1.4
COUNTRY	11 (2)	117 (3)	128 (5)	38.3	42.6
BLACK/URBAN					
BEAUTIFUL/EASY					5.8
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL		11 (1)	11 (1)	3.3	8.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		10 (1)	10 (1)	3.0	
UNKNOWN/OTHERS					0.8
	24 (5)	310 (9)	334 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGOH	1370	Grayson	0.5/2.8/ 2/ 76
WIRO	1230	Ironton	0.8/4.6/ 3/ 124
WRVC	930	Huntington	0.8/4.5/ 3/ 151
WQBE-F	97.5	Charleston	0.5/3.2/ 43/ 713

RADIO STATIONS

WKEE, 800, 5 KW/185 W (DA-2) , OLDIES CBS, $ 15.00 (Katz)
WTCR, 1420, 5 KW/500 W (DA-N) , SEE WTCR-F
WRVC, 930, 5 KW/1 KW , AC ABC F, $ 11.00 (Banner)

WAEZ-F, 106.3, 300 W @ 981, JAZZ/NAC US 2, MBS, $ 10.00 (---) (MILTON)
WEMM-F, 107.9, 50 KW @ 500, RELIGION , $ 16.00 (---) Mortenson
WKEE-F, 100.5, 53 KW @ 560, CHR ABC C, $ 41.00 (Katz)
WRVC-F, 93.7, 100 KW @ 741, AC ABC F, $ 28.00 (Banner)
WTCR-F, 103.3, 50 KW @ 500, COUNTRY ABC I, $ 48.00 (Katz) CRB

WPAY-F, 104.1, 100 KW @ 840, COUNTRY US 2, $ 12.00 (Regional) (PORTSMOUTH, OH)

MISCELLANEOUS COMMENTS: WAEZ reclassified as NAC...

HUNTSVILLE

Arbitron Rank/Pop (12+): 109/331,300
MSA Rank/Pop: 132(e) 350,000
ADI # 82 (w/Decatur)
Average Person Ratings: 17.7
Market TSL: 23.75 hours

Stations: 18/14
Diaries: 809/409:1/60.2%
Sample Target: 720
% Below Line: 8.9
% Not Listed: 10.9

1989 Revenue: $9,200,000
HH Inc.: $26,600
Retail $: 2.3 Bil
Pop per Station: 23,664
#1 Biller: WDRM A/F $2,400,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	12+ METRO SPG 89	12+ METRO FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WDRM-AF (C)	130/22.1	22.4	12.6	16.9	----	----	234/2038	1127/34.0	28.8	24.6	119	19.3	102	1253	WDRM-AF
2. WZYP-F (CHR)	105/17.9	19.3	23.3	21.7	----	----	154/2129	1332/40.2	34.7	41.5	75	23.5	124	1511	WZYP-F
3. WRSA-F (EZ)	65/11.1	6.8	9.3	8.8	----	----	89/958	609/18.4	12.9	17.5	92	5.5	29	438	WRSA-F
4. WENN-F (B)	41/ 7.0	5.6	7.1	8.1	----	----	45/368	314/ 9.5	11.1	12.9	77	11.6	61	831	WENN-F
5. WKQD-F (AC)	37/ 6.3	3.5	1.6	----	----	----	51/812	573/17.3	11.3	3.6	86	4.2	22	503	WKQD-F
6. WTAK (AOR)	27/ 4.6	3.7	5.9	6.7	----	----	34/195	175/ 5.3	4.7	7.9	130	5.1	27	312	WTAK
7. WBHP (C)	26/ 4.4	4.9	5.1	7.5	----	----	26/361	344/10.4	10.4	9.5	102	5.7	30	382	WBHP
8. WAHR-F (AC)	24/ 4.1	9.1	5.9	5.2	----	----	27/539	406/12.3	17.0	13.4	146	2.7	14	478	WAHR-F
9. WDKT (B)	17/ 2.9	2.7	6.1	3.8	----	----	17/179	179/ 5.4	7.0	10.0	114	4.2	22	430	WDKT
10. WEUP (B)	12/ 2.0	3.9	2.6	4.0	----	----	12/216	216/ 6.5	8.7	7.6	105	1.5	8	143	WEUP
11. WNDA-F (REL)	10/ 1.7	0.8	1.4	2.1	----	----	18/295	204/ 6.2	5.1	4.5	106	2.1	11	185	WNDA-F
12.															

12+ FM SHARE (METRO): 80.88% (423 of 523) (FAL 88: 72.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZYP-F>>	1 WZYP-F>	1 WDRM-AF	1 WDRM-AF>>	1 WDRM-AF>>	1 WDRM-AF>	1 WDRM-AF>	1 WDRM-AF>>	1 WDRM-AF	1 WZYP-F	1 WDRM-F
2 WENN-F	2 WDRM-AF>	2 WZYP-F>>	2 WZYP-F	2 WRSA-F	2 WRSA-F>>	2 WZYP-F>	2 WRSA-F<	2 WZYP-F>	2 WDRM-AF<	2 WZYP-F>
3 WKQD-F	3 WKQD-F	3 WENN-F	3 WRSA-F>	3 WZYP-F	3 WZYP-F	3 WRSA-F	3 WZYP-F>>	3 WRSA-F	3 WENN-F>	3 WRSA-F
4	4 WENN-F>	WRSA-F<	4 WTAK	4 WBHP	4 WBHP	4 WBHP	4	4 WKQD-F	4 WKQD-F	4 WDKT
5	5 WTAK	5 WKQD-F	5		5	5	5	5	5 WRSA-F	WAHR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDRM-AF>>	1 WZYP-F	1 WDRM-AF>>	1 WDRM-AF	1 WDRM-AF>>	1 WZYP-F>>	1 WZYP-F>>	1 WDRM-AF>>	1 WDRM-AF	1 WDRM-AF>>
2 WZYP-F>>	2 WDRM-AF>	2 WZYP-F>	2 WZYP-F>	2 WZYP-F>	2 WENN-F>	2 WDRM-AF	2 WZYP-F	2 WZYP-F>	2 WZYP-F
3 WKQD-F>	3 WKQD-F>	3 WKQD-F>	3 WRSA-F>	WRSA-F	3 WKQD-F	3 WENN-F	3 WTAK >	3 WENN-F<	3 WTAK >
4 WENN-F>	4 WENN-F	4 WENN-F	4 WKQD-F	4	4 WDRM-AF>	4 WTAK	4 WKQD-F	4 WTAK	4 WENN-F
5 WNDA-F>	5 WRSA-F	WDKT	5 WENN-F	5	5 WTAK >>	WKQD-F	5 WENN-F	5 WKQD-F	WKQD-F
6	6	WAHR-F>	WAHR-F	6	6 WDKT	6	6	6	WBHP

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		107 (2)	107 (2)	20.5	28.1
AOR/CLASSIC	27 (1)	2 (1)	29 (2)	5.5	8.6
AC/OLDIES/SOFT ROCK		68 (3)	68 (3)	13.0	7.7
MOR/VARIETY					
COUNTRY	26 (1)	130 (1)	156 (2)	29.8	28.1
BLACK/URBAN	29 (2)	41 (1)	70 (3)	13.4	11.1
BEAUTIFUL/EASY		65 (1)	65 (1)	12.4	10.7
NEWS/TALK	7 (1)		7 (1)	1.3	
NOSTALGIA	4 (1)		4 (1)	0.8	1.1
RELIGION/GOSPEL		10 (1)	10 (1)	1.9	1.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	7 (3)		7 (3)	1.3	2.9
	100 (9)	423 (10)	523 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAJF	1490	Decatur	0.5/2.1/ 3/ 71
WFIX	1450	Huntsville	0.7/1.8/ 4/ 58
WKAC	1080	Athens	0.7/1.4/ 4/ 57
WVNN	770	Athens/Hntsvile	1.2/4.9/ 9/ 201
WAPI-F	94.5	Birmingham	0.3/2.2/ 23/ 428
WKDF-F	103.3	Nashville	0.3/1.2/ 31/ 351
WQLT-F	107.3	Florence/MusSho	1.2/5.3/ 36/ 859

RADIO STATIONS

WBHP, 1230, 1 KW , COUNTRY ABC I, $ 30.00 (Katz)
WDKT, 1360, 1 KW/128 W , COUNTRY , $ 13.00 (---)
WEUP, 1600, 5 KW/500 W (DA-N) , BLACK SBN, $ 12.00 (---)
WTAK, 1000, 10 KW (DAYS, DA) , AOR ABC R, $ 15.00 (---)

WAHR-F, 99.1, 100 KW @ 540, AC NBC, $ 30.00 (Torbet)
WDRM-F, 102.1, 100 KW @ 727, COUNTRY , $ 50.00 (HNWH) (DECATUR)
WKQD-F, 93.3, 100 KW @ 990, AC , $ 16.00 (---) (TULLAHOMA, TN)
WRSA-F, 96.9, 100 KW @ 830, BTFL/EZ CBS, $ 20.00 (---)
WZYP-F, 104.3, 100 KW @ 1118, CHR ABC C, $ 50.00 (Christal) (ATHENS)

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,021,600

MSA Rank/Pop: 40/1,250,000
ADI # 25
Average Person Ratings: 17.8
Market TSL: 23.15 hours

Stations: 19/18
Diaries: 1609/635:1/56.9%
Sample Target: 1500
% Below Line: 0.3
% Not Listed: 7.3

1989 Revenue: $48,200,000
HH Inc.: $30,375
Retail $: 10.2 Bil
Pop per Station: 56,755
#1 Biller: WFBQ-F $9,000,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIBC	(MOR)	288/15.8	11.7	12.4	11.1	14.3	12.8	310/3275	2723/26.7	23.5	24.0	69	9.5	178	2113	WIBC
2. WFBQ-F	(AOR)	279/15.3	14.4	15.6	14.9	14.5	15.1	454/5399	2828/27.7	27.1	26.4	101	22.1	415	3613	WFBQ-F
3. WFMS-F	(C)	223/12.3	12.1	11.3	12.3	9.0	12.0	311/3249	2147/21.0	19.6	18.7	117	10.7	202	2041	WFMS-F
4. WZPL-F	(CHR)	177/ 9.7	10.0	9.7	8.8	9.2	9.6	228/3464	2398/23.5	27.3	23.4	76	13.9	261	2515	WZPL-F
5. WTLC-F	(B)	142/ 7.8	8.1	6.9	6.8	6.3	7.4	145/1343	1263/12.4	12.4	13.7	101	7.2	135	1963	WTLC-F
6. WKLR-F	(AC)	128/ 7.0	6.0	8.5	8.0	6.9	7.4	179/2946	1855/18.2	19.4	17.0	159	6.2	117	1525	WKLR-F
7. WENS-F	(AC)	102/ 5.6	6.9	7.3	6.6	7.1	6.6	134/2624	1875/18.4	19.3	19.6	120	7.2	135	1755	WENS-F
8. WTPI-F	(AC)	101/ 5.6	4.1	3.3	3.9	4.6	4.2	117/1669	1335/13.1	8.9	11.2	129	3.5	65	1115	WTPI-F
9. WTUX	(BB)	50/ 2.8	3.1	2.9	3.2	3.2	3.0	57/705	630/ 6.2	5.4	7.0	18	2.7	50	634	WTUX
10. WPZZ-F	(B)	39/ 2.1	3.5	2.0	1.9	2.2	2.4	39/592	592/ 5.8	5.3	5.7	81	2.8	52	1155	WPZZ-F
11. WMJC-F	(AC)	38/ 2.1	4.6	6.4	8.6	9.1	5.4	52/1263	854/ 8.4	14.6	17.0	105	1.9	35	736	WMJC-F
12. WTTS-F	(CHR)	25/ 1.4	1.1	1.0	1.0	0.5	1.1	63/1308	538/ 5.3	5.9	3.9	143	1.1	20	545	WTTS-F
13. WNDE	(N/T)	19/ 1.0	0.5	0.8	0.3	0.6	0.6	22/609	470/ 4.6	3.7	4.1	120	0.9	17	301	WNDE
14. WGRT	(REL)	18/ 1.0	2.1	0.9	0.9	0.5	1.2	18/201	201/ 2.0	1.6	0.9	90				WGRT
15. WXTZ	(EZ)	17/ 0.9	1.8	1.5	1.0	1.6	1.3	19/638	556/ 5.4	4.4	6.1	78	0.7	13	460	WXTZ
16. WSYW-F	(CL)	16/ 0.9	0.4	0.8	1.0	----	[illegible]	16/301	292/ 2.9	2.1	[illegible]	89	0.5	9	204	WSYW-F
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 76.38% (1287 of 1685) (FAL 88: 76.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZPL-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F<	1 WIBC >	1 WFBQ-F<	1 WFBQ-F	1 WFBQ-F	1 WZPL-F	1 WIBC >>
2 WTLC-F>	2 WZPL-F	2 WFMS-F	2 WKLR-F<	2 WFMS-F	2 WFMS-F>>	2 WIBC >	2 WIBC	2 WIBC	2 WIBC <	2 WFBQ-F
3 WFBQ-F	3 WTLC-F	3 WZPL-F<	3 WFMS-F	3 WKLR-F<	3 WKLR-F<	3 WFMS-F>	3 WFMS-F>	3 WFMS-F	3 WTLC-F	3 WTLC-F
4 WENS-F	4 WFMS-F	4 WKLR-F	4 WIBC	4 WIBC >	4 WTPI-F	4 WZPL-F	4 WKLR-F<	4 WZPL-F	4 WFBQ-F>	WFMS-F>>
5 WPZZ-F	5 WENS-F	5 WTLC-F	5 WTLC-F	5 WTLC-F	5 WTLC-F	5 WTLC-F	5 WZPL-F	5 WKLR-F<	5 WFMS-F	5 WZPL-F
6	6 WKLR-F>	6 WENS-F	6 WZPL-F	6 WZPL-F<	6 WFBQ-F	6 WKLR-F	6 WTPI-F	6 WTLC-F>	6 WPZZ-F	6 WTPI-F
7	7 WIBC	7 WTPI-F	7 WTPI-F	7 WTPI-F	7 WTUX	7 WENS-F<	7 WENS-F<	7 WTPI-F<	7 WENS-F	7 WKLR-F<
8	8	8	WENS-F	8 WENS-F>>	8	8 WTPI-F	8 WTLC-F	8 WENS-F	8	8 WENS-F
										9 WCBK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F	1 WFBQ-F	1 WFMS-F	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>
2 WZPL-F>	2 WZPL-F	2 WENS-F	2 WZPL-F<	2 WIBC	2 WZPL-F>>	2 WZPL-F	2 WTLC-F	2 WFMS-F<	2 WFMS-F
3 WTLC-F	3 WENS-F	3 WZPL-F	3 WFMS-F	3 WKLR-F	3 WFMS-F>	3 WTLC-F	3 WFMS-F	3 WKLR-F	3 WKLR-F
WENS-F	4 WTLC-F	4 WKLR-F<	4 WENS-F	WENS-F	4 WTLC-F	4 WFMS-F>	4 WKLR-F>	4 WZPL-F<	4 WIBC
5 WFMS-F>>	5 WFMS-F	5 WTLC-F	5 WKLR-F	5 WTPI-F<	WPZZ-F	5 WKLR-F	5 WZPL-F	5 WTLC-F>	5 WTLC-F>
6 WMJC-F	6 WKLR-F	6 WTPI-F	WIBC	6 WFBQ-F	6	6	6 WTTS-F	6 WIBC >	6 WZPL-F
7	7 WTPI-F	7 WIBC	7 WTLC-F	7 WZPL-F	7	7	WIBC >	7 WTPI-F	7 WTPI-F
8	WIBC	8 WFMS-F	8 WTPI-F	8 WTLC-F	8	8	8 WENS-F	8	8
9	9	9 WPZZ-F	9	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		202 (2)	202 (2)	12.0	9.8
AOR/CLASSIC		279 (1)	279 (1)	16.6	15.6
AC/OLDIES/SOFT ROCK		369 (4)	369 (4)	21.9	21.2
MOR/VARIETY	294 (2)		294 (2)	17.4	15.7
COUNTRY		230 (2)	230 (2)	13.6	12.1
BLACK/URBAN		181 (2)	181 (2)	10.7	9.1
BEAUTIFUL/EASY	17 (1)		17 (1)	1.0	9.8
NEWS/TALK	19 (1)		19 (1)	1.1	
NOSTALGIA	50 (1)		50 (1)	3.0	3.4
RELIGION/GOSPEL	18 (1)	10 (1)	28 (2)	1.7	2.7
SPANISH					
CLASSICAL		16 (1)	16 (1)	0.9	
JAZZ/NEW AGE					
UNKNOWN/OTHERS					6.2
	398 (6)	1287 (13)	1685 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCBK-F	102.3	Mrtnsvl/Moorsvl	0.4/1.4/ 8/193
WMCB	1540	Mrtnsvl/Moorsvl	
WXIR-F	98.3	Plainfield/Indy	0.6/2.4/10/250
WLW	700	Cincinnati	0.3/1.4/32/597

RADIO STATIONS

AM STATIONS

WSYW	810	250 W (DAYS)	CLASSICAL		$ 18.00	(---)	Universal
WIBC	1070	50 KW/10 KW (DA-2)	MOR	NBC, TNLKNT	$ 140.00	(Durpetti)	Sconnix
WXTZ	1430	5 KW (DA-N)	EZ	ABC I	$ 40.00	(Christal)	ML/WIN
WNDE	1260	5 KW (DA-N)	TALK	US 2	$ 34.00	(Katz)	Great American
WTUX	1310	5 KW/1 KW (DA-2)	NOSTALGIA	CBS	$ 43.00	(MMR)	Panache

FM STATIONS

WENS-F	97.1	23 KW @ 739	AC		$ 107.00	(Mc-Guild)	Emmis	
WFMS-F	95.5	13 KW @ 990	COUNTRY		$ 116.00	(Eastman)	Susquehanna	
WKLR-F	93.1	12 KW @ 1000	OLDIES		$ 100.00	(Durpetti)	Sconnix	
WFBQ-F	94.7	52 KW @ 850	AOR	SOURCE	$ 163.00	(Katz)	Great American	
WPZZ-F	95.9	3 KW @ 300	GOSPEL	SBN, NBN	$ 16.00	(Regional)	Willis	(FRANKLIN)
WSYW-F	107.1	1 KW @ 500	CLASSICAL	UPI	$ 25.00	(CMBS)	Universal	(DANVILLE)
WTLC-F	105.7	50 KW @ 445	BLACK		$ 70.00	(MMR)	Panache	
WTPI-F	107.9	22 KW @ 750	SOFT AC	US 2	$ 56.00	(Eastman)	Mystar	
WXIR-F	96.3	3 KW @ 296	RELIGION		$ 15.00	(---)		(PLAINFIELD)
WMJC-F	103.3	18 KW @ 860	AC	ABC E	$ 80.00	(Christal)	ML/WIN	
WZPL-F	99.5	13 KW @ 900	CHR	APR	$ 90.00	(HNWH)	Booth	
WTTS-F	92.3	37 KW @ 1091	CHR		$ 30.00	(Republic)	Sarkes Tarzian	

CALL LETTER CHANGES

WXTZ-F changes to WMJC-F
WIRE changes to WXTZ
WGRT changes to WSYW

FORMAT CHANGES

WMJC-F changes from EZ to AC (Sept)...WXTZ changes from COUNTRY to EZ...WSYW changes from GOSPEL to CLASSICAL (Jan)... WPZZ-F changes from BLACK to GOSPEL (Jan)..

STATION SALES

WTPI-F sold by Somerset to Mystar for $12,000,000...

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                                          JACKSON
                                          -------

Arbitron Rank/Pop (12+):  113/324,600          Stations:   19/19                 1989 Revenue:  $11,100,000
                                               Diaries:   797/407:1/51.0%        HH Inc.:   $24,243
MSA Rank/Pop:    118/405,000                   Sample Target:   720              Retail $:  2.6 Bil
                 ADI # 86                      % Below Line:   0.0               Pop per Station:   17,084
Average Person Ratings:   16.5                 % Not Listed:  20.1               #1 Biller: WMSI-F  $3,300,000
Market TSL:  22.00 hours
                                                                  12+ METRO              %
                                SPG  FAL  SPG  FAL  4 Book 12+ TSA  CUME/CUME   SPG   FAL   25-54    Birch Birch Birch
 12+ METRO             1/4/SHARE 89   88   88   87   Avg.  1/4/CUME  RATING     89    88  Conversion Share  AQH  Cume
 ---------------------------- ------------------- ------ --------- ------------------- ---------- ----- ----- -----

 1. WJMI-F  (B)         84/15.6 16.6 ---- 17.8 ----  ----  171/1644   856/26.4  29.0   ---      74     20.3  119   1142  WJMI-F
 2. WMSI-F  (C)         73/13.6 15.7 ---- 14.2 ----  ----  226/2128   900/27.7  27.3   ---     104     18.4  108    886  WMSI-F
 3. WOAD    (REL)       35/ 6.5  5.2 ----  8.1 ----  ----   35/375    367/11.3  13.5   ---     102      7.3   43    550  WOAD
 4. WOHT-F  (CHR)       33/ 6.1  4.3 ----  5.9 ----  ----   54/1044   553/17.0  13.4   ---      64      4.9   29    530  WOHT-F
    WKXI    (B)         33/ 6.1  5.5 ----  5.4 ----  ----   35/550    534/16.5  16.8           118      4.8   28    421  WKXI

 6. WTYX-F  (CHR)       32/ 6.0  7.8 ----  8.8 ----  ----   79/1238   589/18.1  21.9   ---      77      7.3   43    921  WTYX-F
 7. WMJW-F  (AC)        25/ 4.7  5.4 ----  2.2 ----  ----   41/625    409/12.6  12.3   ---     147      7.3   43    577  WMJW-F
 8. WLIN-F  (EZ)        18/ 3.4  4.0 ---- ---- ----  ----   24/382    303/ 9.3  12.8   ---      97      2.2   13    244  WLIN-F
 9. WSTZ-F  (AOR)       16/ 3.0  2.4 ----  6.8 ----  ----   18/273    243/ 7.5   6.9   ---     143      5.6   33    368  WSTZ-F
    WJNT    (N/T)       16/ 3.0  3.5 ----  2.2 ----  ----   16/215    205/ 6.3   6.7   ---     120      1.4    8    200  WJNT

11. WSLI-F  (AC)        14/ 2.6  4.0 ----  7.5 ----  ----   27/650    350/10.8  12.9   ---     115      3.9   23    416  WSLI-F
    WJDX    (MOR)       14/ 2.6  2.1 ----  3.1 ----  ----   19/514    378/11.6   8.7   ---     127      1.4    8    262  WJDX
13. WZRX    (BB)        12/ 2.2  0.8 ----  0.4 ----  ----   15/203    120/ 3.7   2.8   ---      73      0.3    2    104  WZRX

        12+ FM SHARE (METRO):   70.63%  (303 of 429)   (FAL 88:     NA  )

    TEENS      18-34      18-49      25-49      25-54       35+      12+ AMD    12+ MID    12+ PMD    12+ EVE   OVERNIGHT
  ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ----------
  1 WJMI-F>> 1 WJMI-F>> 1 WJMI-F   1 WMSI-F   1 WMSI-F   1 WMSI-F>  1 WMSI-F<  1 WMSI-F   1 WJMI-F   1 WJMI-F>> 1 WMSI-F
  2 WOHT-F   2 WMSI-F   2 WMSI-F>  2 WJMI-F>  2 WJMI-F>  2 WOAD  >  2 WJMI-F>  2 WJMI-F>> 2 WMSI-F>  2 WMSI-F   2 WJMI-F>
  3 WTYX-F>  3 WTYX-F   3 WTYX-F   3 WMJW-F   3 WKXI  <  3 WKXI     3 WKXI     3 WOHT-F   3 WTYX-F   3 WOHT-F   3 WJNT
  4 WMSI-F   4 WOHT-F>    WOHT-F   4 WKXI  >  4 WMJW-F   4 WJNT     4 WOAD     4 WTYX-F<  4 WOHT-F   4 WTYX-F   4 WLIN-F
  5          5 WKXI       WMJW-F   5 WTYX-F   5 WOAD     5 WMJW-F   5 WTYX-F   5 WKXI     5 WOAD     5 WKXI       WKXI
                                                           WLIN-F                                               6 WTYX-F

  WOM 18-24  WOM 18-34  WOM 25-34  WOM 18-49  WOM 25-54             MEN 18-24  MEN 18-34  MEN 25-34  MEN 18-49  MEN 25-54
  ---------- ---------- ---------- ---------- ----------            ---------- ---------- ---------- ---------- ----------
  1 WJMI-F>> 1 WJMI-F>> 1 WJMI-F>  1 WJMI-F>  1 WMSI-F              1 WJMI-F   1 WJMI-F>  1 WJMI-F>  1 WJMI-F   1 WMSI-F
  2 WTYX-F   2 WOHT-F   2 WMSI-F   2 WMSI-F   2 WJMI-F>             2 WOHT-F>  2 WMSI-F>  2 WMSI-F>  2 WMSI-F>> 2 WJMI-F>
    WOHT-F   3 WTYX-F     WKXI     3 WMJW-F   3 WKXI                3 WTYX-F   3 WTYX-F   3 WSTZ-F   3 WTYX-F   3 WMJW-F
  4 WMJW-F>  4 WMSI-F   4 WOHT-F   4 WOHT-F   4 WOAD                  WMSI-F>> 4 WOHT-F   4 WTYX-F>  4 WOHT-F   4 WKXI
  5 WMSI-F     WMJW-F   5 WTYX-F   5 WTYX-F   5 WMJW-F              5 WHJT-F   5          5 WMJW-F   5 WSTZ-F   5 WOAD
    WKXI       WKXI       WSLI-F     WKXI     6                     6          6            WKXI       WMJW-F     WSTZ-F
                          WMJW-F                                                                       WKXI       WJNT

                                                                FAL 88                                    METRO CUME TSA TSA
FORMATS                     AM          FM          TOTAL     %       %   OTHER RATED STATIONS                SHARE/RTG/AQH/CUME
-------                     --          --          -----     -       -   ---------------------------------------------------

TOP 40/CHR/CONTEMP                   65 ( 2)     65 ( 2)    15.2          WHJT-F  93.5   Clinton/Jackson    0.9/5.1/  5/ 183
AOR/CLASSIC                          16 ( 1)     16 ( 1)     3.7          WIIN-F  98.7   Vicksburg          0.6/2.0/  6/ 186
AC/OLDIES/SOFT ROCK                  39 ( 2)     39 ( 2)     9.1          WJXN    1450   Jackson            0.6/2.3/  3/  75
MOR/VARIETY              14 ( 1)                 14 ( 1)     3.3          WMGO    1370   Canton             0.7/1.1/  4/  35
COUNTRY                   9 ( 2)     76 ( 2)     85 ( 4)    19.8          WOKJ    1550   Jackson            0.4/3.1/  5/ 131
BLACK/URBAN              33 ( 1)     84 ( 1)    117 ( 2)    27.3          WSLI    930    Jackson            1.3/6.9/  8/ 242
BEAUTIFUL/EASY                       18 ( 1)     18 ( 1)     4.2
NEWS/TALK                19 ( 2)                 19 ( 2)     4.4
NOSTALGIA                12 ( 1)                 12 ( 1)     2.8
RELIGION/GOSPEL          35 ( 1)      5 ( 1)     40 ( 2)     9.3
SPANISH
CLASSICAL
JAZZ/NEW AGE
UNKNOWN/OTHERS            4 ( 1)                  4 ( 1)     0.9
                       ---------   ---------   ---------
                        126 ( 9)   303 (10)    429 (19)

RADIO STATIONS

WJDX,  620,  5 KW/1 KW (DA-N)  , MOR                    ABC D, $  17.00 (Christal)   Capstar
WJNT, 1180, 50 KW/5 KW (DA-2)  , TALK             NBC, TRNSTR, $  14.00 (---)                 (PEARL)
WKXI, 1300,  5 KW/1 KW         , BLACK                    SBN, $  15.00 (Banner)     Opus
WMGO, 1370,  1 KW (DAYS)       , GOSPEL                      , $   6.00 (Bunchez)             (CANTON)
WOAD, 1400,  1 KW              , GOSPEL                   NBN, $  16.00 (Durpetti)   Holt
WSLI,  930,  5 KW (DA-N)       , COUNTRY                  CBS, $   N/A  (Eastman)

WJMI-F,  99.7, 100 KW @ 1060, BLACK                ABC F, CBS, $  44.00 (Durpetti)   Holt
WLIN-F, 101.7,   3 KW @  300, BTFL/EZ                        , $  15.00 (K & P)            (GLUCKSTADT)
WMJW-F, 107.5, 100 KW @  960, AC                             , $  15.00 (Republic)              (MAGEE)
WMSI-F, 102.9, 100 KW @ 1800, COUNTRY                   ABC E, $  60.00 (Christal)   Capstar
WOHT-F,  95.5, 100 KW @ 1060, CHR                         MBS, $  23.00 (HNWH)
WSLI-F,  96.3, 100 KW @ 1450, AC                             , $  33.00 (Eastman)
WSTZ-F, 106.7, 100 KW @ 1050, AOR                         NBC, $  35.00 (HNWH)       Lewis   (VICKSBURG)
WTYX-F,  94.7, 100 KW @ 1168, CHR                       ABC C, $  45.00 (Banner)     Opus

     MISCELLANEOUS COMMENTS:  WKXI, WTYX-F sold by Love to Opus for $5,100,000 (E)...
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JACKSONVILLE

Arbitron Rank/Pop (12+): 51/783,500
MSA Rank/Pop: 59/931,000
ADI # 60
Average Person Ratings: 15.9
Market TSL: 21.25 hours

Stations: 23/22
Diaries: 1089/719:1/49.2%
Sample Target: 1090
% Below Line: 0.8
% Not Listed: 16.9

1989 Revenue: $23,300,000
HH Inc.: $26,802
Retail $: 6.5 Bil
Pop per Station: 35,613
#1 Biller: WAPE-F $4,600,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAPE-F	(CHR)	175/14.0	14.3	13.8	15.8	15.3	14.5	187/2705	2367/30.2	28.2	30.7	69	18.2	242	2372	WAPE-F
2. WQIK-F	(C)	129/10.4	9.8	12.2	10.8	9.7	10.8	153/1975	1516/19.3	19.4	19.6	110	10.6	141	1529	WQIK-F
3. WEJZ-F	(AC)	96/ 7.7	8.4	6.3	6.4	3.7	7.2	107/1539	1371/17.5	13.6	8.7	132	5.0	66	974	WEJZ-F
4. WFYV-F	(AOR)	94/ 7.5	9.5	8.3	8.3	11.2	8.4	100/1391	1255/16.0	14.5	19.0	111	9.1	121	1468	WFYV-F
5. WHJX-F	(B)	66/ 5.3	1.3	----	----	----	1.7	112/908	662/ 8.4	0.0	0.0	70	9.9	131	1378	WHJX-F
WAIV-F	(AC)	66/ 5.3	4.6	6.0	5.5	7.7	5.3	69/1286	1204/15.4	15.6	18.6	132	5.9	78	1032	WAIV-F
7. WIVY-F	(AC)	63/ 5.1	5.2	5.4	5.4	6.5	5.3	64/1274	1208/15.4	14.9	19.4	139	6.9	92	1055	WIVY-F
8. WCRJ-F	(C)	62/ 5.0	5.5	3.7	4.7	6.1	4.7	65/988	929/11.9	9.6	12.7	134	3.5	46	721	WCRJ-F
9. WOKV	(N/T)	53/ 4.3	3.7	3.1	3.0	2.3	3.5	55/739	688/ 8.8	6.7	7.0	79	2.7	36	517	WOKV
10. WZAZ	(B)	39/ 3.1	3.5	3.1	3.8	3.0	3.4	39/474	474/ 6.0	6.0	5.9	106	2.2	29	315	WZAZ
11. WZAZ-F	(B)	34/ 2.7	4.0	6.1	5.6	6.7	4.6	34/727	721/ 9.2	10.7	11.1	89	2.3	31	727	WZAZ-F
12. WIOI-F	(AOR)	32/ 2.6	3.0	2.3	2.3	----	2.5	45/732	650/ 8.3	6.4	0.0	127	2.8	37	621	WIOI-F
13. WCGL	(REL)	24/ 1.9	2.2	1.5	1.6	3.8	1.8	24/253	253/ 3.2	3.0	4.2	89	0.4	5	145	WCGL
14. WSVE	(REL)	22/ 1.8	1.8	1.1	1.3	2.8	1.5	22/247	247/ 3.2	2.9	4.1	100	1.7	22	242	WSVE

12+ FM SHARE (METRO): 79.83% (827 of 1036) (FAL 88: 80.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPE-F	1 WAPE-F	1 WAPE-F	1 WAPE-F<	1 WQIK-F	1 WQIK-F>	1 WAPE-F	1 WQIK-F	1 WAPE-F>	1 WAPE-F>>	1 WQIK-F>>
2	2 WFYV-F>	2 WFYV-F	2 WQIK-F	2 WEJZ-F<	2 WEJZ-F>	2 WQIK-F>	2 WEJZ-F	2 WQIK-F	2 WHJX-F>	2 WAPE-F
3	3 WHJX-F	3 WQIK-F	WEJZ-F	3 WAPE-F	3 WCRJ-F	3 WEJZ-F	3 WAPE-F	3 WEJZ-F	3 WQIK-F	3 WFYV-F
4	4 WQIK-F	4 WEJZ-F	4 WFYV-F	4 WFYV-F	4 WOKV	4 WFYV-F	4 WFYV-F	4 WFYV-F>	4 WFYV-F	4 WOKV
5	5 WEJZ-F	5 WIVY-F	5 WIVY-F	5 WIVY-F<	5 WAIV-F	5 WCRJ-F<	5 WAIV-F<	5 WHJX-F	5 WZAZ-F	5
6	6 WIVY-F	6 WHJX-F	6 WAIV-F	6 WAIV-F	6 WIVY-F<	6 WIVY-F	6 WIVY-F	6 WAIV-F	6 WEJZ-F	6
7	7 WAIV-F	WAIV-F	7 WCRJ-F	7 WCRJ-F	7 WAPE-F	7 WAIV-F	7 WCRJ-F	7 WCRJ-F	7	7
							8 WOKV			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPE-F>	1 WAPE-F>	1 WAPE-F>	1 WAPE-F>	1 WAPE-F	1 WAPE-F>>	1 WAPE-F	1 WFYV-F>	1 WFYV-F	1 WQIK-F
2 WHJX-F>	2 WHJX-F<	2 WIVY-F	2 WEJZ-F	2 WEJZ-F<	2 WFYV-F>	2 WFYV-F>>	2 WAPE-F>	2 WAPE-F	2 WFYV-F
3 WFYV-F>	3 WFYV-F>	WFYV-F	3 WQIK-F<	3 WQIK-F	3 WQIK-F	3 WQIK-F	3 WCRJ-F	3 WQIK-F	3 WEJZ-F
4 WEJZ-F>	4 WIVY-F	4 WQIK-F	4 WIVY-F<	4 WIVY-F	4 WHJX-F>>	4 WHJX-F	4 WQIK-F	4 WEJZ-F>	4 WAPE-F
5 WQIK-F	WEJZ-F	WHJX-F	5 WHJX-F<	5 WAIV-F>	5	5 WEJZ-F	WEJZ-F	5 WCRJ-F<	5 WCRJ-F>
6	6 WQIK-F	6 WEJZ-F	6 WFYV-F	6 WCRJ-F<	6	6 WAIV-F	WAIV-F	6 WAIV-F<	6 WAIV-F
7	7 WAIV-F	7 WAIV-F	7 WAIV-F	7 WFYV-F	7	7	7	7 WIVY-F	7 WIVY-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		185 (2)	185 (2)	17.9	18.5	WFOY	1240	St. Augustine	0.3/0.9/ 5/ 84
AOR/CLASSIC	6 (1)	126 (2)	132 (3)	12.7	14.6	WFYV	1460	Jacksonville	0.5/1.6/ 6/ 127
AC/OLDIES/SOFT ROCK	20 (2)	225 (3)	245 (5)	23.6	19.1	WJAX	1220	Jacksonville	1.1/2.6/ 14/ 210
MOR/VARIETY	4 (1)		4 (1)	0.4		WJGC	1530	Jacksonville	0.3/1.2/ 4/ 96
COUNTRY	11 (1)	191 (2)	202 (3)	19.5	19.7	WPDQ	690	Jacksonville	0.6/4.4/ 10/ 392
BLACK/URBAN	39 (1)	100 (2)	139 (3)	13.4	11.5	WQIK	1320	Jacksonville	0.9/3.6/ 11/ 309
BEAUTIFUL/EASY					4.4	WROS	1050	Jcksnvl/Daytona	1.0/1.7/ 12/ 134
NEWS/TALK	53 (1)		53 (1)	5.1	2.7	WRXJ	930	Jacksonville	1.0/3.1/ 13/ 259
NOSTALGIA	14 (1)		14 (1)	1.4	0.6				
RELIGION/GOSPEL	58 (3)		58 (3)	5.6	8.9	WNFI-F	99.9	Palatka	0.8/3.7/ 25/ 544
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	4 (1)		4 (1)	0.4					
	209 (12)	827 (11)	1036 (23)						

RADIO STATIONS

WCGL, 1360, 5 KW (DAYS) , GOSPEL SBN, $ 16.00 (K & P)
WOKV, 600, 5 KW (DA-N) , NEWS/TALK ABC T, CBS, $ 30.00 (MMR) EZ
WZAZ, 1400, 1 KW , BLACK SBN, $ 24.00 (Roslin)

WAIV-F, 96.9, 100 KW @ 935, AC/OLDIES , $ 86.00 (MMR) EZ
WAPE-F, 95.1, 100 KW @ 860, CHR , $ 96.00 (Christal) Evergreen (P)
WCRJ-F, 107.3, 100 KW @ 350, COUNTRY SBN, $ 56.00 (Katz) Ragan Henry
WFYV-F, 104.5, 100 KW @ 700, AOR NBC, $ 70.00 (Mc-Guild) Metroplex

WIOI-F, 100.7, 100 KW @ 500, CLASSIC AOR , $ 40.00 (---) Osborn (BRUNSWICK,GA)
WIVY-F, 102.9, 100 KW @ 984, AC APR, $ 64.00 (Banner) Taylor
WPDQ-F, 92.7, 3 KW @ 300, BLACK SBN, NBN, $ 30.00 (Republic) Willis (GREEN COVE)
WQIK-F, 99.1, 100 KW @ 1050, COUNTRY ABC E, $ 94.00 (Eastman) Jacor
WEJZ-F, 96.1, 100 KW @ 830, SOFT AC , $ 49.00 (Christal) ML/WIN

MISCELLANEOUS COMMENTS: WAPE changes to WPDQ-A (July)...and format from CHR to OLDIES...WQIK A/F sold by Jacor for $16,000,000 but this deal never closed...WEJZ-F sold by ML to Renda for $7,000,000 (E) (MVP)...WCGL sold for $510,000...WAIV changes from AC to primarily OLDIES (Jan)...

JOHN CITY-KINGSPORT

Arbitron Rank/Pop (12+): 92/377,700

MSA Rank/Pop: 106/452,000
ADI # 87
Average Person Ratings: 15.3
Market TSL: 20.00 hours

Stations: 24/20
Diaries: 821/460:1/61.4%
Sample Target: 780
% Below Line: 4.9
% Not Listed: 13.0

1989 Revenue: $9,900,000
HH Inc.: $23,100
Retail $: 2.8 Bil
Pop per Station: 18,885
#1 Biller: WQUT-F $2,150,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WQUT-F	(CHR)	111/19.3	20.6	19.6	22.6	24.1	----	148/1859	1368/36.2	37.0	38.5	94	25.2	152	1519	WQUT-F
2. WXBQ-F	(C)	110/19.1	19.0	17.6	19.4	17.9	----	153/1886	1310/34.7	29.7	29.4	124	22.2	134	1497	WXBQ-F
3. WTFM-F	(AC)	84/14.6	14.6	14.9	17.1	11.9	----	119/1546	1128/29.9	29.3	26.5	136	14.7	89	1011	WTFM-F
4. WUSJ-F	(C)	26/ 4.5	3.7	3.4	3.1	3.4	----	26/438	438/11.6	7.5	9.1	87	2.0	12	232	WUSJ-F
WJCW	(C)	26/ 4.5	5.2	7.2	7.2	9.9	----	48/459	382/10.1	13.6	13.3	64	3.0	18	305	WJCW
6. WZXY-F	(CHR)	24/ 4.2	2.8	4.4	3.5	3.2	----	24/355	355/ 9.4	9.9	10.9	45	4.6	28	543	WZXY-F
7. WKPT	(EZ)	20/ 3.5	3.8	4.0	3.1	2.2	----	21/317	310/ 8.2	8.4	7.6	37	3.5	21	218	WKPT
8. WIVK-F	(C)	14/ 2.4	1.7	2.5	2.2	2.6	----	42/677	237/ 6.3	3.4	4.1	133	1.7	10	134	WIVK-F
9. WBEJ	(C)	13/ 2.3	1.2	0.8	1.3	1.7	----	13/139	139/ 3.7	3.4	2.5	57	0.8	5	155	WBEJ
10. WIMZ-F	(AOR)	10/ 1.7	2.0	----	----	0.5	----	22/326	172/ 4.6	3.7	0.0	0	3.3	20	255	WIMZ-F

12+ FM SHARE (METRO): 79.44% (398 of 501) (FAL 88: 75.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F	1 WXBQ-F	1 WXBQ-F	1 WXBQ-F>	1 WQUT-F	1 WXBQ-F	1 WXBQ-F	1 WQUT-F>	1 WQUT-F
2 WZXY-F	2 WTFM-F	2 WXBQ-F	2 WQUT-F<	2 WTFM-F	2 WTFM-F>	2 WTFM-F<	2 WQUT-F<	2 WQUT-F>	2 WXBQ-F	2 WXBQ-F>
3	3 WXBQ-F	3 WTFM-F	3 WTFM-F	3 WQUT-F>>	3 WJCW	3 WXBQ-F>>	3 WTFM-F>>	3 WTFM-F>>	3 WTFM-F>	3 WTFM-F
4	4	4	4	4	4 WQUT-F	4 WJCW	4 WUSJ-F>	4 WZXY-F>	4 WZXY-F>	4 WUSJ-F
5	5	5	5	5	5 WKPT	5 WKPT	5 WJCW <	5 WUSJ-F	5 WJCW	5 WJCW
6	6	6	6	6	6	6	6 WKPT	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQUT-F	1 WQUT-F>	1 WQUT-F>>	1 WQUT-F<	1 WXBQ-F<	1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F	1 WQUT-F	1 WXBQ-F>
2 WTFM-F>	2 WTFM-F	2 WXBQ-F	2 WTFM-F	2 WTFM-F	2 WZXY-F>>	2 WTFM-F	2 WTFM-F>	2 WXBQ-F>	2 WTFM-F
3 WXBQ-F>>	3 WXBQ-F	WTFM-F>>	3 WXBQ-F	3 WQUT-F	3 WXBQ-F	3 WXBQ-F>	3 WXBQ-F>>	3 WTFM-F>>	WQUT-F
4	4	4	4	4	WUSJ-F>>	4 WZXY-F	4 WIMZ-F>	4 WZXY-F	4
5	5	5	5	5	5	5	5	5 WUSJ-F	5

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		135 (2)	135 (2)	26.9	28.3
AOR/CLASSIC		13 (2)	13 (2)	2.6	
AC/OLDIES/SOFT ROCK	6 (1)	92 (3)	98 (4)	19.6	18.3
MOR/VARIETY					
COUNTRY	60 (6)	150 (3)	210 (9)	41.9	39.2
BLACK/URBAN					
BEAUTIFUL/EASY	20 (1)		20 (1)	4.0	3.1
NEWS/TALK					
NOSTALGIA	3 (1)		3 (1)	0.6	1.9
RELIGION/GOSPEL	14 (4)	8 (2)	22 (6)	4.4	4.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.2
	103 (13)	398 (12)	501 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBBI	1230	Abingdon	0.5/2.2/ 3/ 84
WEMB	1420	Erwin	1.4/2.2/ 8/ 83
WETB	790	Johnson City	0.9/4.7/ 9/ 264
WFHG	980	Bristol	1.0/4.4/ 6/ 186
WIKQ-F	94.9	Greenville	1.0/3.5/ 10/ 246
WKIN	1320	Kingsport	0.3/2.3/ 2/ 85
WMCH	1260	Church Hill	0.5/1.7/ 3/ 76
WMEV-F	93.9	Marion	1.0/2.6/ 22/ 376
WOPI	1490	Bristol	0.5/1.8/ 3/ 68
WRGS	1370	Rogerville	1.4/3.0/ 8/ 112
WXIS-F	103.9	Erwin	0.5/2.0/ 3/ 76
WZAP	690	Bristol	1.0/3.6/ 10/ 233
WFGW	1010	Black Mountain	
WIMZ	1240	Knoxville	
WMIT-F	106.9	Black Mountain	0.3/2.0/ 10/ 229
WMYU-F	102.1	Sevierville	0.3/2.5/ 22/ 276

RADIO STATIONS

WJCW, 910, 5 KW/1 KW (DA-N) , COUNTRY MBS, $ 21.00 (Katz) Bloomington (JOHNSON CITY)
WKPT, 1400, 1 KW , BTFL/EZ ABC E, $ 14.00 (Republic) Home News (KINGSPORT)
WZAP, 690, 10 KW (DAYS) , RELIGION , $ 10.00 (Gates) (BRISTOL, VA)
WFHG, 980, 5 KW/1 KW (DA-N) , OLDIES ABC D, $ 13.00 (Mc-Guild) Nininger (BRISTOL, VA)

WQUT-F, 101.5, 100 KW @ 1500, CHR US 1, $ 48.00 (Katz) Bloomington (JOHNSON CITY)
WTFM-F, 98.5, 100 KW @ 1260, AC ABC E, $ 36.00 (Republic) Home News (KINGSPORT)
WUSJ-F, 99.3, 3 KW @ 300, COUNTRY NBC, TRNSTR, $ 18.00 (Durpetti) (ELIZABETHTON)
WXBQ-F, 96.9, 67 KW @ 2240, COUNTRY ABC I, $ 40.00 (Mc-Guild) Nininger (BRISTOL, VA)
WZXY-F, 104.9, 1 KW @ 475, CHR ABC C, $ 18.00 (Torbet) Bahakel (KINGSPORT)

KALAMAZOO

Arbitron Rank/Pop (12+): 162/185,400

MSA Rank/Pop: 191/223,000
ADI # 37 (w/Grand Rapids)
Average Person Ratings: 17.0
Market TSL: 22.00 hours

Stations: 23/9
Diaries: 673/375:1/55.5%
Sample Target: 610
% Below Line: 15.7
% Not Listed: 16.7

1989 Revenue: $8,200,000
HH Inc.: $31,591
Retail $: 1.8 Bil
Pop per Station: 20,600
#1 Biller: WKFR-F $2,500,000

12+ METRO			1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WKFR-F	(CHR)	61/19.9	19.4	17.3	28.5	20.4	----	118/1373	739/39.9	39.5	37.9	93	22.3	70	780	WKFR-F
2.	WNWN-F	(C)	46/15.0	9.3	10.0	10.3	11.3	----	79/778	344/18.6	16.9	18.5	123	9.9	31	383	WNWN-F
3.	WRKR-F	(AOR)	35/11.4	15.6	7.3	----	----	----	50/770	403/21.7	26.0	16.7	115	21.3	67	645	WRKR-F
4.	WQLR-F	(EZ)	22/ 7.2	7.6	8.0	9.5	9.1	----	46/537	268/14.5	14.5	18.7	83	6.1	19	267	WQLR-F
	WKZO	(MOR)	22/ 7.2	9.3	10.0	12.6	13.1	----	34/693	444/23.9	24.5	27.9	67	8.0	25	463	WKZO
6.	WJFM-F	(O)	11/ 3.6	3.5	7.6	5.9	5.1	----	36/607	222/12.0	12.0	20.2	167	4.1	13	215	WJFM-F
7.	WOOD-F	(EZ)	9/ 2.9	4.2	4.5	4.0	4.7	----	28/482	209/11.3	12.9	14.3	21	1.9	6	159	WOOD-F
8.	WKLQ-F	(CHR)	7/ 2.3	1.7	0.7	1.6	4.7	----	18/408	155/ 8.4	9.5	5.5	26	2.2	7	257	WKLQ-F
	WGRD-F	(CHR)	7/ 2.3	2.4	2.4	2.8	4.4	----	31/671	220/11.9	11.0	11.7	52	2.5	8	209	WGRD-F
	WKPR	(REL)	7/ 2.3	0.3	1.0	1.2	2.2	----	7/60	56/ 3.0	1.7	2.9	78	0.6	2	48	WKPR
	WHEZ	(O)	7/ 2.3	0.7	1.7	3.6	2.5	----	7/87	78/ 4.2	3.1	4.8	157	1.9	6	58	WHEZ

12+ FM SHARE (METRO): 81.18% (207 of 255) (FAL 88: 78.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKFR-F>>	1 WKFR-F	1 WKFR-F>	1 WKFR-F	1 WNWN-F	1 WNWN-F>	1 WKFR-F>	1 WKFR-F	1 WKFR-F	1 WKFR-F>	1 WKFR-F
2 WGRD-F	2 WRKR-F>>	2 WRKR-F	2 WNWN-F	WKFR-F>	2 WKZO	2 WNWN-F	2 WNWN-F	2 WNWN-F	2 WRKR-F>	2 WRKR-F
3	3 WNWN-F>>	3 WNWN-F	3 WRKR-F>>	3 WRKR-F>>	3 WQLR-F	3 WKZO >	3 WRKR-F>	3 WRKR-F	3 WNWN-F>	3 WKZO >
4	4 WJFM-F	4	4 WJFM-F	4 WJFM-F	4 WKFR-F	4 WRKR-F	4 WQLR-F	4 WQLR-F	4 WKLQ-F	4 WNWN-F
5	5 WKLQ-F	5	5 WQLR-F	WQLR-F	5	5 WQLR-F			5 WKZO	5 WKLQ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKFR-F>>	1 WKFR-F>>	1 WKFR-F	1 WKFR-F>	1 WNWN-F	1 WKFR-F	1 WRKR-F	1 WRKR-F>	1 WKFR-F	1 WRKR-F
2 WRKR-F	2 WNWN-F	2 WNWN-F>	2 WNWN-F>	WKFR-F>	2 WRKR-F>>	2 WKFR-F	2 WKFR-F>>	2 WRKR-F>	WNWN-F
WNWN-F>>	3 WRKR-F>>	3 WRKR-F	3 WRKR-F	3 WQLR-F>	3 WKLQ-F>>	3	3 WJFM-F	3 WNWN-F>>	WKFR-F>>
4 WKLQ-F>>	4 WQLR-F	4 WQLR-F>	4 WQLR-F	4 WRKR-F	4	4	WNWN-F>	4 WJFM-F	4 WJFM-F
5	5 WJFM-F	5 WJFM-F>>	5	WKZO		5	5	5	5

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		76 (4)	76 (4)	29.8	25.3
AOR/CLASSIC		36 (2)	36 (2)	14.1	12.8
AC/OLDIES/SOFT ROCK	12 (2)	18 (5)	30 (7)	11.8	17.6
MOR/VARIETY	23 (2)		23 (2)	9.0	12.4
COUNTRY	2 (1)	46 (1)	48 (2)	18.8	15.0
BLACK/URBAN					
BEAUTIFUL/EASY		31 (2)	31 (2)	12.2	15.5
NEWS/TALK	4 (3)		4 (3)	1.6	
NOSTALGIA					
RELIGION/GOSPEL	7 (1)		7 (1)	2.7	1.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	48 (9)	207 (14)	255 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WKMI	1360	Kalamazoo	1.6/9.3/ 5/ 199
WQSN	1470	Kalamazoo/Prtge	0.7/4.9/ 4/ 120
WBBM	780	Chicago	0.3/2.3/ 5/ 121
WBXX-F	95.3	Battle Creek	0.3/2.9/ 3/ 68
WGN	720	Chicago	0.7/2.3/ 8/ 120
WIBM-F	94.1	Jackson	0.7/4.2/ 8/ 150
WJR	760	Detroit	0.3/1.5/ 4/ 115
WLAV-F	96.9	N. Muskegon	0.3/3.4/ 10/ 315
WMAQ	670	Chicago	0.3/1.3/ 2/ 67
WNDU-F	92.9	South Bend	0.3/1.9/ 7/ 200
WODJ-F	107.3	Greenvl/grd rap	0.7/4.4/ 8/ 179
WYXX-F	96.1	Holland	0.7/2.9/ 13/ 276

RADIO STATIONS

WHEZ, 1560, 4.1 KW (DAYS)	, OLDIES	TRNSTR, $	10.00	(Christal)		
WKMI, 1360, 5 KW/1 KW (DA-2)	, AC	ABC D, $	19.00	(Eastman)	Waldron	
WKPR, 1260, 1 KW (DAYS, DA)	, RELIGION	, $	8.00	(---)	Kuiper	
WKZO, 590, 5 KW (DA-N)	, MOR	CBS, MBS, $	30.00	(Mc-Guild)		
WQSN, 1470, 500 W/1 KW	, COUNTRY	, $	13.00	(Banner)	Fairfield	
WKFR-F, 103.3, 50 KW @ 500	, CHR	, $	50.00	(Eastman)	Waldron	
WNWN-F, 98.5, 50 KW @ 500	, COUNTRY	ABC E, $	34.00	(Christal)		(COLDWATER)
WQLR-F, 106.5, 33 KW @ 600	, BTFL/EZ	, $	30.00	(Banner)	Fairfield	
WRKR-F, 107.7, 50 KW @ 485	, CLASSIC AOR	, $	24.00	(HNWH)		

MISCELLANEOUS COMMENTS: WKMI/WKRF-F sold by Dave Hicks to Waldron for $11,000,000 (plus tax certificate) (Americom)...

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,300,900

MSA Rank/Pop: 29/1,580,400
ADI # 28
Average Person Ratings: 16.4
Market TSL: 21.75 hours

Stations: 26/25
Diaries: 1426/912:1/57.6%
Sample Target: 1410
% Below Line: 0.3
% Not Listed: 6.5

1989 Revenue: $42,100,000
HH Inc.: $31,591
Retail $: 12.3 Bil
Pop per Station: 52,036
#1 Biller: WDAF $5,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WDAF (C)	220/10.3	11.6	15.5	12.7	11.0	12.5	393/5149	2908/22.4	24.1	21.0	108	13.2	311	2759	WDAF
2. KBEQ-F (CHR)	214/10.1	8.2	7.4	7.1	6.2	8.2	272/3935	3046/23.4	21.2	19.5	62	11.8	279	3595	KBEQ-F
3. KFKF-AF (C)	208/ 9.8	7.8	7.2	8.2	9.0	8.3	246/2905	2412/18.5	16.5	19.0	93	8.0	183	2291	KFKF-AF
4. KCMO (N/T)	155/ 7.3	6.1	6.0	6.6	9.6	6.5	209/3605	2790/21.4	14.7	21.9	79	6.2	146	1921	KCMO
5. KPRS-F (B)	153/ 7.2	4.5	5.2	5.3	6.0	5.6	156/1436	1328/10.2	10.3	10.5	118	10.2	241	1511	KPRS-F
6. KMBR-F (EZ)	127/ 6.0	5.6	5.9	7.4	6.1	6.2	168/2092	1700/13.1	11.9	12.9	85	3.0	71	1352	KMBR-F
7. KUDL-F (AC)	118/ 5.5	3.9	4.4	6.5	4.8	5.1	135/2148	1834/14.1	12.1	13.9	144	4.0	94	1682	KUDL-F
8. KXXR-F (CHR)	105/ 4.9	5.1	6.7	7.0	6.0	5.9	116/1664	1399/10.8	14.0	14.0	59	5.3	126	1811	KXXR-F
9. KLSI-F (AC)	95/ 4.5	4.8	4.3	4.1	4.3	4.4	101/1717	1500/11.5	10.4	10.5	138	3.7	87	1501	KLSI-F
10. KYYS-F (AOR)	92/ 4.3	5.3	4.7	6.4	7.0	5.2	130/2324	1584/12.2	13.4	16.1	123	6.3	149	2207	KYYS-F
11. KCMO-F (O)	81/ 3.8	6.1	5.4	4.7	4.2	5.0	105/2000	1616/12.4	15.1	13.8	153	4.3	102	1710	KCMO-F
12. KMBZ (MOR)	72/ 3.4	6.1	6.4	3.8	4.0	4.9	79/1723	1526/11.7	18.5	11.9	76	3.0	71	1455	KMBZ
13. KCFX-F (CL)	68/ 3.2	4.6	4.3	3.2	3.8	3.8	104/1900	1349/10.4	11.7	10.9	138				KCFX-F
14. KRVK (REL)	57/ 2.7	1.4	1.5	0.9	0.9	1.6	68/1170	926/ 7.1	3.0	2.7	122	2.1	50	910	KRVK
15. KJLA (BB)	51/ 2.4	2.7	1.8	2.4	3.5	2.3	63/950	832/ 6.4	4.8	6.0	17	0.8	20	710	KJLA
16. KXTR-F (CL)	41/ 1.9	1.5	1.8	2.1	1.7	1.8	54/862	646/ 5.0	5.1	4.8	121	1.7	40	746	KXTR-F
17. WHB (O)	33/ 1.6	3.0	2.8	2.2	3.0	2.4	56/1397	813/ 6.2	10.1	9.3	150	1.9	44	545	WHB
18.															
19.															
20.															

12+ FM SHARE (METRO): 65.78% (1309 of 1990) (FAL 88: 64.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBEQ-F>>	1 KBEQ-F	1 KFKF-AF<	1 WDAF	1 WDAF	1 WDAF >	1 WDAF >	1 KFKF-AF	1 KFKF-AF	1 KBEQ-F>	1 WDAF >>
2 KXXR-F>	2 KFKF-AF	2 KBEQ-F	2 KFKF-AF	2 KFKF-AF	2 KCMO	2 KBEQ-F<	2 WDAF <	2 KBEQ-F	2 KPRS-F	2 KCMO >>
3 KPRS-F	3 KPRS-F	3 KPRS-F	3 KPRS-F	3 KPRS-F	3 KFKF-AF	3 KFKF-AF	3 KMBR-F	3 WDAF	3 KFKF-AF>	3 KFKF-F>>
4	4 KYYS-F<	4 WDAF	4 KUDL-F	4 KUDL-F	4 KMBR-F>	4 KCMO	4 KUDL-F	4 KPRS-F	4 WDAF	4 KMBZ
5	5 KXXR-F	5 KUDL-F	5 KLSI-F	5 KBEQ-F<	5 KCMO-F	5 KPRS-F	KCMO	5 KUDL-F	KCMO	5 KPRS-F>>
6	6 KUDL-F	6 KYYS-F	KBEQ-F<	6 KLSI-F	6 KMBZ	KMBR-F	6 KBEQ-F<	6 KCMO <	6 KMBZ	6 KBEQ-F
7	7 KCFX-F	KLSI-F	7 KCMO-F	7	7 KUDL-F	7 KUDL-F<	7 KPRS-F	7 KMBR-F	7 KXXR-F	7 KXXR-F
8	8	8	8		8	8	8	8	8	8
9	9	9	9	9	9	9			9	
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KBEQ-F>	1 KBEQ-F<	1 KFKF-AF	1 KFKF-AF	1 KFKF-AF<
2 KFKF-AF	2 KFKF-AF	2 KUDL-F	2 KBEQ-F<	2 WDAF
3 KXXR-F	3 KPRS-F	KPRS-F	3 KPRS-F	3 KPRS-F
4 KPRS-F>	4 KUDL-F	4 KLSI-F	4 KLSI-F<	4 KUDL-F
5 KLSI-F	KLSI-F<	5 KBEQ-F>	5 KUDL-F	5 KLSI-F>
6 KYYS-F	6 KXXR-F	6 KXXR-F	6 WDAF	6 KBEQ-F<
7 KUDL-F	7	7 KYYS-F	7	7 KMBR-F
8	8	8	8	8
9	9	9	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBEQ-F>	1 KBEQ-F	1 KYYS-F	1 WDAF	1 WHB >
2 KFKF-AF	2 KYYS-F	2 KCFX-F	2 KBEQ-F<	2 KYYS-F
KXXR-F>	3 KCFX-F	3 KPRS-F	3 KYYS-F<	3 KCMO
4 KYYS-F	4 KPRS-F	4 KBEQ-F>	4 KFKF-AF	4 KCMO-F<
5 KPRS-F	5 KFKF-AF	5 KUDL-F	5 KPRS-F<	5 KJLA
6 KBZR	6 KXXR-F	6 WDAF	6 KCFX-F	6 KPRS-F<
7 KCFX-F>	7 KUDL-F	7	7 KCMO-F<	7
8	8		8	8
	9	9	9	9
	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		326 (3)	326 (3)	16.4	11.1
AOR/CLASSIC		92 (1)	92 (1)	4.6	17.9
AC/OLDIES/SOFT ROCK	33 (1)	294 (3)	327 (4)	16.4	12.9
MOR/VARIETY	72 (1)		72 (1)	3.6	4.2
COUNTRY	230 (2)	198 (1)	428 (3)	21.5	21.4
BLACK/URBAN	10 (1)	153 (1)	163 (2)	8.2	6.4
BEAUTIFUL/EASY		127 (1)	127 (1)	6.4	6.6
NEWS/TALK	155 (1)		155 (1)	7.8	10.3
NOSTALGIA	51 (1)		51 (1)	2.6	3.7
RELIGION/GOSPEL	116 (5)		116 (5)	5.8	1.6
SPANISH					
CLASSICAL		109 (2)	109 (2)	5.5	1.8
JAZZ/NEW AGE					2.1
UNKNOWN/OTHERS	14 (1)	10 (1)	24 (2)	1.2	
	681 (13)	1309 (13)	1990 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBZR	1030	Blue Sprg/KCty	0.7/1.5/ 16/ 214
KCCV	1510	Independence	0.9/1.9/ 19/ 250
KCFM-F	107.3	Lexington	0.5/1.7/ 22/ 421
KCNW	1380	Fairway/KC	0.3/1.7/ 7/ 219
KCXL	1140	Liberty	0.5/1.5/ 10/ 195
KEXS	1090	Excelsr spgs	0.7/1.0/ 18/2054
KPRT	1590	Kansas City	0.8/3.1/ 18/ 416
KLZR-F	105.9	Lawrence	0.3/2.1/ 22/ 683

RADIO STATIONS

AM STATIONS

KCCV,	1510,	10 KW (DAYS)	, RELIGION	,	$ 18.00	(---)	Ragan Henry (INDEPENDENCE)
KCMO,	810,	50 KW/5 KW (DA-N),	TALK/NEWS	CBS, MBS,	$ 83.00	(Mc-Guild)	Gannett
KCNW,	1380,	2.5 KW	, RELIGION	CBN,	$ 20.00	(----)	Marsh
KJLA,	1190,	5 KW/250 W(DA-N),	NOSTALGIA	MBS,	$ 33.00	(Roslin)	
KMBZ,	980,	5 KW (DA-2)	, MOR/TALK	NBC,	$ 70.00	(Durpetti)	Bonneville
KPRT,	1590,	1 KW	, GOSPEL	MBS,	$ 23.00	(Republic)	
WDAF,	610,	5 KW	, COUNTRY	ABC E,	$ 108.00	(Katz)	Great American
WHB ,	710,	10 KW/5KW (DA-2)	, OLDIES	APR,	$ 50.00	(Christal)	Shamrock

FM STATIONS

KBEQ,	104.3,	100 KW @ 987,	CHR	ABC C,	$ 91.00	(MMR)	Noble
KCFX,	100.7,	100 KW @ 850,	CLASSIC AOR	US 1,	$ 60.00	(MMR)	Hoker
KCMO,	94.9,	100 KW @ 1057,	OLDIES	,	$ 61.00	(Mc-Guild)	Gannett
KRVK,	98.9,	100 KW @ 990,	AC	SMN,	$ 47.00	(CBS)	Journal Co (LEAVENWORTH)
KFKF,	94.1,	100 KW @ 987,	COUNTRY	,	$ 94.00	(HNWH)	Sconnix
KLSI,	93.3,	100 KW @ 1050,	AC	CNN,	$ 66.00	(Banner)	Sandusky
KMBR,	99.7,	98 KW @ 950,	BTFL/EZ	,	$ 60.00	(Durpetti)	Bonneville
KPRS,	103.3,	100 KW @ 940,	BLACK	SBN, ABC I,	$ 51.00	(Republic)	
KUDL,	98.1,	100 KW @ 500,	AC	APR,	$ 64.00	(Christal)	Shamrock
KXTR,	96.5,	99 KW @ 960,	CLASSICAL	US 2,	$ 39.00	(CMBS)	
KXXR,	106.5,	100 KW @ 850,	CHR/AOR	,	$ 59.00	(Republic)	Olympia
KYYS,	102.1,	100 KW @ 1013,	AOR	SOURCE,	$ 101.00	(Katz)	Great American

CALL LETTER CHANGES

KCPW changes to KCMO-F (Sept)
KCWV changes to KRVK-F (Nov)
KFKF-A changes to KNHN (Jan)

FORMAT CHANGES

KRVK-F changes from JAZZ/NAC to AC (Nov)...KCMO-F changes from CHR to OLDIES (Sept)... KNHN changes from COUNTRY to to NEWS (Jan)

STATION SALES

KLSI-F: From Sandusky to Apollo for $8,500,000 (Blackburn)...KFKF: Sold by Sconnix for $500,000...

KNOXVILLE

Arbitron Rank/Pop (12+): 69/512 300
MSA Rank/Pop: 85/610,000
ADI # 64
Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 19/19
Diaries: 994/515:1/59.2%
Sample Target: 900
% Below Line: 0.0
% Not Listed: 7.7

1989 Revenue: $14,300,000
HH Inc.: $23,365
Retail $: 5.1 Bil
Pop per Station: 26,963
#1 Biller: WIVK-AF $5,500,000 9

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIVK-AF (C)	334/37.7	35.2	34.2	32.5	33.0	34.9	510/4629	2750/53.7	47.5	52.0	103	34.4	313	2885	WIVK-AF
2. WOKI-F (CHR)	99/11.2	11.2	11.6	10.3	9.1	11.1	248/2746	1189/23.2	24.2	24.1	63	10.9	99	1283	WOKI-F
3. WEZK-F (EZ)	89/10.0	9.7	8.9	8.2	10.1	9.2	115/1414	984/19.2	17.0	19.0	94	5.7	52	734	WEZK-F
4. WIMZ-AF (AOR)	83/ 9.3	11.0	10.7	15.0	14.0	11.5	123/1755	1101/21.5	24.9	26.6	98	16.0	146	1610	WIMZ-AF
5. WMYU-F (AC)	81/ 9.1	12.7	13.7	14.4	13.7	12.5	128/2235	1514/29.6	29.5	33.4	152	14.4	131	1511	WMYU-F

12+ FM SHARE (METRO): 83.86% (686 of 818) (FAL 88: 87.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOKI-F>>	1 WIVK-AF>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-F>>
2 WKGN	2 WIMZ-AF	2 WIMZ-AF	2 WMYU-F>	2 WMYU-F>	2 WEZK-F>	2 WIMZ-AF<	2 WEZK-F	2 WOKI-F	2 WOKI-F>	2 WMYU-F<
3 WIMZ-AF	3 WOKI-F>	3 WMYU-F	3 WIMZ-AF	3 WEZK-F	3 WMYU-F	3 WOKI-F<	3 WIMZ-AF	WMYU-F	3 WIMZ-AF	3 WOKI-F
4	4 WMYU-F	4 WOKI-F>	4 WEZK-F	4 WIMZ-AF	4	4 WEZK-F	4 WMYU-F<	4 WEZK-F<	4 WEZK-F	4 WIMZ-F
5	5	5 WEZK-F	5 WOKI-F	5 WOKI-F>>	5	5 WMYU-F	5 WOKI-F	5 WIMZ-AF	5 WMYU-F	5 WEZK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOKI-F	1 WIVK-AF>	1 WIVK-AF	1 WIVK-AF>>	1 WIVK-AF>>	1 WIMZ-AF	1 WIVK-AF	1 WIVK-AF>	1 WIVK-AF>>	1 WIVK-AF>>
2 WIVK-AF>	2 WOKI-F	2 WMYU-F>>	2 WMYU-F	2 WMYU-F	WIVK-AF>	2 WIMZ-AF>	2 WIMZ-AF	2 WIMZ-AF>	2 WMYU-F
3 WIMZ-AF>>	3 WMYU-F	3 WOKI-F	3 WOKI-F	3 WEZK-F>	3 WOKI-F>>	3 WOKI-F>>	3 WOKI-F>	3 WOKI-F	3 WIMZ-AF>
4 WMYU-F>>	4 WIMZ-AF>>	4 WIMZ-AF	4 WIMZ-AF	4 WIMZ-AF	4 WNOX-F	4 WMYU-F	4 WMYU-F>	4 WMYU-F>	4 WOKI-F
5 WEZK-F>>	5 WEZK-F	5 WEZK-F	5 WEZK-F	5 WOKI-F	WMYU-F	5	5 WEZK-F>	5 WEZK-F	5 WEZK-F
6	6	6	6	6	WGAP >>	6	6 WCKS-F>	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		99 (1)	99 (1)	12.1	10.3
AOR/CLASSIC	2 (1)	81 (1)	83 (2)	10.1	15.9
AC/OLDIES/SOFT ROCK		109 (3)	109 (3)	13.3	18.2
MOR/VARIETY	10 (1)	4 (1)	14 (2)	1.7	
COUNTRY	53 (2)	304 2)	357 (4)	43.6	40.9
BLACK/URBAN	18 (1)		18 (1)	2.2	
BEAUTIFUL/EASY		89 (1)	89 (1)	10.9	11.5
NEWS/TALK	9 (1)		9 (1)	1.1	
NOSTALGIA	12 (1)		12 (1)	1.5	
RELIGION/GOSPEL	19 (2)		19 (2)	2.3	1.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	9 (1)		9 (1)	1.1	2.0
	132 (10)	686 (9)	818 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCKS-F	93.1	Karns	1.6/6.7/ 16/ 365
WGAP	1400	Maryville	1.6/3.1/ 17/ 199
WJFC	1480	JeffCity/Morris	1.0/1.0/ 9/ 52
WKGN	1340	Knoxville	2.0/3.5/ 18/ 179
WKNF-F	94.3	Oak Ridge	1.6/5.0/ 17/ 329
WKXV	900	Knoxville	0.8/2.3/ 7/ 125
WNOX-F	99.3	Jeff City/Knxvl	1.0/2.5/ 9/ 173
WQBB	1040	Powell/Knoxvill	1.4/2.4/ 14/ 166
WRJZ	620	Knoxville	1.4/4.7/ 14/ 267
WSEV	930	Sevierville	1.1/1.6/ 11/ 99
WSEV-F	105.5	Gatlinburg	0.5/1.3/ 4/ 69
WUTK	850	Knoxville	1.0/2.8/ 10/ 189

RADIO STATIONS

WKGN, 1340, 1 KW	, OLDIES	NBN, $	9.00 (Roslin)
WRJZ, 620, 5 KW (DA-N)	, RELIGION	SMN, $	11.00 (---)

WIVK (10 KW, 990) SIMULCASTS WITH WIVK-F
WIMZ (1 KW, 1240) SIMULCASTS WITH WIMZ-F

WEZK-F, 97.5, 100 KW @ 1250, EZ	, $	37.00 (Christal)	South Central
WIMZ-F, 103.5, 100 KW @ 1723, AOR	SOURCE, $	70.00 (Christal)	Stoner
WIVK-F, 107.7, 100 KW @ 1970, COUNTRY	ABC E, $	109.00 (Katz)	Dick
WMYU-F, 102.1, 15 KW @ 1990, AC	US 1, $	68.00 (Eastman)	Jacor
WOKI-F, 100.3, 100 KW @ 2000, CHR	ABC F, CBS, $	34.00 (HNWH)	(OAK RIDGE)
WKNF-F, 94.3, 2 KW @ 395, SOFT AC	TRNSTR, $	18.00 (---)	(OAK RIDGE)

MISCELLANEOUS COMMENTS: WMYU-F sold by Jacor for $12,000,000 but this deal never closed...WMYU-F resold to Dalton for $11,200,000 (Americom)...

LANCASTER

Arbitron Rank/Pop (12+): 105/339,200
MSA Rank/Pop: 115/410,000
ADI # 46 (w/York & Harrisburg)
Average Person Ratings: 16.8
Market TSL: 22.15 hours

Stations: 27/6
Diaries: 913/372:1/60.9%
Sample Target: 730
% Below Line: 40.1
% Not Listed: 19.2

1989 Revenue: $6,700,000
HH Inc.: $29,627
Retail $: 3.1 Bil
Pop per Station: 56,533
#1 Biller: WLAN-F $2,300,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WLAN-F (CHR)	63/11.1	12.3	12.6	11.3	15.3	----	73/1280	1029/30.3	29.0	28.7	95	13.0	71	1166	WLAN-F
2. WNCE-F (EZ)	55/ 9.7	11.8	11.5	12.9	12.6	----	107/1211	645/19.0	22.2	21.1	59	5.7	31	466	WNCE-F
3. WIOV-F (C)	50/ 8.8	8.2	8.0	9.2	7.9	----	61/804	647/19.1	19.3	19.1	80	8.8	48	533	WIOV-F
4. WDAC-F (REL)	49/ 8.6	8.5	8.2	9.0	8.1	----	64/680	492/14.5	14.3	13.3	88	6.1	33	486	WDAC-F
5. WARM-F (AC)	47/ 8.3	9.8	10.5	9.9	8.4	----	108/1340	696/20.5	21.1	23.8	134	8.1	44	631	WARM-F
6. WRKZ-F (C)	40/ 7.0	7.4	5.2	9.4	6.3	----	110/1189	445/13.1	15.1	14.3	123	4.8	26	383	WRKZ-F
7. WHTF-F (AOR)	29/ 5.1	4.2	5.5	6.6	5.7	----	60/835	439/12.9	12.8	13.2	137	7.9	43	528	WHTF-F
8. WQXA-F (CHR)	25/ 4.4	4.3	3.6	2.9	4.1	----	68/1242	512/15.1	13.6	14.0	73	5.5	30	473	WQXA-F
9. WYCR-F (CHR)	15/ 2.6	1.8	2.3	1.2	0.6	----	67/1170	348/10.3	8.1	9.6	96	5.0	27	439	WYCR-F
10. WWKL-F (AC)	14/ 2.5	----	----	----	----	----	29/454	211/ 6.2	0.0	0.0	164	1.3	7	145	WWKL-F

12+ FM SHARE (METRO): 93.26% (429 of 460) (FAL 88: 94.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLAN-F>>	1 WLAN-F>	1 WLAN-F	1 WARM-F	1 WARM-F	1 WNCE-F	1 WLAN-F	1 WNCE-F	1 WLAN-F	1 WLAN-F<	1 WIOV-F
2 WYCR-F	2 WHTF-F	2 WARM-F	WLAN-F>	2 WLAN-F	2 WIOV-F	2 WARM-F<	2 WARM-F<	2 WDAC-F	2 WDAC-F>	2 WDAC-F
WQXA-F	3 WARM-F	3 WHTF-F	3 WRKZ-F	3 WRKZ-F	3 WDAC-F<	3 WIOV-F<	3 WLAN-F	3 WNCE-F	3 WHTF-F	3 WARM-F
4	4 WQXA-F>	4 WRKZ-F	WHTF-F	4 WDAC-F	4 WRKZ-F	4 WDAC-F	4 WIOV-F	4 WIOV-F	4 WRKZ-F	WNCE-F
5	5 WDAC-F	5 WDAC-F	5 WDAC-F	5 WHTF-F	5 WARM-F	5 WNCE-F<	5 WRKZ-F	5 WARM-F	5 WNCE-F	WLAN-F
6	6	6 WIOV-F	6 WIOV-F	WIOV-F	6	6 WRKZ-F	6 WHTF-F	6 WRKZ-F	WIOV-F	6 WRKZ-F
7	7	7	7	7	7	7	WDAC-F	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLAN-F>	1 WLAN-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WQXA-F	1 WHTF-F	1 WHTF-F>	1 WHTF-F	1 WRKZ-F
2 WARM-F	2 WARM-F>	2 WLAN-F>	2 WLAN-F>	2 WLAN-F	WLAN-F>	2 WLAN-F>	2 WLAN-F>	WLAN-F	2 WHTF-F
3 WQXA-F>	3 WQXA-F>	3 WQXA-F	3 WIOV-F	3 WIOV-F	3 WHTF-F>	3 WQXA-F	3 WDAC-F	3 WRKZ-F>	3 WLAN-F>
4 WHTF-F>	4 WHTF-F	WDAC-F>	4 WQXA-F	4 WDAC-F	4 WYSP-F>	4 WDAC-F	4 WYCR-F	4 WDAC-F	4 WARM-F
5 WKSZ-F	5 WDAC-F	5 WHTF-F	5 WDAC-F	5 WNCE-F	5 WTPA-F	5 WYCR-F	WWKL-F	5 WWKL-F	WDAC-F
WIOV-F>>	6	6 WNCE-F>	6	6	WRKZ-F>>	WRFY-F	WRFY-F>	WARM-F	6 WWKL-F
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		116 (5)	116 (5)	25.2	25.9
AOR/CLASSIC		45 (5)	45 (5)	9.8	9.7
AC/OLDIES/SOFT ROCK	9 (1)	67 (4)	76 (5)	16.5	16.8
MOR/VARIETY	11 (3)		11 (3)	2.4	2.7
COUNTRY	6 (2)	90 (2)	96 (4)	20.9	15.6
BLACK/URBAN					0.6
BEAUTIFUL/EASY		59 (2)	59 (2)	12.8	13.7
NEWS/TALK	5 (1)		5 (1)	1.1	0.8
NOSTALGIA					1.7
RELIGION/GOSPEL		49 (1)	49 (1)	10.7	10.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		3 (1)	3 (1)	0.7	2.3
	---------	---------	---------		
	31 (7)	429 (20)	460 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WLAN	1390	Lancaster	1.6/5.6/ 9/ 191
WLPA	1490	Lancaster	1.1/5.2/ 6/ 176
KYW	1060	Philadelphia	0.9/5.2/ 6/ 221
WCTX-F	92.1	Palmyra/harris.	0.5/1.7/ 3/ 144
WEAZ-F	101.1	Philadelphia	0.7/2.0/ 5/ 93
WEEU	850	Reading	0.5/1.4/ 4/ 63
WHP	580	Harrisburg	0.4/3.8/ 9/ 272
WHP -F	97.3	Harrisburg	0.5/1.9/ 7/ 172
WHYL	960	Carlisle/harris	0.5/1.0/ 8/ 95
WIOQ-F	102.1	Philadelphia	0.4/1.6/ 2/ 54
WKSZ-F	100.3	Media	0.5/1.6/ 3/ 54
WMMR-F	93.3	Philadelphia	0.9/2.1/ 7/ 94
WNNK-F	104.1	Harrisburg	0.7/5.1/ 25/ 530
WRFY-F	102.5	Reading	1.6/5.2/ 10/ 242
WSBA	910	York	0.5/4.7/ 61/ 781
WTPA-F	93.5	Mechncsbrg/Hrsb	0.7/2.7/ 26/ 300
WYSP-F	94.1	Philadelphia	0.9/3.0/ 7/ 119

RADIO STATIONS

WLAN, 1390, 5 KW/1 KW (DA-2) , OLDIES , $ 10.00 (HNWH) Peoples
WLPA, 1490, 1 KW , NOSTALGIA NBC, $ 12.00 (Torbet) Hall

WDAC-F, 94.5, 19 KW @ 810, RELIGION , $ 27.00 (Savalli)
WIOV-F, 105.1, 50 KW @ 500, COUNTRY ABC E, $ 30.00 (HNWH)
WLAN-F, 96.9, 50 KW @ 500, CHR ABC F, ABC R, $ 47.00 (HNWH) Peoples
WNCE-F, 101.3, 7 KW @ 1300, BTFL/EZ NBC, $ 40.00 (Torbet) Hall

OTHER RANKED STATIONS -- See Philadelphia, Harrisburg or York

LANSING

Arbitron Rank/Pop (12+): 97/359,900
MSA Rank/Pop: 109/439,000
ADI # 102
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 20/14
Diaries: 908/396:1/56.6%
Sample Target: 780
% Below Line: 6.2
% Not Listed: 15.5

1989 Revenue: $12,100,000
HH Inc.: $30,114
Retail $: 3.2 Bil
Pop per Station: 25,707
#1 Biller: WVIC-AF $3,100,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WVIC-AF	(CHR)	111/18.5	16.2	16.2	16.5	19.4	16.9	157/2061	1412/39.2	38.2	40.8	72	19.7	130	1600	WVIC-AF
2. WITL-F	(C)	104/17.3	15.4	17.5	15.7	11.6	16.5	167/1645	965/26.8	24.6	22.8	117	14.2	94	931	WITL-F
3. WJIM-F	(EZ)	53/ 8.8	7.2	7.2	6.7	9.1	7.5	68/719	522/14.5	13.7	18.7	92	5.3	35	324	WJIM-F
4. WFMK-F	(AC)	51/ 8.5	9.5	7.9	8.7	7.3	8.6	81/1165	722/20.1	19.6	18.7	139	7.7	51	571	WFMK-F
5. WIBM-F	(O)	33/ 5.5	5.9	5.7	5.6	6.8	5.7	71/1293	588/16.3	14.3	14.4	142	4.5	30	466	WIBM-F
6. WMMQ-F	(AOR)	22/ 3.7	5.3	5.1	4.5	3.3	4.7	22/488	482/13.4	15.3	12.9	116	7.6	50	695	WMMQ-F
WGOR-F	(CHR)	22/ 3.7	4.7	4.4	6.4	5.1	4.8	32/611	475/13.2	14.8	17.1	68	5.9	39	538	WGOR-F
8. WJR	(MOR)	21/ 3.5	3.0	5.2	5.0	4.5	4.2	82/1072	356/ 9.9	11.8	13.6	106	4.1	27	305	WJR
WKKP-F	(AC)	21/ 3.5	3.2	1.5	1.9	2.1	2.5	21/525	496/13.8	7.5	7.9	151	3.9	26	361	WKKP-F
10. WJXQ-F	(AOR)	18/ 3.0	2.7	4.8	3.1	6.1	3.4	49/781	402/11.2	11.2	14.2	73	3.5	23	406	WJXQ-F
11. WILS	(B)	13/ 2.2	1.9	0.7	2.0	1.3	1.7	13/271	250/ 6.9	2.7	7.0	100	3.3	22	267	WILS
12. WXLA	(B)	9/ 1.5	4.5	1.0	1.7	0.5	2.2	9/111	111/ 3.1	2.3	2.3	107	1.8	12	186	WXLA
13. WITL	(C)	7/ 1.2	0.3	----	1.1	1.2	0.7	15/152	90/ 2.5	0.0	3.7	75	0.8	5	100	WITL
14. WJIM	(T)	6/ 1.0	0.6	1.0	0.9	2.0	0.9	7/185	162/ 4.5	3.9	5.1	60	0.5	3	96	WJIM
15.																

12+ FM SHARE (METRO): 87.57% (444 of 507) (FAL 88: 88.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVIC-AF>>	1 WVIC-AF>>	1 WVIC-AF>	1 WITL-F	1 WITL-F>	1 WITL-F>	1 WVIC-AF>	1 WVIC-AF<	1 WVIC-AF	1 WVIC-AF>	1 WITL-F>>
2 WGOR-F	2 WITL-F	2 WITL-F>	2 WVIC-AF	2 WVIC-AF	2 WJIM-F>	2 WITL-F>>	2 WITL-F>	2 WITL-F>	2 WITL-F>	2 WVIC-F>
3	3 WFMK-F>	3 WFMK-F>	3 WFMK-F>	3 WFMK-F>	3 WFMK-F	3 WJIM-F	3 WFMK-F	3 WFMK-F	3 WJIM-F	3 WJXQ-F>
4	4 WMMQ-F	4 WIBM-F	4 WIBM-F	4 WJIM-F	4 WVIC-AF	4 WFMK-F>	4 WJIM-F	4 WJIM-F	4 WJXQ-F	4 WJIM
5	5 WJXQ-F	5 WMMQ-F<	5 WJIM-F	5 WIBM-F>	5 WIBM-F	5 WJR	5	5 WIBM-F	5 WGOR-F<	5 WJIM-F
6	6	6 WJIM-F	6	6	6	6	6	6	6 WIBM-F	6
7	7	7	7	7	7	7	7	7	7 WFMK-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVIC-AF>>	1 WVIC-AF>>	1 WITL-F	1 WVIC-AF>	1 WITL-F>	1 WVIC-AF>>	1 WVIC-AF>>	1 WVIC-AF	1 WVIC-AF>	1 WITL-F>
2 WGOR-F	2 WITL-F	2 WVIC-AF	2 WITL-F	2 WVIC-AF<	2 WJXQ-F	2 WITL-F	2 WITL-F	2 WITL-F>	2 WVIC-AF
3 WITL-F	3 WFMK-F>	3 WFMK-F>	3 WFMK-F>	3 WFMK-F>	WITL-F	3 WFMK-F	3 WFMK-F>	3 WFMK-F	3 WFMK-F>
WFMK-F	4 WGOR-F	4 WJIM-F	4 WJIM-F	4 WJIM-F	4 WMMQ-F	4 WJXQ-F	4 WJR	4 WIBM-F	4 WIBM-F
5 WJXQ-F	5 WMMQ-F	WIBM-F	WIBM-F	5 WIBM-F	WIBM-F	5 WMMQ-F	WMMQ-F	5 WMMQ-F	5 WJIM-F
6 WMMQ-F>>	6	6 WKKP-F	6	6	WFMK-F>>	6	WJXQ-F	6 WJXQ-F	6
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	2 (1)	133 (3)	135 (4)	26.6	30.7	WIBM	1450	Jackson	0.0/0.2/ 3/ 78
AOR/CLASSIC		40 (2)	40 (2)	7.9	12.1				
AC/OLDIES/SOFT ROCK		109 (4)	109 (4)	21.5	19.8	CKLW	800	Windsor/Detrt	0.5/1.0/ 5/ 122
MOR/VARIETY	21 (1)		21 (1)	4.1	5.3	WJFM-F	93.7	Grand Rapids	0.7/1.7/ 16/ 123
COUNTRY	7 (1)	104 (1)	111 (2)	21.9	15.8	WKFR-F	103.3	Battle Crk/Kal	0.3/1.7/ 15/ 380
BLACK/URBAN	22 (2)		22 (2)	4.3	2.2	WOOD-F	105.7	Grand Rapids	0.8/1.7/ 33/ 549
BEAUTIFUL/EASY		58 (2)	58 (2)	11.4	14.1	WWJ	950	Detroit	0.3/1.2/ 3/ 129
NEWS/TALK	8 (2)		8 (2)	1.6					
NOSTALGIA	3 (1)		3 (1)	0.6					
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	63 (9)	444 (12)	507 (21)						

RADIO STATIONS

WILS, 1320, 5 KW/1 KW (DA-3) , BLACK	CBS, $	14.00 (Christal)	MacDonald	
WJIM, 1240, 1 KW , TALK	NBC, $	15.00 (Torbet)	Double L	
WXLA, 1180, 1 KW (DAYS,DA) , BLACK	, $	11.00 (Roslin)		(DIMONDALE)
WGOR-F, 92.1, 3 KW @ 300, CHR	CBS, $	20.00 (Mc-Guild)		(ST. JOHNS)
WFMK-F, 99.1, 28 KW @ 600, AC	, $	39.00 (Republic)	Liggett	
WIBM-F, 94.1, 40 KW @ 560, OLDIES	US 2, $	30.00 (MMR)		(JACKSON)
WITL-F, 100.7, 27 KW @ 680, COUNTRY	ABC E, $	54.00 (Banner)		
WJIM-F, 97.5, 28 KW @ 440, BTFL/EZ	NBC, $	30.00 (Torbet)	Double L	
WKXQ-F, 106.1, 50 KW @ 500, AOR	ABC R, $	26.00 (Christal)		(JACKSON)
WKKP-F, 101.7, 3 KW @ 150, AC	CBS, $	24.0C (Christal)	MacDonald	
WMMQ-F, 92.7, 1.5 KW @ 450, CLASSIC AOR	SOURCE, NBC, $	29.00 (HNWH)		(CHARLOTTE)
WVIC-F, 94.9, 49 KW @ 500, CHR	, $	70.00 (Katz)	Goodrich	

MISCELLANEOUS COMMENTS: WVIV now simulcasting with WVIC-F

LAS VEGAS

Arbitron Rank/Pop (12+): 64/547,400

MSA Rank/Pop: 83/658,000
ADI # 93

Average Person Ratings: 17.2
Market TSL: 22.75 hours

Stations: 21/21
Diaries: 1013/540:1/49.3%
Sample Target: 910
% Below Line: 0.0
% Not Listed: 19.0

1989 Revenue: $20,100,000
HH Inc.: $27,953
Retail $: 5.2 Bil
Pop per Station: 26,066
#1 Biller: KFMS-AF $3,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KFMS-AF (C)	113/12.0	10.8	11.3	13.2	11.4	11.8	115/1211	1142/20.9	17.8	19.0	136	11.4	105	974	KFMS-AF
2. KLUC-F (CHR)	97/10.3	8.7	10.0	7.6	9.1	9.1	99/1395	1339/23.9	22.3	23.2	69	15.6	150	1532	KLUC-F
3. KXTZ-F (EZ)	87/ 9.3	7.9	8.5	12.4	10.3	9.5	89/825	789/14.4	14.6	14.3	53	5.9	57	595	KXTZ-F
4. KORK (BB)	54/ 5.8	5.6	3.1	3.8	4.3	4.6	55/408	392/ 7.2	7.1	8.5	38	2.7	26	317	KORK
5. KYRK-F (CHR)	47/ 5.0	6.5	5.3	5.1	6.4	5.5	50/1016	957/17.5	16.5	16.8	64	6.6	64	1185	KYRK-F
6. KKLZ-F (AOR)	46/ 4.9	5.6	5.7	5.9	8.0	5.5	50/692	671/12.3	12.4	14.7	129	7.5	72	611	KKLZ-F
7. KUDA-F (O)	44/ 4.7	3.9	4.7	4.2	1.3	4.4	48/642	628/11.5	11.9	4.1	128	4.8	46	466	KUDA-F
8. KOMP-F (AOR)	35/ 3.7	4.8	6.3	5.9	5.0	5.2	36/597	571/10.4	11.0	14.0	122	6.1	59	765	KOMP-F
KMZQ-F (AC)	35/ 3.7	5.8	4.2	4.7	5.5	4.6	36/643	612/11.2	10.5	13.0	111	2.8	27	424	KMZQ-F
10. KEYV-F (J/NA)	34/ 3.6	1.4	2.9	2.0	2.3	2.5	34/389	386/ 7.1	7.5	5.7	139	3.1	30	388	KEYV-F
11. KRLV-F (AC)	32/ 3.4	3.9	5.3	4.2	4.2	4.2	32/542	520/ 9.5	10.6	9.7	132	2.7	26	437	KRLV-F
12. KWNR-F (AC)	25/ 2.7	2.4	2.6	2.5	2.3	2.5	27/433	393/ 7.2	8.4	10.1	159	1.3	13	186	KWNR-F
13. KLTN-F (AC)	22/ 2.3	1.8	1.1	----	----	1.3	22/370	365/ 6.7	4.8	0.0	170	2.0	19	217	KLTN-F
14. KNUU (N/T)	20/ 2.1	2.6	2.5	3.1	2.3	2.6	20/395	391/ 7.1	7.3	6.2	81	1.9	18	263	KNUU
15. KJUL-F (AC)	15/ 1.6	1.6	0.7	----	----	1.0	16/319	307/ 5.6	2.6	0.0	150	1.1	11	171	KJUL-F
KDWN (T)	15/ 1.6	2.7	3.9	1.9	2.8	2.5	16/303	292/ 5.3	8.0	6.6	81	2.3	69	831	KDWN
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 84.36% (642 of 761) (FAL 88: 83.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KLUC-F	1 KLUC-F>	1 KFMS-AF	1 KFMS-AF>>	1 KFMS-AF>>	1 KXTZ-F<	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF	1 KXTZ-F
2 KYRK-F	2 KKLZ-F>	2 KLUC-F>	2 KLUC-F	2 KLUC-F	2 KFMS-AF>	2 KLUC-F	2 KLUC-F<	2 KLUC-F	2 KLUC-F	2 KFMS-F
3	3 KFMS-AF	3 KKLZ-F	3 KKLZ-F	3 KKLZ-F	3 KORK >	3 KXTZ-F>	3 KXTZ-F>	3 KXTZ-F>	3 KYRK-F	3 KDWN
4	4 KOMP-F	4 KUDA-F	4 KUDA-F>	4 KUDA-F	4 KUDA-F	4 KORK	4 KKLZ-F	4 KYRK-F	4 KORK <	4 KLUC-F
5	5 KYRK-F	5 KOMP-F	5 KWNR-F	5 KEYV-F<	5 KEYV-F	5 KKLZ-F	5 KUDA-F	5 KUDA-F<	5 KXTZ-F	5
6	6	6	KOMP-F	6 KXTZ-F	6	6	6 KORK	6 [illegible]RK	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLUC-F>>	1 KLUC-F>	1 KFMS-AF>	1 KLUC-F	1 KFMS-AF>	1 KLUC-F>>	1 KKLZ-F	1 KKLZ-F>	1 KFMS-AF	1 KFMS-AF>
2 KYRK-F	2 KFMS-AF	2 KWNR-F	2 KFMS-AF>	2 KLUC-F	2 KKLZ-F>	2 KLUC-F	2 KFMS-AF	2 KLUC-F<	2 KKLZ-F
KRLV-F	3 KKLZ-F	3 KLUC-F	3 KRLV-F	3 KXTZ-F	3 KYRK-F	3 KOMP-F>	KOMP-F>	3 KKLZ-F	3 KUDA-F
KMZQ-F	4 KYRK-F	4 KKLZ-F	4 KMZQ-F	4 KRLV-F	KOMP-F	4 KFMS-AF	4 KLUC-F	4 KUDA-F	4 KOMP-F
5 KOMP-F	KWNR-F	5 KYRK-F	5 KKLZ-F	5 KMZQ-F	5 KUDA-F	5 KYRK-F	5 KWNR-F	5 KOMP-F	KLUC-F
KKLZ-F	KRLV-F	KRLV-F	6	6 KWNR-F	KMTW	6	6 KLTN-F	6	6 KEYV-F
	7 KMZQ-F	7 KMZQ-F		KEYV-F					

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		144 (2)	144 (2)	18.9	19.2
AOR/CLASSIC		81 (2)	81 (2)	10.6	16.8
AC/OLDIES/SOFT ROCK	10 (1)	185 (7)	195 (8)	25.6	19.5
MOR/VARIETY					
COUNTRY	2 (1)	111 (1)	113 (2)	14.8	14.2
BLACK/URBAN	13 (1)		13 (1)	1.7	1.1
BEAUTIFUL/EASY		87 (1)	87 (1)	11.4	12.7
NEWS/TALK	35 (2)		35 (2)	4.6	6.8
NOSTALGIA	54 (1)		54 (1)	7.1	5.3
RELIGION/GOSPEL	5 (1)		5 (1)	0.7	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		34 (1)	34 (1)	4.5	2.8
UNKNOWN/OTHERS					1.6
	119 (7)	642 (14)	761 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KENO	1460	Las Vegas	1.1/3.3/ 10/ 182
KMTW	1340	Las Vegas	1.4/2.7/ 13/ 148
KREL	1280	Henderson/LosVg	0.5/1.9/ 5/ 104
KRRI-F	105.5	Boulder Cty/LV	1.3/4.6/ 13/ 264

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RADIO STATIONS

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KDWN,  720,  50 KW (DA-N)      , TALK                         , $  19.00 (Roslin)
KENO, 1460,   5 KW/1 KW (DA-N) , OLDIES                       , $  16.00 (Christal)     Lotus
KNUU,  970,   5 KW/500 W (DA-2), NEWS/TALK           MBS, CBS, $  15.00 (---)
KORK,  920,   5 KW/500 W (DA-2), NOSTALGIA              ABC I, $  19.00 (MMR)          Anchor

KEYV-F,  93.1,  50 KW @  100, JAZZ/NAC                        , $  29.00 (HNWH)
KFMS-F, 101.9, 100 KW @ 1110, COUNTRY                         , $  61.00 (Katz)
KJUL-F, 104.3, 100 KW @ 1115, AC                           APR, $  20.00 (---)          Ragan Henry
KKLZ-F,  96.3, 100 KW @ 1170, CLASSIC AOR                     , $  34.00 (Banner)
KLTN-F, 103.5, 100 KW @ 1042, AC                        TRNSTR, $  20.00  (K & P)
KLUC-F,  98.5, 100 KW @ 1180, CHR                          UPI, $  60.00 (Mc-Guild)     Nationwide
KMZQ-F, 100.5,  98 KW @ 1180, AC                              , $  46.00 (Eastman)      Commonwealth

KOMP-F,  92.3, 100 KW @ 1520, AOR                             , $  35.00 (Christal)     Lotus
KRLV-F, 106.5, 100 KW @ 1155, SOFT AC                         , $  28.00 (Eastman)
KRRI-F, 105.5,  50 KW @ 1450, OLDIES                       MBS, $  20.00 (Torbet)
KUDA-F, 107.5,  25 KW @ 3726, OLDIES                          , $  30.00 (Katz)         Americom (Quinn)
KWNR-F,  95.5, 100 KW @ 1120, OLDIES                          , $  26.00 (Torbet)
KXTZ-F,  94.1, 100 KW @ 1250, BTFL/EZ                         , $  44.00 (Durpetti)     Parker
KYRK-F,  97.1,  50 KW @ 1950, CHR                             , $  33.00 (MMR)          Anchor
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CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES
KRSR changes to KLUC-A	KLUC-F changes format to CHR	

LEXINGTON

Arbitron Rank/Pop (12+): 125/286,700

MSA Rank/Pop: 139/347,400
ADI # 69
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 16/14
Diaries: 754/380:1/57.4%
Sample Target: 670
% Below Line: 0.8
% Not Listed: 15.6

1989 Revenue: $12,100,000
HH Inc.: $25,994
Retail $: 2.9 Bil
Pop per Station: 20,478
#1 Biller: WVLK-F $2,700,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WVLK-F	(C)	88/18.1	19.9	18.3	15.4	16.5	----	245/2644	949/33.1	33.2	32.4	119	18.2	87	830	WVLK-F
2. WLAP-F	(CHR)	66/13.6	16.1	11.4	13.9	15.5	----	163/1951	900/31.4	34.1	26.8	87	18.0	86	1010	WLAP-F
3. WKQQ-F	(AOR)	58/11.9	14.0	10.5	14.9	13.0	----	93/1351	722/25.2	27.2	24.1	91	15.7	75	878	WKQQ-F
4. WCKU-F	(B)	44/ 9.0	9.1	10.5	----	----	----	51/525	417/14.5	15.6	16.4	70	13.0	62	612	WCKU-F
5. WVLK	(MOR)	40/ 8.2	6.6	8.9	9.9	8.8	----	48/745	579/20.2	14.9	23.6	105	6.5	31	411	WVLK
6. WTKT-F	(AC)	27/ 5.5	1.7	2.2	3.7	3.8	----	30/518	419/14.6	10.6	11.5	149	6.5	31	463	WTKT-F
7. WBBE	(BB)	18/ 3.7	2.1	3.4	2.7	3.0	----	25/285	138/ 4.8	3.9	6.1	19	1.9	9	72	WBBE
8. WJMM-F	(REL)	16/ 3.3	1.9	2.0	1.7	2.8	----	25/303	192/ 6.7	7.0	8.1	170	2.7	13	207	WJMM-F
9. WCOZ-F	(AC)	15/ 3.1	4.9	5.8	5.5	4.3	----	21/417	346/12.1	11.7	14.0	145	2.3	11	281	WCOZ-F
10. WCGW	(REL)	13/ 2.7	1.1	2.7	2.7	2.0	----	31/352	92/ 3.2	4.0	3.8	56	1.5	7	95	WCGW
11. WLAP	(AC)	11/ 2.3	3.4	2.7	3.2	3.3	----	28/602	316/11.0	8.3	8.8	96	1.3	6	149	WLAP
12. WLFX-F	(CHR)	7/ 1.4	2.3	5.6	7.9	9.5	----	17/492	314/11.0	10.6	19.2	79	2.5	12	429	WLFX-F

12+ FM SHARE (METRO): 78.10% (321 of 411) (FAL 88: 76.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLAP-F>>	1 WKQQ-F<	1 WVLK-F<	1 WVLK-F>	1 WVLK-F>	1 WVLK-F>>	1 WVLK-F>	1 WVLK-F>	1 WVLK-F	1 WVLK-F<	1 WVLK >>
2 WKQQ-F	2 WLAP-F>	2 WLAP-F<	2 WLAP-F	2 WLAP-F	2 WVLK >	2 WLAP-F>	2 WLAP-F	2 WKQQ-F	2 WCKU-F	2 WVLK-F
3 WCKU-F	3 WCKU-F	3 WKQQ-F>	3 WKQQ-F	3 WKQQ-F	3 WBBE	3 WKQQ-F	3 WKQQ-F>	3 WLAP-F>	3 WLAP-F	3 WLAP-F
4	4 WVLK-F	4 WCKU-F	4 WTKT-F>	4 WVLK	4 WCKU-F	4 WVLK	4 WTKT-F	4 WCKU-F>	4 WKQQ-F>	4 WCKU-F>
5	WTKT-F	5 WTKT-F	5 WVLK	5 WTKT-F	5 WJMM-F	5 WCKU-F	5 WVLK	5 WTKT-F	5 WVLK	5 WKQQ-F>>
6	6	6	WCKU-F	6 WCKU-F	6	6	6	6 WVLK	6	6
7	7	7	7 WJMM-F	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLAP-F>>	1 WLAP-F>>	1 WLAP-F>	1 WLAP-F>	1 WVLK-F	1 WKQQ-F>>	1 WKQQ-F>>	1 WKQQ-F>>	1 WKQQ-F	1 WVLK-F
2 WCKU-F	2 WTKT-F	2 WTKT-F>	2 WVLK-F>	2 WLAP-F>	2 WCKU-F>	2 WVLK-F	2 WVLK-F	2 WHAS >	2 WKQQ-F>
3 WKQQ-F>>	WCKU-F	3 WVLK-F>	3 WTKT-F	3 WTKT-F>	3 WLAP-F	3 WLAP-F	3 WVLK	3 WCKU-F	3 WVLK >
4 WTKT-F	4 WKQQ-F>	4 WKQQ-F	WCKU-F	4 WCKU-F	4 WVLK-F>>	WCKU-F>	4 WTKT-F	4 WLAP-F	4 WCKU-F
WCGW >>	5 WVLK-F	5 WCKU-F>>	5 WKQQ-F	5 WVLK	5 WTKT-F	5 WVLK	5 WLAP-F>	5 WVLK-F	5 WTKT-F
6	6	6	6	WKQQ-F	WLFX-F	WTKT-F	6 WCOZ-F>	6	WLAP-F
	7		7	WJMM-F	7	7	7	7	WJMM-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		73 (2)	73 (2)	17.8	19.7
AOR/CLASSIC		58 (1)	58 (1)	14.1	12.2
AC/OLDIES/SOFT ROCK	13 (2)	42 (2)	55 (4)	13.4	10.6
MOR/VARIETY	44 (3)		44 (3)	10.7	14.8
COUNTRY		88 (1)	88 (1)	21.4	21.2
BLACK/URBAN		44 (1)	44 (1)	10.7	12.1
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA	18 (1)		18 (1)	4.4	3.9
RELIGION/GOSPEL	15 (2)	16 (1)	31 (3)	7.5	5.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	90 (8)	321 (8)	411 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHRS	1380	Windchester	0.4/1.7/ 2/ 55
WLXG	1300	Lexington	0.4/4.8/ 6/ 244
WHAS	840	Louisville	0.4/3.7/ 45/ 885
WLW	700	Cincinnati	0.4/3.8/ 8/ 394

RADIO STATIONS

WBBE, 1580, 10 KW/45 W (DA-1) , NOSTALGIA , $ 14.00 (Republic) (GEORGETOWN)
WLAP, 630, 5 KW/1 KW (DA-2) , OLDIES CBS, US 2, $ 17.00 (Mc-Guild) Trumper
WLXG, 1300, 2.5 KW/1 KW (DA-N) , OLDIES NBC, $ 14.00 (HNWH) Martin
WVLK, 590, 5 KW/1 KW (DA-2) , MOR ABC I, $ 40.00 (Katz) Bluegrass
WCGW, 770, 1 KW (DAYS) , GOSPEL , $ 10.00 (---) Mortenson (NICHOLASVILLE)

WCKU-F, 102.5, 2 KW @ 350, BLACK , $ 20.00 (---) (NICHOLASVILLE)
WCOZ-F, 96.7, 3 KW @ 300, SOFT AC NBC, $ 19.00 (HNWH) Martin (PARIS)
WJMM-F, 106.3, 3 KW @ 316, RELIGION , $ 15.00 (---) Mortenson
WKQQ-F, 98.1, 100 KW @ 551, AOR , $ 50.00 (Christal) Village

WLAP-F, 94.5, 100 KW @ 660, CHR , $ 48.00 (Mc-Guild) Trumper
WLFX-F, 100.1, 1 KW @ 460, CHR , $ 25.00 (Durpetti) Premier (WINCHESTER)
WTKT-F, 103.1, 3 KW @ 300, OLDIES , $ 18.00 (Republic) (GEORGETOWN)
WVLK-F, 92.9, 100 KW @ 854, COUNTRY , $ 60.00 (Katz) Bluegrass

MISCELLANEOUS COMMENTS: WMGB-F changes to WTKT and format from AC to OLDIES...

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LITTLE ROCK

Arbitron Rank/Pop (12+): 81/426,300

MSA Rank/Pop: 96/524,000
ADI # 55
Average Person Ratings: 16.6
Market TSL: 22.25 hours

Stations: 18/18
Diaries: 862/495:1/58.6%
Sample Target: 820
% Below Line: 0.0
% Not Listed: 9.7

1989 Revenue: $13,900,000
HH Inc.: $26,875
Retail $: 3.8 Bil
Pop per Station: 23,683
#1 Biller: KSSN-F $4,100,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KSSN-F (C)	125/17.7	20.7	20.3	20.3	20.6	----	240/3029	1373/32.2	36.7	32.5	107	23.2	163	1448	KSSN-F
2. KIPR-F (B)	74/10.5	9.7	9.9	7.5	3.2	----	108/900	600/14.1	12.5	12.2	95	12.8	90	740	KIPR-F
3. KMJX-F (AOR)	66/ 9.3	5.3	5.6	5.7	4.9	----	105/1227	772/18.1	13.2	13.2	118	12.1	85	841	KMJX-F
4. KEZQ-F (EZ)	63/ 8.9	8.3	9.0	11.2	8.8	----	100/1183	704/16.5	16.7	18.3	75	5.0	35	431	KEZQ-F
5. KKYK-F (CHR)	60/ 8.5	9.4	9.6	11.6	10.5	----	113/2207	1060/24.9	26.8	26.7	94	7.8	55	1064	KKYK-F
6. KOLL-F (O)	53/ 7.5	3.3	3.7	2.9	2.1	----	93/1256	708/16.6	11.3	9.9	147	7.0	49	566	KOLL-F
7. KARN (N/T)	50/ 7.1	7.9	7.6	6.2	6.8	----	55/808	642/15.1	15.3	14.9	59	4.1	29	479	KARN
8. KZOU-F (CHR)	44/ 6.2	6.4	8.2	6.8	9.1	----	100/1625	780/18.3	21.8	20.7	81	9.5	67	966	KZOU-F
9. KHLT-F (AC)	35/ 4.9	6.0	5.2	6.4	6.9	----	57/1008	547/12.8	14.6	15.6	122	5.4	38	561	KHLT-F
10. KWTD-F (B)	16/ 2.3	3.6	2.6	3.2	6.0	----	16/336	336/ 7.9	8.1	6.2	117	3.6	25	330	KWTD-F
11. KBIS (N/T)	14/ 2.0	1.8	1.7	0.4	3.4	----	17/268	194/ 4.6	5.2	4.3	85	0.6	4	139	KBIS

12+ FM SHARE (METRO): 84.98% (543 of 639) (FAL 88: 84.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIPR-F>	1 KMJX-F	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KIPR-F>	1 KSSN-F
2 KZOU-F	2 KSSN-F	2 KMJX-F	2 KMJX-F<	2 KOLL-F	2 KEZQ-F	2 KKYK-F	2 KEZQ-F>	2 KMJX-F<	2 KMJX-F	KIPR-F>
KKYK-F	3 KIPR-F	3 KIPR-F	3 KOLL-F	KMJX-F	3 KARN >	3 KMJX-F	3 KHLT-F<	3 KIPR-F	3 KSSN-F	3 KARN >
4	4 KKYK-F	4 KOLL-F<	4 KIPR-F	4 KIPR-F	4 KOLL-F	4 KEZQ-F	4 KOLL-F	4 KOLL-F	4 KKYK-F>	4 KOLL-F
5	5 KZOU-F	5 KKYK-F	5 KKYK-F	5 KKYK-F	5	5 KARN	KMJX-F	5 KKYK-F<	5 KZOU-F	5
6	6	6	6	6	6	6 KIPR-F	KKYK-F	6 KEZQ-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KSSN-F	1 KIPR-F	1 KKYK-F	1 KSSN-F	1 KSSN-F>
KIPR-F	2 KSSN-F	2 KMJX-F	2 KIPR-F	2 KIPR-F
3 KZOU-F	KKYK-F	KIPR-F	3 KKYK-F	3 KOLL-F
4 KKYK-F	4 KZOU-F	4 KSSN-F	4 KZOU-F	4 KKYK-F
5 KMJX-F	KMJX-F	5 KZOU-F	5 KOLL-F	5 KEZQ-F
KHLT-F>>	6	KOLL-F	KMJX-F	6 KMJX-F
			7 KHLT-F	KHLT-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJX-F>>	1 KMJX-F>>	1 KMJX-F>	1 KSSN-F<	1 KSSN-F>
2 KKYK-F	2 KSSN-F	2 KSSN-F>	2 KMJX-F>	2 KMJX-F
3 KSSN-F	3 KIPR-F	3 KIPR-F>	3 KOLL-F	3 KOLL-F>
KIPR-F>	4 KKYK-F>	4 KOLL-F	4 KIPR-F	4 KIPR-F
5 KZOU-F	5 KZOU-F	5 KKYK-F	5 KKYK-F	5 KKYK-F
6 KHLT-F	KOLL-F	6 KZOU-F	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		104 (2)	104 (2)	16.3	20.2
AOR/CLASSIC		66 (1)	66 (1)	10.3	10.6
AC/OLDIES/SOFT ROCK		88 (2)	88 (2)	13.8	8.3
MOR/VARIETY					
COUNTRY		125 (1)	125 (1)	19.6	23.1
BLACK/URBAN		90 (2)	90 (2)	14.1	14.1
BEAUTIFUL/EASY		63 (1)	63 (1)	9.9	10.2
NEWS/TALK	64 (2)		64 (2)	10.0	8.6
NOSTALGIA					
RELIGION/GOSPEL	27 (4)		27 (4)	4.2	4.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	5 (2)	7 (1)	12 (3)	1.9	0.5
	96 (8)	543 (10)	639 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAAY	1090	Little Rock	1.0/4.3/ 14/ 372
KITA	1440	Little Rock	1.4/3.0/ 11/ 162
KLRA	1530	England	0.3/0.8/ 2/ 35
KLRA-F	96.5	England	1.0/1.3/ 7/ 82
KMTL	760	Sherwood/LtlRck	0.7/2.5/ 10/ 240
KWNN	1050	Little Rock	0.7/1.6/ 5/ 82
KZOU	1250	Little Rock	0.4/1.1/ 3/ 46

RADIO STATIONS

KARN, 920, 5 KW (DA-2), NEWS/TALK CBS, $ 32.00 (Banner)
KBIS, 1010, 10 KW/5 KW (DA-N), TALK NBC, $ 20.00 (Christal) Signal
KITA, 1440, 5 KW/50 W, RELIGION , $ 13.00 (---)

KEZQ-F, 100.3, 44 KW @ 1369, BTFL/EZ , $ 37.00 (Eastman)
KHLT-F, 94.1, 100 KW @ 760, AC , $ 39.00 (Christal) Signal
KIPR-F, 92.3, 100 KW @ 938, BLACK , $ 23.00 (Banner) (PINE BLUFF)
KKYK-F, 103.7, 96 KW @ 1510, CHR , $ 50.00 (Banner) Sheppard

KMJX-F, 105.1, 79 KW @ 1054, AOR ABC R, $ 38.00 (HNWH) Coastal
KSSN-F, 95.7, 100 KW @ 1664, COUNTRY ABC E, $ 85.00 (Katz) Southern Skies
KWTD-F, 106.3, 3 KW @ 290, BLACK MBS, $ 21.00 (Roslin) Willis (LONOKE)
KOLL-F, 94.9, 100 KW @ 1843, OLDIES , $ 25.00 (Durpetti) South. Starr (P.BLUFF)
KZOU-F, 98.5, 99 KW @ 860, CHR , $ 35.00 (Christal)

MISCELLANEOUS COMMENTS: KHLT changes to KBIS and format from AC to BUSINESS NEWS (Nov)...KZLR changes to KOLL and format from AOR to OLDIES (Sep)...KWTD-F (Lonoke) sold to Willis for $445,000...KEZQ-F sold for $3,250,000 (CEA)...KEZQ-A sold to Willis for $250,000...

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,265,900

MSA Rank/Pop: 2/11,800,000
ADI # 2
Average Person Ratings: 17.8
Market TSL: 23.50 hours

Stations: 42/42
Diaries: 4584/2021:1/50.6%
Sample Target: 3650
% Below Line: 0.0
% Not Listed: 11.7

1989 Revenue: $385,000,000
HH Inc.: $33,525
Retail $: 88.0 Bil
Pop per Station: 220,616
#1 Biller: KABC $35,000,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KPWR-F	(CHR)	1016/ 6.2	6.1	7.1	6.4	7.2	6.4	1064/17164	15841/17.1	18.1	18.8	60	7.7	1229	15913	KPWR-F
2. KOST-F	(AC)	946/ 5.7	6.8	6.1	5.6	5.4	6.1	1097/16818	14414/15.6	16.4	14.7	116	4.9	783	9325	KOST-F
3. KIIS-F	(CHR) **	890/ 5.4	6.2	4.9	6.2	5.8	5.7	1053/19685	16687/18.0	19.7	18.9	89	7.1	1129	18387	KIIS-F
4. KABC	(T)	764/ 4.6	4.3	5.2	4.9	5.3	4.8	814/11112	10004/10.8	12.7	12.5	78	5.2	832	8824	KABC
5. KLOS-F	(AOR)	694/ 4.2	4.1	3.8	4.6	3.6	4.2	982/14166	10325/11.1	10.3	10.0	129	6.5	1032	10911	KLOS-F
6. KBIG-F	(AC)	651/ 4.0	3.6	4.3	4.0	3.3	4.0	750/10667	9005/ 9.7	10.8	9.6	117	2.6	419	4893	KBIG-F
7. KQLZ-F	(CHR)	626/ 3.8	5.5	4.3	2.7	2.8	4.1	868/13239	10221/11.0	12.6	8.5	61	4.8	756	10769	KQLZ-F
8. KWKW	(SP)	573/ 3.5	2.7	2.2	2.3	1.3	2.7	577/4943	4919/ 5.3	3.8	2.5	134	1.8	278	3049	KWKW
9. KNX	(N/T)	559/ 3.4	2.8	3.3	3.6	3.5	3.3	717/15583	12189/13.2	13.0	13.5	82	2.6	411	7996	KNX
10. KLVE-F	(SP)	522/ 3.2	3.2	1.8	2.3	2.8	2.6	566/6891	6187/ 6.7	4.7	6.0	109	2.0	315	3628	KLVE-F
11. KTWV-F	(J/NA)	504/ 3.1	2.8	2.5	3.4	3.3	3.0	594/10002	8359/ 9.0	8.5	8.5	139	3.3	521	6052	KTWV-F
12. KTNQ	(SP)	450/ 2.7	1.9	2.5	1.6	2.8	2.2	466/4767	4496/ 4.9	5.0	5.2	104	2.3	365	3398	KTNQ
13. KRTH-F	(O)	439/ 2.7	2.8	3.1	3.3	3.2	3.0	581/12020	9344/10.1	10.2	12.2	144	2.6	412	6788	KRTH-F
14. KFWB	(N)	431/ 2.6	3.1	3.0	2.9	3.1	2.9	474/12317	11210/12.1	12.6	12.9	69	2.6	405	7823	KFWB
15. KJOI-F	(EZ)	415/ 2.5	4.6	4.1	4.5	4.6	3.9	476/7513	6761/ 7.3	9.5	9.5	80	2.8	439	4553	KJOI-F
16. KROQ-F	(AOR)	414/ 2.5	2.5	2.3	3.0	3.2	2.6	507/8155	6764/ 7.3	7.3	9.4	72	4.1	651	9145	KROQ-F
17. KJLH-F	(B)	372/ 2.3	1.9	2.2	2.3	2.3	2.2	373/5288	5163/ 5.6	5.9	5.7	109	2.9	453	6020	KJLH-F
18. KZLA-F	(C)	363/ 2.2	2.3	2.0	2.3	2.6	2.2	404/6004	5337/ 5.8	5.4	5.9	132	3.1	487	3226	KZLA-F
19. KLSX-F	(AOR)	360/ 2.2	2.0	1.8	2.5	2.3	2.1	422/8532	7356/ 7.9	7.4	8.3	136	2.7	432	6241	KLSX-F
20. KMPC	(BB)	343/ 2.1	2.7	2.5	2.3	2.1	2.4	425/7726	6424/ 6.9	7.4	7.7	57	1.9	295	3775	KMPC
21. KACE-F	(B)	311/ 1.9	1.2	1.3	0.9	1.4	1.3	312/4123	4078/ 4.4	3.8	4.6	105	1.7	272	3208	KACE-F
22. KODJ-F	(O)	292/ 1.8	2.0	2.0	1.1	1.2	1.7	386/7299	5656/ 6.1	6.9	4.9	117	1.4	219	4031	KODJ-F
23. KFI	(T)	273/ 1.7	1.6	1.8	1.3	1.3	1.6	405/7866	5404/ 5.8	6.1	4.8	100	1.9	297	3754	KFI
24. KKGO-F	(J/NA)	228/ 1.4	1.0	1.2	1.1	1.0	1.2	258/5345	4686/ 5.1	3.7	3.4	93	1.5	242	3368	KKGO-F
25. KSKQ	(SP)	208/ 1.3	1.1	1.0	1.1	1.2	1.1	208/2566	2566/ 2.8	2.3	2.4	123	0.5	78	1508	KSKQ
26. KLIT-F	(AC)	196/ 1.2	1.2	0.7	0.9	0.7	1.0	219/5014	4554/ 4.9	2.7	2.8	133	1.1	180	2954	KLIT-F
KLAC	(C)	196/ 1.2	0.8	1.2	1.2	1.0	1.1	225/4484	3731/ 4.0	5.1	3.5	83	0.6	99	2233	KLAC
28. KGFJ	(B)	182/ 1.1	0.7	0.8	0.6	0.6	0.8	182/2230	2219/ 2.4	1.9	1.9	145	0.7	106	1582	KGFJ
29. KALI	(SP)	170/ 1.0	0.8	1.0	1.2	0.8	1.0	172/2564	2531/ 2.7	2.1	2.4	90	0.7	105	1911	KALI
30. KRLA	(O)	163/ 1.0	0.8	0.9	0.8	1.2	0.9	171/3483	3234/ 3.5	4.2	3.8	100	0.9	149	1623	KRLA

** STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY.

12+ FM SHARE (METRO): 67.86% (9865 of 14537) (FAL 88: 64.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPWR-F>	1 KPWR-F	1 KOST-F	1 KOST-F	1 KOST-F	1 KABC >	1 KABC	1 KOST-F	1 KPWR-F	1 KOST-F<	1 KABC >>
2 KII[illegible]-F	2 KLOS-F	2 KPWR-F<	2 KLOS-F	2 KLOS-F	2 KNX <	2 KLOS-F	2 KBIG-F	2 KIIS-F	2 KPWR-F	2 KFWB <
3 KQLZ-F	3 KIIS-F	3 KLOS-F<	3 KIIS-F	3 KIIS-F<	3 KOST-F	3 KPWR-F<	3 KPWR-F	3 KOST-F	3 KIIS-F	3 KNX >>
4	4 KOST-F	4 KIIS-F>	4 KBIG-F<	4 KWKW	4 KFWB <	4 KIIS-F	KIIS-F>	4 KQLZ-F	4 KABC	4 KWKW
5	5 KQLZ-F	5 KWKW	5 KWKW	KBIG-F	5 KBIG-F<	5 KNX <	5 KABC	5 KBIG-F	5 KQLZ-F	5 KOST-F>>
6	6 KLVE-F	KQLZ-F<	KTWV-F	6 KTWV-F	6 KJOI-F	6 KOST-F	6 KLOS-F	6 KLOS-F	6 KNX	6 KIIS-F
7	7 KROQ-F	7 KLVE-F	7 KRTH-F	7 KRTH-F	7 KTWV-F	7 KWKW	7 KWKW <	7 KTWV-F<	7 KTWV-F	7 KBIG-F<
8	8 KWKW	KBIG-F	KPWR-F	8 KPWR-F<	8 KWKW	8 KBIG-F<	8 KTWV-F	8 KNX	8 KWKW	8 KTWV-F
9	9 KBIG-F	9 KTWV-F	9 KLVE-F	9 KABC <	KMPC <	9 KFWB	KRTH-F<	9 KLVE-F	K[illegible]VE-F	KFI <
10	10 KLSX-F	10 KRTH-F	10 KABC	10 KLVE-F	10 KRTH-F	10 KTNQ	10 KQLZ-F	10 KWKW	10 KROQ-F	10 KPWR-F
								KROQ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPWR-F>	1 KPWR-F<	1 KOST-F>	1 KOST-F	1 KOST-F	1 KPWR-F	1 KLOS-F>	1 KLOS-F>	1 KLOS-F>	1 KLOS-F>
2 KIIS-F	2 KOST-F	2 KBIG-F<	2 KPWR-F	2 KBIG-F	2 KQLZ-F	2 KPWR-F	2 KIIS-F	2 KPWR-F	2 KOST-F
3 KOST-F	3 KIIS-F>	3 KIIS-F	3 KIIS-F	3 KIIS-F<	3 KLOS-F	3 KQLZ-F	3 KLSX-F<	3 KIIS-F<	3 KTWV-F
4 KQLZ-F>	4 KQLZ-F<	4 KLVE-F<	4 KBIG-F	4 KWKW	4 KROQ-F	4 KIIS-F	4 KWKW	4 KOST-F	4 KIIS-F
5 KROQ-F<	5 KLVE-F<	5 KLOS-F<	5 KWKW <	5 KPWR-F	5 KIIS-F	5 KROQ-F	KPWR-F	5 KQLZ-F	5 KWKW
6 KACE-F	6 KBIG-F<	6 KPWR-F	6 KLVE-F	6 KRTH-F	6 KNAC-F<	6 KLSX-F<	6 KROQ-F	6 KWKW	KABC
7 KLVE-F	7 KLOS-F	7 KTWV-F	7 KLOS-F<	7 KTWV-F	7 KLVE-F	7 KLVE-F<	KOST-F	KTWV-F	7 KRTH-F
8 KLOS-F	8 KACE-F	8 KWKW	8 KQLZ-F	KLVE-F	8 KLSX-F	8 KOST-F	8 KQLZ-F	KROQ-F	8 KLSX-F<
9 KJLH-F>	9 KJLH-F	9 KQLZ-F	9 KRTH-F	9 KLOS-F	9 KOST-F	9 KWKW	KLVE-F	9 KTNQ	9 KNX
10 KBIG-F	10 KWKW	KJLH-F	KACE-F	10 KABC	10 KWKW	10 KTNQ	10 KTNQ	10 KRTH-F	10 KTNQ
	KTNQ							KJLH-F	

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FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		2600 (4)	2600 (4)	17.9	15.1
AOR/CL		1595 (4)	1595 (4)	11.0	13.9
AC/OLDIES/SOFT ROCK	236 (2)	2524 (5)	2760 (7)	19.0	18.8
MOR/VARIETY					
COUNTRY	196 (1)	363 (1)	559 (2)	3.8	4.4
BLACK/URBAN	281 (2)	683 (2)	964 (4)	6.6	6.1
BEAUTIFUL/EASY		415 (1)	415 (1)	2.9	5.1
NEWS/TALK	2151 (6)		2151 (6)	14.8	15.0
NOSTALGIA	343 (1)		343 (1)	2.4	2.3
RELIGION/GOSPEL		246 (3)	246 (3)	1.7	0.6
SPANISH	1401 (4)	657 (2)	2058 (6)	14.2	10.9
CLASSICAL					1.8
JAZZ/NEW AGE		732 (2)	732 (2)	5.0	4.8
UNKNOWN/OTHERS	64 (1)	50 (1)	114 (2)	0.8	1.2
	4672 (17)	9865 (25)	14537 (42)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDAY	1580	Santa Monica/LA	0.6/3.2/101/2982
KEZY-F	95.9	Anaheim	0.3/1.5/ 51/1385
KFSG-F	96.3	Los Angeles	0.3/1.0/ 52/1032
KGIL	1260	San Fernando	0.4/1.3/ 64/1323
KIEV	870	Glendale	0.4/2.4/ 74/2472
KKBT-F	92.3	Los Angeles	0.4/2.1/ 77/2169
KKLA-F	99.5	Los Angeles	0.8/2.3/148/2395
KMAX-F	107.1	Arcadia/LosAngl	0.4/0.9/ 60/ 925
KNAC-F	105.5	Long Beach/LA	0.8/2.4/146/2577
KRTH	930	Los Angeles	0.4/2.5/ 82/2482
KSKQ-F	97.9	Long Beach	0.8/2.3/137/2198
KWIZ	1480	Santa Ana	0.4/1.1/ 65/1049

RADIO STATIONS

KABC, 790, 5 KW (DA-N) , TALK ABC I, ABC T, $ 410.00 (Katz) Cap Cities/ABC
KALI, 1430, 5 KW (DA-2) , HISPANIC , $ 90.00 (Katz) TA/Shaw (SAN GABRIEL)
KDAY, 1580, 50 KW (DA-2) , BLACK NBN, $ 100.00 (Roslin) Heritage (SANTA MONICA)
KFI , 640, 50 KW , TALK MBS, $ 150.00 (Christal) Cox
KFWB, 980, 5 KW , NEWS NBC, UPI, $ 300.00 (Group W) Westinghouse
KGFJ, 1230, 1 KW , BLACK OLDIES SBN, SMN, $ 70.00 (Roslin)
KLAC, 570, 5 KW (DA-N) , COUNTRY ABC D, $ 130.00 (Eastman) Malrite

KMPC, 710, 50 KW/10 KW (DA-N), NOSTALGIA/MOR , $ 270.00 (Durpetti) Golden West
KNX , 1070, 50 KW , NEWS CBS, $ 340.00 (CBS) CBS
KRLA, 1110, 50 KW (DA-2) , OLIDES , $ 100.00 (MMR) Greater Media
KRTH, 930, 5 KW (DA-N) , OLDIES US 2, $ N/A (Republic) Beasley
KSKQ, 1540, 50 KW/10 KW (DA-2), HISPANIC , $ 100.00 (SBS) SBS
KTNQ, 1020, 50 KW (DA-2) , HISPANIC CRC, $ 165.00 (Caballero) Heftel
KWKW, 1330, 5 KW (DA-N) , HISPANIC , $ 120.00 (Lotus) Lotus

FM STATIONS

KACE, 103.9, 1.6 KW @ 390, BLACK APR, $ 85.00 (K & P) All Pro (INGLEWOOD)
KBIG, 104.3, 105 KW @ 2890, AC , $ 280.00 (CBS) Bonneville

KLIT, 101.9, 2.5 KW @ 2848, SOFT AC , $ 100.00 (Durpetti) Golden West (GLENDALE)
KKBT, 92.3, 39 KW @ 2835, CHR , $ 200.00 (Mc-Guild) Evergreen
KIIS, 102.7, 8 KW @ 2790, CHR , $ 550.00 (Mc-Guild) Gannett

KJLH, 102.3, 3 KW @ 300, BLACK , $ 117.00 (Roslin) (COMPTON)
KJOI, 98.7, 75 KW @ 1180, EZ , $ 285.00 (Banner) Command
KKGO, 105.1, 18 KW @ 2900, SOFT AC APR, $ 110.00 (CMBS)
KLOS, 95.5, 63 KW @ 3129, AOR ABC R, $ 312.00 (Katz) Cap Cities/ABC
KLSX, 97.1, 55 KW @ 770, CLASSIC AOR , $ 300.00 (MMR) Greater Media

KLVE, 107.5, 60 KW @ 2800, HISPANIC , $ 175.00 (Caballero) Heftel
KMAX, 107.1, 3 KW @ -13, HISPANIC , $ 60.00 (---) Douglas (ARCADIA)
KNAC, 105.5, 1.6 KW @ 400, AOR ABC F, $ 120.00 (---) (LONG BEACH)
KODJ, 93.1, 28 KW @ 3496, OLDIES RADRAD, $ 200.00 (CBS)
KOST, 103.5, 13 KW @ 3100, AC , $ 410.00 (Christal) Cox
KPWR, 105.9, 72 KW @ 770, CHR/URBAN , $ 425.00 (HNWH) Emmis
KQLZ, 100.3, 5 KW @ 3060, CHR/AOR SOURCE, $ 600.00 (Eastman) Westwood One
KROQ, 106.7, 6 KW @ 1388, AOR , $ 300.00 (Torbet) Infinity
KRTH, 101.1, 51 KW @ 3130, OLDIES , $ 350.00 (Republic) Beasley
KSKQ, 97.9, 79 KW @ 420, HISPANIC , $ 120.00 (SBS) SBS
KTWV, 94.7, 55 KW @ 2952, JAZZ/NAC , $ 260.00 (Banner) Legacy
KZLA, 93.9, 49 KW @ 720, COUNTRY , $ 225.00 (Eastman) Malrite

CALL LETTER CHANGES

KFAC-F changes to KKBT (Sept)
KEDG-F changes to KLIT (Oct)

FORMAT CHANGES

KKBT changes from CLASSICAL to CHR/HYBRID...KLIT changes from AOR to SOFT AC...KKGO-F changes from JAZZ to CLASSICAL (Jan)

STATION SALES

KRTH-A: From Beasley to Lieberman for $23,000,000 plus tax certificate...KJOI-F: From Command to Viacom for $86,000,0

LOUISVILLE

Arbitron Rank/Pop (12+): 69/793,200

MSA Rank/Pop: 51/968,000
ADI # 45
Average Person Ratings: 16.5
Market TSL: 21.75 hours

Stations: 17/17
Diaries: 1284/618:1/53.5%
Sample Target: 1200
% Below Line: 0.0
% Not Listed: 9.6

1989 Revenue: $23,600,000
HH Inc.: $27,183
Retail $: 7.7 Bil
Pop per Station: 46,658
#1 Biller: WHAS $5,800,000

12+ METRO			1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WHAS	(MOR)	208/15.9	10.8	12.2	14.8	15.0	13.4	260/3371	2405/30.3	28.3	31.4	81	11.2	152	2149	WHAS
	WAMZ-F	(C)	208/15.9	16.4	16.3	17.1	17.2	16.4	302/3172	2111/26.6	26.8	28.5	119	17.8	242	2190	WAMZ-F
3.	WDJX-AF	(CHR)	150/11.5	13.7	15.3	12.2	9.6	13.2	243/3171	2107/26.6	28.1	23.1	82	13.9	180	2197	WDJX-AF
4.	WVEZ-F	(AC)	114/ 8.7	7.9	5.9	6.7	7.1	7.3	139/1750	1545/19.5	14.9	15.5	130	7.6	103	1366	WVEZ-F
5.	WLRS-F	(CHR)	96/ 7.4	6.3	5.5	4.2	6.0	5.8	103/1466	1289/16.3	15.9	18.8	58	10.5	142	1917	WLRS-F
6.	WQMF-F	(AOR)	86/ 6.6	8.2	8.3	9.4	9.8	8.1	138/1886	1284/16.2	16.5	18.2	118	7.5	102	2031	WQMF-F
7.	WLOU	(B)	79/ 6.1	9.4	7.1	7.4	3.9	7.5	79/824	786/ 9.9	9.4	6.8	105	8.1	110	1113	WLOU
8.	WRKA-F	(AC)	63/ 4.8	5.6	6.0	6.4	6.3	5.7	64/1141	1107/14.0	14.7	15.9	152	5.6	76	1060	WRKA-F
9.	WLSY-F	(EZ)	43/ 3.3	3.0	3.0	1.9	6.2	2.8	44/647	620/ 7.8	6.4	9.6	118	1.6	22	310	WLSY-F
10.	WAVG	(MOR)	33/ 2.5	3.2	3.8	4.4	3.7	3.5	35/914	862/10.9	10.7	11.9	116	2.0	27	422	WAVG
11.	WWKY	(C)	23/ 1.8	1.9	0.5	0.8	0.7	1.3	28/502	350/ 4.4	3.0	3.1	94	0.5	7	177	WWKY
12.	WXVW	(BB)	21/ 1.6	2.8	3.0	1.9	2.3	2.3	21/383	383/ 4.8	6.2	4.2	19	1.2	16	187	WXVW
	WXLN-F	(REL)	21/ 1.6	0.9	1.5	0.8	1.0	1.2	22/437	424/ 5.3	3.5	3.4	138	1.0	14	339	WXLN-F
14.																	

15. 12+ FM SHARE (METRO): 66.02% (779 of 1180) (FAL 88: 68.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJX-AF	1 WDJX-AF	1 WAMZ-F	1 WAMZ-F>	1 WAMZ-F>	1 WHAS	1 WHAS >	1 WAMZ-F>	1 WAMZ-F<	1 WDJX-AF<	1 WHAS >
2 WLRS-F	2 WAMZ-F	2 WDJX-AF>	2 WHAS <	2 WHAS	2 WAMZ-F>	2 WAMZ-F>	2 WHAS	2 WHAS	2 WHAS	2 WAMZ-F<
3	3 WQMF-F	3 WQMF-F<	3 WVEZ-F	3 WVEZ-F	3 WVEZ-F	3 WDJX-AF	3 WVEZ-F	3 WDJX-AF>	3 WAMZ-F	3 WDJX-F
4	4 WLRS-F	4 WVEZ-F	4 WDJX-AF	4 WDJX-AF	4	4 WVEZ-F	4 WDJX-AF>	4 WVEZ-F	4 WLRS-F>	4 WLOU >>
5	5 WLOU	WHAS	5 WQMF-F	5 WQMF-F	5	5 WQMF-F	5 WLRS-F<	5 WLRS-F	5 WLOU <	5 WLRS-F
6	6 WRKA-F	6 WLRS-F	6 WRKA-F	6 WRKA-F	6	6 WLRS-F	6 WRKA-F<	6 WQMF-F	6 WQMF-F	6
7	7 WVEZ-F	7 WLOU <	7	7	7	7	7 WQMF-F	7	7 WVEZ-F	7
		8 WRKA-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDJX-AF>>	1 WDJX-AF>>	1 WDJX-AF	1 WAMZ-F<	1 WAMZ-F>	1 WLRS-F	1 WQMF-F	1 WQMF-F	1 WAMZ-F	1 WAMZ-F>
2 WLRS-F	2 WAMZ-F	WVEZ-F	2 WDJX-AF>	2 WVEZ-F	2 WDJX-AF	2 WAMZ-F	2 WAMZ-F	2 WQMF-F	2 WHAS
3 WAMZ-F	3 WVEZ-F<	3 WRKA-F	3 WVEZ-F	3 WHAS	WQMF-F<	3 WLRS-F<	3 WHAS	3 WDJX-AF	3 WQMF-F
4 WLOU	4 WLOU <	4 WLOU	4 WHAS	4 WDJX-AF	4 WAMZ-F>	4 WDJX-AF>	4 WDJX-AF	4 WHAS	4 WVEZ-F
5	5 WRKA-F	WAMZ-F>	5 WLOU	5 WRKA-F	5 WLOU >>	5 WHAS	5 WLRS-F>	5 WLRS-F<	5 WDJX-AF>
6	6 WLRS-F	6 WHAS	6 WRKA-F	WLOU	6	6 WLOU	6 WVEZ-F	6 WVEZ-F	6 WRKA-F
7	7	7	7 WLRS-F	7	7	7	WRKA-F	7	7
							WLOU >>		

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	2 (1)	244 (2)	246 (3)	20.8	17.1
AOR/CLASSIC		86 (1)	86 (1)	7.3	10.8
AC/OLDIES/SOFT ROCK		177 (2)	177 (2)	15.0	19.6
MOR/VARIETY	241 (2)		241 (2)	20.4	16.5
COUNTRY	40 (2)	208 (1)	248 (3)	21.0	20.0
BLACK/URBAN	79 (1)		79 (1)	6.7	11.2
BEAUTIFUL/EASY		43 (1)	43 (1)	3.6	
NEWS/TALK					
NOSTALGIA	21 (1)		21 (1)	1.8	2.6
RELIGION/GOSPEL	18 (2)	21 (1)	39 (3)	3.3	2.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	401 (9)	779 (8)	1180 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFIA	900	Louisville	0.3/1.7/ 5/ 194
WLLV	1240	Louisville	1.1/2.3/ 14/ 183
WTMT	620	Louisville	1.3/2.6/ 18/ 230

RADIO STATIONS

WAVG, 970, 5 KW (DA-N) , MOR NBC, US 2, $ 33.00 (MMR) Radio One
WDJX, 1080, 10 KW/1 KW (DA-2) , SIMULCAST WITH WDJX-F
WHAS, 840, 50 KW , MOR ABC I, $ 120.00 (Christal) Clear Channel
WLOU, 1350, 5 KW/500 W (DA-N) , BLACK SBN, $ 40.00 (MMR) Johnson
WTMT, 620, 500 W (DA-2) , COUNTRY , $ 14.00 (---)
WWKY, 790, 5 KW/1 KW (DA-2) , COUNTRY TRNSTR, $ 26.00 (Katz) Wilkes-Schwartz
WXVW, 1450, 1 KW , NOSTALGIA SMN, $ 25.00 (K & P)

WAMZ-F, 97.5, 100 KW @ 505, COUNTRY , $ 96.00 (Christal) Clear Channel
WDJX-F, 99.7, 24 KW @ 720, CHR APR, $ 65.00 (Republic) Stoner
WLRS-F, 102.3, 3 KW @ 300, CHR/AOR ABC R, $ 44.00 (Durpetti) Radio One
WLSY-F, 101.7, 1 KW @ 400, BTFL/EZ US 2 , $ 30.00 (Banner)
WQMF-F, 95.7, 34 KW @ 580, AOR , $ 56.00 (Eastman)
WRKA-F, 103.1, 3 KW @ 300, OLDIES , $ 53.00 (Banner)
WVEZ-F, 106.9, 24 KW @ 670, SOFT AC , $ 59.00 (Katz) Wilkes-Schwartz
WXLN-F, 103.9, 1 KW @ 500, RELIGION , $ 18.00 (---)

MISCELLANEOUS COMMENTS: WRKA changes from AC to OLDIES (Jan)...

American Radio Fall 1989, Copyright 1990

LUBBOCK

Arbitron Rank/Pop (12+): 163/182,500
MSA Rank/Pop: 189/225,000
ADI # 152
Average Person Ratings: 17.6
Market TSL: 23.50 hours

Stations: 18/17
Diaries: 567/322:1/54.0%
Sample Target: 550
% Below Line: 0.3
% Not Listed: 9.0

1989 Revenue: $6,500,000
HH Inc.: $23,086
Retail $: 1.72 Bil
Pop per Station: 10,735
#1 Biller: KLLL A/F $2,000,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KLLL-F	(C)	60/18.7	18.9	20.4	16.9	14.6	----	88/965	525/28.8	29.6	31.6	119	17.5	59	566	KLLL-F
2. KZII-F	(CHR)	45/14.0	12.5	8.9	12.0	3.1	----	55/793	551/30.2	27.1	25.6	64	11.9	40	526	KZII-F
3. KRLB-F	(CHR)	42/13.1	16.7	15.7	30.7	30.3	----	54/853	614/33.6	39.5	40.7	105	20.8	70	798	KRLB-F
4. KFMX-F	(AOR)	25/ 7.8	10.6	9.6	10.9	12.5	----	42/502	320/17.5	22.1	20.3	103	13.1	44	490	KFMX-F
5. KFYO	(C)	20/ 6.2	6.1	2.9	5.2	4.9	----	42/589	312/17.1	12.9	13.9	77	3.3	11	185	KFYO
6. KTEZ-F	(AC)	19/ 5.9	6.4	6.7	4.9	8.4	----	28/420	281/15.4	14.9	19.1	136	3.9	13	208	KTEZ-F
7. KKIK-F	(C)	13/ 4.0	5.1	3.5	4.5	4.9	----	19/344	230/12.6	12.7	13.5	120	3.3	11	185	KKIK-F
8. KXTQ	(SP)	11/ 3.4	1.3	1.3	2.6	0.7	----	12/142	108/ 5.9	3.8	4.2	156	1.5	5	112	KXTQ
9. KCAS	(BB)	10/ 3.1	1.9	1.0	1.1	2.4	----	10/87	66/ 3.6	3.3	2.1	68	0.3	1	69	KCAS
10. KLFB	(SP)	9/ 2.8	----	3.2	----	3.5	----	9/73	73/ 4.0	0.0	5.1	114	0.3	1	39	KLFB
KKCL-F	(O)	9/ 2.8	3.2	3.2	1.1	0.7	----	20/272	147/ 9.1	7.9	5.3	171	2.7	9	238	KKCL-F
12. KJAK-F	(REL)	7/ 2.2	0.6	1.0	1.1	2.8	----	9/156	111/ 6.1	4.6	4.7	73	1.5	5	131	KJAK-F
13. KTLK	(SP)	6/ 1.9	----	1.3	0.4	2.4	----	6/70	64/ 3.5	0.0	5.1	142	2.7	9	69	KTLK
KLSC-F	(O)	6/ 1.9	1.3	4.2	1.9	0.3	----	23/251	129/ 7.1	6.5	10.4	111				KLSC-F

12+ FM SHARE (METRO): 77.40% (226 of 292) (FAL 88: 83.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZII-F>>	1 KZII-F	1 KLLL-F>	1 KLLL-F>	1 KLLL-F>	1 KLLL-F>	1 KLLL-F>	1 KLLL-F>	1 KLLL-F>	1 KZII-F>>	1 KRLB-F
2 KRLB-F	2 KLLL-F	2 KRLB-F	2 KRLB-F>	2 KRLB-F>	2 KFYO >	2 KRLB-F	2 KRLB-F<	2 KZII-F	2 KRLB-F	2 KLLL-F>
3	3 KRLB-F>	3 KZII-F>	3 KZII-F	3 KZII-F	3 KRLB-F	3 KZII-F>	3 KZII-F>	3 KRLB-F>	3 KLLL-F	3 KZII-F
4	4 KFMX-F	4 KFMX-F>	4 KFMX-F	4 KTEZ-F	KCAS	4 KTEZ-F	4 KTEZ-F	4 KFYO	4 KFMX-F	4 KTEZ-F
5	5	5 KTEZ-F	5 KTEZ-F	KFMX-F>	5 KTEZ-F	KFYO	5 KFYO	KFMX-F	5	KFMX-F>>
6	6	6	6	6	KKIK-F	6 KFMX-F	KFMX-F	6 KTEZ-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZII-F>>	1 KZII-F	1 KZII-F	1 KLLL-F	1 KLLL-F	1 KZII-F	1 KLLL-F	1 KLLL-F	1 KLLL-F>	1 KLLL-F>>
2 KLLL-F	2 KLLL-F	KRLB-F	2 KZII-F	2 KRLB-F	2 KFMX-F>	2 KZII-F	2 KRLB-F	2 KFMX-F	2 KRLB-F
3 KRLB-F>	3 KRLB-F>>	KLLL-F>>	3 KRLB-F>	3 KZII-F>	3 KRLB-F>	KRLB-F	3 KZII-F	3 KRLB-F	3 KFMX-F>
4 KFMX-F>	4 KTEZ-F	4 KTEZ-F>	4 KTEZ-F	4 KTEZ-F	4 KLLL-F>>	KFMX-F	KFMX-F>	4 KZII-F>	4 KTEZ-F
5 KTEZ-F	KFMX-F	5 KXTQ	5 KKIK-F	KKIK-F	5 KTLK	5	5 KXTQ	5 KTEZ-F	5 KZII-F
KKIK-F>	6	KKIK-F	6	6	KTEZ-F	6	KTEZ-F	6	KXTQ

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		87 (2)	87 (2)	29.8	28.1	KFMX	1340	Lubbock	1.2/3.3/ 4/ 60
AOR/CLASSIC		25 (1)	25 (1)	8.6	15.7	KJBX	580	Lubbock	0.6/3.9/ 7/ 108
AC/OLDIES/SOFT ROCK		34 (3)	34 (3)	11.6	14.6	KLLL	1590	Lubbock	0.9/4.3/ 3/ 103
MOR/VARIETY									
COUNTRY	23 (2)	73 (2)	96 (4)	32.9	28.1	KGNC	710	Amarillo	0.3/1.9/ 11/ 200
BLACK/URBAN	2 (1)		2 (1)	0.7					
BEAUTIFUL/EASY	4 (1)		4 (1)	1.4					
NEWS/TALK	1 (1)		1 (1)	0.3					
NOSTALGIA	10 (1)		10 (1)	3.4	1.1				
RELIGION/GOSPEL		7 (1)	7 (1)	2.4	1.1				
SPANISH	26 (3)		26 (3)	8.9	6.6				
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					4.7				
	66 (9)	226 (9)	292 (18)						

RADIO STATIONS

KCAS, 1050, 250 W (DAYS) , NOSTALGIA TRNSTR, $ 7.00 (---) (SLATON)
KFYO, 790, 5 KW/1 KW (DA-2) , COUNTRY CBS, $ 17.00 (Torbet) Seaton
KJBX, 580, 500 W/380 W , BLACK ABC I, $ 13.00 (Christal) Dowe
KXTQ, 950, 5 KW/500 W (DA-2), HISPANIC , $ 12.00 (Katz Hisp.) Bakke

KFMX-F, 94.5, 100 KW @ 850, AOR SOURCE, $ 33.00 (Katz)
KJAK-F, 92.9, 3 KW @ 335, RELIGION , $ 8.00 (---) (SLATON)
KKIK-F, 93.7, 100 KW @ 736, COUNTRY , $ 22.00 (Banner) Bakke
KLLL-F, 96.3, 100 KW @ 850, COUNTRY MBS, $ 40.00 (Eastman) Pinnacle

KLSC-F, 104.7, 100 KW @ 980, OLDIES ABC D, $ 10.00 (---) (LAMESA)
KRLB-F, 99.5, 100 KW @ 817, CHR ABC I, $ 40.00 (Christal) Dowe
KTEZ-F, 101.1, 100 KW @ 750, SOFT AC TRNSTR, $ 23.00 (HNWH) Lotus
KKCL-F, 98.1, 50 KW @ 300, OLDIES , $ 14.00 (Republic) (LORENZO)
KZII-F, 102.5, 100 KW @ 850, CHR , $ 27.00 (Torbet)

MISCELLANEOUS COMMENTS: KVOQ-F changes to KKCL-F (July)...

MADISON

Arbitron Rank/Pop (12+): 119/300,200
MSA Rank/Pop: 136/355,000
ADI # 88
Average Person Ratings: 16.8
Market TSL: 21.75 hours

Stations: 17/13
Diaries: 750/400:1/62.9%
Sample Target: 690
% Below Line: 2.2
% Not Listed: 17.0

1989 Revenue: $13,900,000
HH Inc.: $29,575
Retail $: 3.4 Bil
Pop per Station: 23,092
#1 Biller: WZEE-F $2,800,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WZEE-F	(CHR)	64/12.7	17.1	18.8	18.4	15.9	----	134/2100	964/32.1	38.4	40.4	69	16.0	79	1028	WZEE-F
2. WIBA-F	(AOR)	52/10.3	10.9	10.7	12.3	11.7	----	72/1289	751/25.0	28.2	28.8	110	15.4	76	929	WIBA-F
3. WMGN-F	(AC)	47/ 9.3	8.3	6.8	7.9	12.2	----	57/792	572/19.1	20.9	22.0	122	6.7	33	428	WMGN-F
4. WIBA	(MOR)	42/ 8.3	7.3	7.7	9.2	8.7	----	46/744	544/18.1	23.3	21.1	64	4.2	21	357	WIBA
5. WWQM-F	(C)	39/ 7.7	6.3	7.3	4.0	4.9	----	49/632	440/14.2	15.1	15.4	119	6.7	33	373	WWQM-F
WOLX-F	(O)	39/ 7.7	7.3	1.7	1.5	3.0	----	140/1395	621/20.7	15.8	6.2	156	6.1	30	568	WOLX-F
7. WTSO	(C)	30/ 5.9	6.7	6.4	7.9	9.1	----	72/1203	681/22.7	13.6	21.2	97	6.1	30	405	WTSO
WTFX-F	(CHR)	30/ 5.9	----	----	----	----	----	36/744	588/19.6	0.0	0.0	83	8.1	40	526	WTFX-F
9. WMLI-F	(AC)	23/ 4.6	4.2	5.1	4.0	1.4	----	28/513	372/12.4	14.5	13.9	124	3.0	15	303	WMLI-F
10. WMAD-F	(AOR)	13/ 2.6	4.8	4.9	5.9	5.4	----	14/304	276/ 9.2	12.3	14.0	108	4.6	23	406	WMAD-F
11. WTDY	(N/T)	12/ 2.4	2.7	2.1	1.9	2.6	----	13/287	250/ 8.3	7.9	8.2	133	3.2	16	259	WTDY
12. WIBU	(BB)	9/ 1.8	2.9	1.9	1.7	----	----	24/297	106/ 3.5	4.7	3.3	0	1.2	6	88	WIBU
13. WSJY-F	(EZ)	8/ 1.6	1.3	2.4	1.0	1.9	----	25/523	205/ 6.8	6.2	5.0	69	1.0	5	166	WSJY-F
14.																
15.																

12+ FM SHARE (METRO): 76.37% (320 of 419) (FAL 88: 70.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZEE-F>>	1 WIBA-F<	1 WZEE-F	1 WOLX-F<	1 WOLX-F	1 WIBA >	1 WIBA-F	1 WMGN-F	1 WZEE-F>	1 WZEE-F>	1 WWQM-F
2 WTFX-F>	2 WZEE-F	2 WIBA-F	2 WMGN-F	2 WMGN-F	2 WOLX-F<	2 WZEE-F	2 WIBA-F	2 WIBA-F	2 WTFX-F	2 WIBA
3 WIBA-F	3 WMGN-F>	3 WMGN-F	WIBA-F	WIBA-F	3 WTSO	3 WMGN-F<	3 WZEE-F	3 WMGN-F	3 WIBA-F	3 WTSO
4	4 WTFX-F	4 WOLX-F>	4 WZEE-F	4 WWQM-F	4 WWQM-F>	4 WIBA	4 WWQM-F	4 WOLX-F<	4 WOLX-F	4 WZEE-F
5	5 WWQM-F	5 WWQM-F	5 WWQM-F	5 WZEE-F	5 WMGN-F	5 WOLX-F	5 WOLX-F	5 WWQM-F	5 WWQM-F	WOLX-F
6	6	6 WTFX-F	6	6	6	6 WWQM-F	WIBA	6 WIBA	6 WMGN-F	WIBA-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZEE-F>>	1 WZEE-F	1 WMGN-F>	1 WMGN-F<	1 WMGN-F>	1 WIBA-F	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>	1 WIBA-F>
2 WMGN-F>	2 WMGN-F>	2 [illegible]	2 WZEE-F>	2 WWQM-F	2 WZEE-F>>	2 WZEE-F>	2 WMGN-F	2 WZEE-F	2 WOLX-F>
3 WTFX-F	3 WTFX-F	3 WWQM-F	3 WOLX-F	WOLX-F	3 WTFX-F	3 WTFX-F	3 WZEE-F	WOLX-F>	3 WZEE-F
WIBA-F>	4 WIBA-F	4 WTFX-F	4 WWQM-F	4 WZEE-F>	WMAD-F>>	4 WWQM-F	WWQM-F	4 WMGN-F	WMGN-F
5 WMLI-F	5 WWQM-F	5 WOLX-F	5 WTFX-F	5 WMLI-F	5	WMGN-F	WTFX-F	5 WWQM-F	5 WWQM-F
6	6 WOLX-F	6 WIBA-F	6 WMLI-F	6	6	6	6 WOLX-F	6	WIBA
			7 WIBA-F				WIBA		

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		94 (2)	94 (2)	22.4	23.0
AOR/CLASSIC		65 (2)	65 (2)	15.5	19.1
AC/OLDIES/SOFT ROCK		109 (3)	109 (3)	26.0	20.9
MOR/VARIETY	42 (1)		42 (1)	10.0	9.4
COUNTRY	30 (1)	39 (1)	69 (2)	16.5	16.8
BLACK/URBAN					
BEAUTIFUL/EASY		8 (1)	8 (1)	1.9	5.0
NEWS/TALK	18 (3)		18 (3)	4.3	3.4
NOSTALGIA	9 (1)		9 (1)	2.1	
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		5 (2)	5 (2)	1.2	2.4
	99 (6)	320 (11)	419 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBBM	780	Chicago	0.4/1.8/ 10/ 268
WEKZ-F	93.7	Monroe	0.4/1.2/ 15/ 233
WGN	720	Chicago	0.8/2.7/ 18/ 417
WJVL-F	99.9	Janesville	0.6/2.0/ 39/ 469

RADIO STATIONS

WHIT,	1550,	5 KW (DAYS,DA)	, OLDIES	ABC E,	$ 16.00	(Eastman)	
WIBA,	1310,	5 KW (DA-2)	, MOR	CBS,	$ 43.00	(Katz)	Double L
WIBU,	1240,	1 KW	, NOSTALGIA (?)	CBS,	$ 8.00	(---)	(POYNETTE)
WMAD,	1190,	1 KW (DAYS,DA)	, NEWS	,	$ 14.00	(Torbet)	
WTDY,	1480,	5 KW (DA-2)	, NEWS/TALK	NBC, ABC I,	$ 21.00	(Mc-Guild)	Midwest Family
WTSO,	1070,	10 KW/5 KW (DA-2)	, COUNTRY	APR,	$ 39.00	(Banner)	Midcontinent
WIBA-F,	101.5,	50 KW @ 450,	AOR	CBS,	$ 45.00	(Katz)	Double L
WMAD-F,	92.1,	3 KW @ 312,	CLASSIC AOR	,	$ 25.00	(Torbet)	
WMGN-F,	98.1,	38 KW @ 580,	AC	,	$ 48.00	(Mc-Guild)	Midwest Family
WMLI-F,	96.3,	5 KW @ 487,	AC	,	$ 19.00	(Torbet)	(SAUK CITY)
WOLX-F,	94.9,	37 KW @ 1600,	OLDIES	,	$ 24.00	(Republic)	(BARABOO)
WSJY-F,	107.3,	50 KW @ 500,	BTFL/EZ	ABC I,	$ 17.00	(---)	(PORT ATKINSON)
WWQM-F,	106.3,	2 KW @ 380,	COUNTRY	ABC E,	$ 24.00	(Eastman)	
WZEE-F,	104.1,	6 KW @ 1120,	CHR	,	$ 47.00	(Banner)	Midcontinent
WTFX-F,	94.1,	50 KW @ 500,	CHR	,	$ N/A	(HNWH)	Joyner (WATERTOWN)

MISCELLANEOUS COMMENTS: WTFX makes first appearance...it signed on in July...WMAD-A now NEWS...

MANCHESTER

Arbitron Rank/Pop (12+): 177/162,000

MSA Rank/Pop: 200(e)/252,000
Boston ADI
Average Person Ratings: 18.2
Market TSL: 24.25 hours

Stations: 28/6
Diaries: 707/229:1/57.8%
Sample Target: 550
% Below Line: 48.5
% Not Listed: 14.2

1989 Revenue: $7,700,000
HH Inc.: $36,887
Retail $: 2.7 Bil
Pop per Station: 27,000
#1 Biller: WGIR-F $3,000,000

12+ METRO			1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WZID-F	(EZ)	46/15.6	11.0	----	17.2	----	----	71/912	385/23.8	22.9	---	81				WZID-F
2.	WGIR-F	(AOR)	39/13.2	11.3	----	9.9	----	----	65/1098	478/29.5	30.2	---	105				WGIR-F
3.	WOKQ-F	(C)	20/ 6.8	3.5	----	4.2	----	----	64/665	225/13.9	9.7	---	97				WOKQ-F
4.	WHOB-F	(CHR)	18/ 6.1	8.7	----	5.7	----	----	60/816	293/18.1	18.2	---	69				WHOB-F
5.	WODS-F	(O)	15/ 5.1	2.6	----	4.6	----	----	33/508	177/10.9	14.1	---	153				WODS-F
6.	WSSH-F	(AC)	14/ 4.7	5.5	----	5.7	----	----	43/618	219/13.5	16.7	---	128				WSSH-F
7.	WBCN-F	(AOR)	12/ 4.1	3.5	----	4.6	----	----	27/426	191/11.8	11.3	---	102				WBCN-F
	WGIR	(N/T)	12/ 4.1	8.1	----	8.0	----	----	21/425	226/14.0	18.2	---	73				WGIR
9.	WRKO	(T)	8/ 2.7	1.9	----	2.7	----	----	21/388	122/ 7.5	6.2	---	67				WRKO
	WAAF-F	(AOR)	8/ 2.7	0.6	----	3.4	----	----	18/275	131/ 8.1	6.6	---	67				WAAF-F
	WFEA	(AC)	8/ 2.7	3.2	----	5.3	-+--	----	9/217	181/11.2	9.4	---	133				WFEA

12+ FM SHARE (METRO): 84.98% (215 of 253) (FAL 88: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOB-F>>	1 WGIR-F>>	1 WGIR-F>	1 WGIR-F	1 WGIR-F	1 WZID-F>>	1 WZID-F>	1 WZID-F	1 WZID-F	1 WGIR-F	1 WZID-F>
2 WGIR-F>	2 WHOB-F	2 WZID-F>	2 WZID-F>	2 WZID-F>	2 WOKQ-F	2 WGIR-F>	2 WGIR-F>>	2 WGIR-F>	2 WZID-F	2 WBZ
3 WZOU-F	WBCN-F	3 WBCN-F	3 WODS-F	3 WODS-F	3 WGIR	3 WOKQ-F<	3 WOKQ-F	3 WHOB-F>	3 WHOB-F	WGIR
WAAF-F	4 WXKS-F	4 WSSH-F	4 WSSH-F	4 WOKQ-F	4 WSSH-F	4 WGIR	4	4 WOKQ-F	4 WGIR	4 WOKQ-F
5	WZID-F	WOKQ-F	WOKQ-F	5 WSSH-F>	WODS-F	5 WHOB-F	5	5 WODS-F	5	5
		WODS-F								
		WHOB-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGIR-F>	1 WGIR-F>	1 WGIR-F>	1 WZID-F	1 WZID-F>	1 WGIR-F>>	1 WGIR-F>>	1 WGIR-F>>	1 WGIR-F>>	1 WGIR-F>
2 WHOB-F	2 WHOB-F>	2 WHOB-F	2 WGIR-F>	2 WGIR-F>	2 WBCN-F	2 WBCN-F	2 WXKS-F	2 WBCN-F	2 WZID-F
WBCN-F	3 WZID-F	3 WOKQ-F>	3 WHOB-F	3 WSSH-F	WAAF-F	WAAF-F	WBCN-F	WZID-F	3 WODS-F>
WZID-F>>	4 WOKQ-F	4 WXKS-F	4 WSSH-F	WOKQ-F	4	4 WXKS-F	WAAF-F>	4 WODS-F	4 WBCN-F
5	WBCN-F	WZID-F>>	5 WOKQ-F	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		31 (3)	31 (3)	12.3	
AOR/CLASSIC		66 (7)	66 (7)	26.1	
AC/OLDIES/SOFT ROCK	8 (1)	41 (7)	49 (8)	19.4	
MOR/VARIETY	9 (2)		9 (2)	3.6	
COUNTRY		20 (1)	20 (1)	7.9	
BLACK/URBAN					
BEAUTIFUL/EASY		56 (3)	56 (3)	22.1	
NEWS/TALK	21 (3)		21 (3)	8.3	
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		1 (1)	1 (1)	0.4	
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	38 (6)	215 (22)	253 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WJYY-F	105.5	Concord/Mnchstr	0.7/3.1/ 18/ 367
WKBR	1250	Manchester	1.0/6.1/ 3/ 108
WBOS-F	92.9	Brookline/Bostn	0.3/3.1/ 8/ 130
WBZ	1030	Boston	2.0/6.4/ 18/ 420
WCGY-F	93.7	Lawrence/Boston	0.7/7.3/ 10/ 280
WCRB-F	102.5	Waltham/Boston	0.3/1.7/ 2/ 108
WFNX-F	101.7	Lynn	0.7/2.0/ 2/ 41
WHDH	850	Boston	0.3/3.0/ 5/ 157
WHOM-F	94.9	Mt.Wash/Portlnd	1.7/3.8/ 24/ 333
WJIB-F	96.9	Boston	1.7/3.5/ 9/ 185
WLYT-F	92.5	Haverhill/Bostn	1.0/4.9/ 12/ 230
WROR-F	98.5	Boston	1.0/5.1/ 12/ 224
WVBF-F	105.7	Framingham/Bstn	0.3/2.1/ 2/ 94
WXKS-F	107.9	Medford/Boston	2.4/8.9/ 8/ 250
WXLO-F	104.5	Fitchburg	1.0/6.4/ 6/ 217
WZLX-F	100.7	Boston	0.7/5.2/ 6/ 136
WZOU-F	94.5	Boston	2.0/12.5/ 20/ 649

RADIO STATIONS

WFEA, 1370, 5 KW (DA-2), AC ABC E, $ 18.00 (Katz) Sunshine
WGIR, 610, 5 KW/ 1 KW (DA-2), NEWS/TALK NBC, ABC T, $ 37.00 (Banner) Knight
WKBR, 1250, 5 KW (DA-2), MOR SUN, $ 18.00 (S. Katz)

WGIR-F, 101.1, 10 KW @ 920, AOR, $ 63.00 (Banner) Knight
WJYY-F, 105.5, 1.6 KW @ 456, SOFT AC, $ 32.00 (Eastman) Empire (CONCORD)
WZID-F, 95.7, 10 KW @ 930, BTFL/EZ, $ 43.00 (Katz) Sunshine

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 76/486,900
MSA Rank/Pop: 122 (McAllen) 655,000
162 (Brownsville)
ADI # 111
Average Person Ratings: 17.8
Market TSL: 23.75 hours

Stations: 20/19
Diaries: 906/537:1/52.3%
Sample Target: 870
% Below Line: 0.3
% Not Listed: 12.9

1989 Revenue: $12,100,000
HH Inc.: $17,591
Retail $: 3.5 Bil
Pop per Station: 25,626
#1 Biller: KGBT $2,000,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KBFM-F	(CHR)	161/18.6	20.0	19.7	18.7	18.6	19.3	170/1769	1625/33.4	40.3	35.8	59	24.5	224	1860	KBFM-F
2. KTXF-F	(C)	121/14.0	13.2	13.4	13.0	8.4	13.4	140/1358	1243/25.5	23.4	17.8	110	17.7	162	1269	KTXF-F
3. KGBT	(SP)	107/12.4	17.2	11.8	16.6	17.7	14.5	119/1327	1212/24.9	24.0	25.5	99	10.5	96	1216	KGBT
4. KELT-F	(AC)	53/ 6.1	6.4	6.8	5.5	5.5	6.2	61/882	786/16.1	16.7	13.4	154	8.3	76	825	KELT-F
5. KIWW-F	(SP)	52/ 6.0	5.1	8.8	6.8	9.7	6.7	55/930	853/17.5	19.9	23.1	135	4.7	43	579	KIWW-F
6. KQXX-F	(SP)	48/ 5.5	4.0	4.7	5.4	4.8	4.9	48/519	513/10.5	9.6	11.5	125	3.8	35	486	KQXX-F
7. KBOR-AF	(SP)	39/ 4.5	2.2	3.1	1.8	1.5	2.9	39/499	499/10.2	6.7	6.0	84	1.6	15	322	KBOR-AF
8. KVLY-F	(EZ)	34/ 3.9	5.4	4.3	5.4	6.0	4.8	34/387	387/ 7.9	8.8	11.0	69	3.7	34	390	KVLY-F
9. KRIX-F	(AOR)	27/ 3.1	4.1	4.0	3.7	4.7	3.7	29/588	554/11.4	12.8	12.3	100	6.9	63	859	KRIX-F
10. KITM-F	(SP)	22/ 2.5	2.2	1.1	1.4	0.6	1.8	22/314	307/ 6.3	3.4	2.7	160	1.4	13	201	KITM-F
11. KIRT	(SP)	20/ 2.3	3.5	3.6	2.6	2.2	3.0	24/401	308/ 6.3	7.5	6.4	109	1.9	17	221	KIRT
12. KJAV-F	(SP)	14/ 1.6	1.0	3.0	2.3	2.2	2.0	16/168	157/ 3.2	3.3	3.7	169	2.1	19	162	KJAV-F
13. KURV	(T)	11/ 1.3	1.2	1.5	1.1	1.1	1.3	13/196	184/ 3.8	3.5	4.5	100	1.9	17	229	KURV
KRIO	(SP)	11/ 1.3	0.9	0.6	1.6	0.6	1.1	11/154	154/ 3.2	2.8	2.1	15	0.4	4	114	KRIO
15. KRGE	(O)	10/ 1.2	1.2	1.8	0.6	2.1	1.2	13/366	325/ 6.7	5.9	6.8	108	1.6	15	221	KRGE

12+ FM SHARE (METRO): 71.58% (539 of 753) (FAL 88: 70.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F	1 KBFM-F	1 KTXF-F	1 KTXF-F>	1 KTXF-F	1 KGBT	1 KBFM-F	1 KTXF-F>	1 KBFM-F	1 KBFM F>>	1 KTXF-F>
2	2 KTXF-F>	2 KBFM-F>	2 KBFM-F	2 KGBT	2 KTXF-F>>	2 KGBT	2 KGBT >	2 KGBT <	2 KTXF-F	2 KGBT
3	3 KELT-F	3 KELT-F	3 KELT-F	3 KBFM-F	3 KVLY-F	3 KTXF-F>	3 KBFM-F>	3 KTXF-F>>	3 KGBT	3 KELT-F
4	4 KIWW-F	4 KGBT <	4 KGBT <	4 KELT-F	4 KQXX-F	4 KELT-F	4 KELT-F	4 KELT-F	4 KQXX-F>	KBFM-F>
5	5 KGBT	5 KIWW-F	5 KIWW-F	5 KIWW-F	5	5 KBOR-AF	5 KQXX-F	5 KIWW-F	5 KIWW-F	5 KBOR >>
6	6	6	6 KQXX-F	6	6	6	6 KIWW-F	6	6	6 KQXX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KBFM-F>	1 KBFM-F	1 KTXF-F	1 KTXF-F	1 KTXF-F>
2 KTXF-F>	2 KTXF-F>	2 KBFM-F>	2 KBFM-F>	2 KBFM-F
3 KELT-F	3 KGBT	3 KGBT	3 KGBT	3 KGBT
4 KGBT	4 KIWW-F	4 KIWW-F	4 KIWW-F	4 KELT-F
5 KIWW-F	KELT-F	5 KELT-F	KELT-F	5 KIWW-F
6	6	6 KQXX-F	6 KQXX-F	6 KQXX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTXF-F	1 KBFM-F	1 KBFM-F	1 KTXF-F	1 KGBT
KBFM-F>	2 KTXF-F	2 KELT-F	2 KBFM-F	2 KTXF-F
3 KRIX-F>>	KRIX-F	3 KRIX-F	3 KELT-F	3 KELT-F
4 KIWW-F	4 KELT-F	4 KIWW-F	4 KIWW-F	KBFM-F
KELT-F>	5 KIWW-F	5 KTXF-F>	5 KRIX-F	5 KIWW-F
6 KBOR-AF	6	6 KQXX-F	KGBT	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		161 (1)	161 (1)	21.4	21.6
AOR/CLASSIC		27 (1)	27 (1)	3.6	5.5
AC/OLDIES/SOFT ROCK	10 (1)	53 (1)	63 (2)	8.4	8.9
MOR/VARIETY					
COUNTRY	11 (2)	121 (1)	132 (3)	17.5	9.7
BLACK/URBAN					
BEAUTIFUL/EASY		34 (1)	34 (1)	4.5	7.0
NEWS/TALK	11 (1)		11 (1)	1.5	1.2
NOSTALGIA					
RELIGION/GOSPEL					2.9
SPANISH	182 (5)	140 (5)	322 (10)	42.8	42.5
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		3 (2)	3 (2)	0.4	0.7
	214 (9)	539 (12)	753 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KIKN	840	Pharr	0.8/2.9/ 9/ 172
KUBR	1210	San Juan	1.0/1.7/ 10/ 87
XHRR-F	102.5	Reynosa	0.3/1.2/ 3/ 59

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1) , HISPANIC , $ 20.00 (Caballero)
KGBT, 1530, 50 KW/10 KW (DA-N) , HISPANIC , $ 50.00 (Katz Hisp.) Tichenor
KIRT, 1580, 1 KW/300 W , HISPANIC , $ 18.00 (Caballero)
KRGE, 1290, 5 KW (DA-N) , OLDIES US 1, SMN, $ 15.00 (Banner) First Cities
KURV, 710, 1 KW (DA-1) , TALK ABC T, CNN, $ 12.00 (Miller)

KBFM-F, 104.1, 100 KW @ 990, CHR ABC F, $ 39.00 (Republic) Waldron
KBOR-F, 106.3, 530 KW @ 640, HISPANIC , $ 20.00 (Caballero)
KELT-F, 94.5, 100 KW @ 1154, AC , $ 31.00 (Katz)
KIWW-F, 96.1, 100 KW @ 937, HISPANIC , $ 30.00 (Katz Hisp.) Tichenor
KQXX-F, 98.5, 100 KW @ 1400, HISPANIC , $ 21.00 (Caballero)
KRIX-F, 99.5, 100 KW @ 1100, AOR ABC R, $ 25.00 (Banner) First Cities
KTXF-F, 100.3, 100 KW @ 1140, COUNTRY ABC E, $ 35.00 (Christal) Tate
KJAV-F, 104.9, 3 KW @ 260, HISPANIC , $ 10.00 (---)
KVLY-F, 107.9, 100 KW @ 490, [illegible]L/EZ , $ 22.00 (Torbet) Tippie

MEMPHIS

Arbitron Rank/Pop (12+): 42/890,800
MSA Rank/Pop: 48/987,000
ADI # 39
Average Person Ratings: 17.2
Market TSL: 22.50 hours

Stations: 20/20
Diaries: 1234/722:1/51.5%
Sample Target: 1170
% Below Line: 0.0
% Not Listed: 7.4

1989 Revenue: $27,200,000
HH Inc.: $23,401
Retail $: 7.5 Bil
Pop per Station: 44,540
#1 Biller: WGKX-F $5,600,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHRK-F	(B)	248/16.2	14.3	13.1	15.0	17.0	14.7	283/2813	2331/26.2	25.4	25.8	82	20.2	279	2380	WHRK-F
2. WDIA	(B)	172/11.2	9.5	9.4	7.8	6.5	9.5	198/2292	1803/20.2	19.0	14.3	121	7.9	109	1349	WDIA
3. WGKX-F	(C)	167/10.9	9.9	10.5	10.1	9.4	10.4	209/2763	1886/21.2	21.7	20.4	100	11.1	153	1706	WGKX-F
4. WEGR-F	(AOR)	131/ 8.6	8.8	7.6	8.8	6.3	8.4	171/1985	1398/15.7	13.0	13.5	114	12.1	167	1531	WEGR-F
5. WMC -F	(CHR)	126/ 8.2	6.8	6.1	7.6	9.6	7.2	152/2503	1804/20.3	19.6	23.8	117	7.4	103	1703	WMC -F
6. WRVR-F	(AC)	113/ 7.4	6.4	9.1	8.2	7.7	7.8	126/2036	1730/19.4	18.8	22.8	127	7.3	101	1204	WRVR-F
7. KMPZ-F	(CHR)	80/ 5.2	4.4	4.1	5.1	4.5	4.7	123/1870	1200/13.5	13.5	13.7	63	6.4	89	1317	KMPZ-F
8. WMC	(N/T)	73/ 4.8	3.9	3.3	3.7	4.4	3.9	75/835	741/ 8.3	8.6	9.2	52	2.5	35	569	WMC
9. WLOK	(REL)	67/ 4.4	4.6	5.6	4.2	5.1	4.7	68/964	957/10.7	10.4	8.8	105	3.2	44	914	WLOK
10. KRNB-F	(B)	62/ 4.1	6.0	6.1	6.2	6.1	5.6	65/1482	1342/15.1	18.2	18.6	88	4.2	58	1394	KRNB-F
11. WEZI-F	(EZ)	48/ 3.1	6.5	4.5	6.0	4.9	5.0	49/857	831/ 9.3	9.6	11.7	65	3.2	44	485	WEZI-F
12. WREC	(T)	32/ 2.1	1.7	3.4	3.1	2.8	2.6	57/1021	739/ 8.3	8.0	8.8	43	2.4	33	430	WREC

12+ FM SHARE (METRO): 70.22% (995 of 1417) (FAL 88: 73.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F>>	1 WHRK-F>	1 WHRK-F>	1 WHRK-F<	1 WDIA <	1 WGKX-F	1 WGKX-F<	1 WGKX-F<	1 WHRK-F	1 WHRK-F>>	1 WHRK-F
2 KMPZ-F>>	2 WEGR-F>	2 WEGR-F	2 WDIA	2 WHRK-F	2 WDIA >	2 WHRK-F<	2 WHRK-F	2 WGKX-F	2 WDIA	2 WDIA >>
3 WMC -F	3 WMC -F	WDIA	3 WEGR-F	3 WGKX-F	3 WMC	3 WDIA	3 WDIA <	3 WMC -F<	3 WEGR-F	3 WGKX-F>>
4 KRNB-F	4 WDIA	4 WMC -F	4 WMC -F<	4 WEGR-F<	4 WRVR-F	4 WEGR-F	4 WRVR-F	4 WEGR-F	4 KMPZ-F	4 KWAM
5	5 WRVR-F	5 WRVR-F<	5 WGKX-F	5 WMC -F<	5 WLOK	5 WMC -F	5 WMC -F<	5 WDIA <	5 KRNB-F	5 WMC
6	6	6 WGKX-F	6 WRVR-F	6 WRVR-F>>	6 WEZI-F<	6	6 WEGR-F	6 WRVR-F	6	6 WLOK
					7 WHRK-F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHRK-F>>	1 WHRK-F>	1 WHRK-F	1 WHRK-F	1 WDIA	1 WHRK-F>	1 WHRK-F	1 WHRK-F	1 WHRK-F	1 WHRK-F
2 WRVR-F	2 WMC -F	2 WMC -F	2 WDIA	2 WHRK-F<	2 WEGR-F>	2 WEGR-F>	2 WEGR-F>	2 WEGR-F>	2 WDIA <
3 WEGR-F	WEGR-F<	WDIA	3 WRVR-F	3 WMC -F	3 WGKX-F	3 WMC -F	3 WDIA	3 WDIA	3 WEGR-F
4 WMC -F	4 WRVR-F	4 WEGR-F	4 WMC -F	4 WRVR-F<	4 WMC -F>	4 WDIA	4 WMC -F>	4 WGKX-F	4 WGKX-F>
KRNB-F	WDIA	5 WRVR-F	5 WGKX-F	5 WGKX-F	5 WRVR-F	5 WRVR-F	5 WRVR-F	5 WMC -F	5 WRVR-F<
6 WDIA	6	6	6 WEGR-F	6	6 KMPZ-F	6 WGKX-F	6	6 WRVR-F	6 WMC -F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		206 (2)	206 (2)	14.5	15.4
AOR/CLASSIC		131 (1)	131 (1)	9.2	6.9
AC/OLDIES/SOFT ROCK	30 (2)	113 (1)	143 (3)	10.1	9.7
MOR/VARIETY					
COUNTRY		175 (2)	175 (2)	12.4	15.0
BLACK/URBAN	185 (2)	310 (2)	495 (4)	34.9	33.0
BEAUTIFUL/EASY		48 (1)	48 (1)	3.4	5.4
NEWS/TALK	110 (3)		110 (3)	7.8	1.5
NOSTALGIA					3.0
RELIGION/GOSPEL	97 (3)	12 (1)	109 (4)	7.7	9.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.9
	422 (10)	995 (10)	1417 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFTH-F	107.1	Marion/Memphis	0.8/4.3/ 12/ 387
KHLS-F	96.3	Blytheville	0.5/1.3/ 17/ 222
KWAM	990	Memphis	1.0/3.6/ 20/ 366
WCRV	640	Collierville	1.0/2.6/ 20/ 328
WHBQ	560	Memphis	0.9/3.5/ 20/ 464
WNWZ	1430	Germantown/Mmph	0.3/2.0/ 5/ 182
WODZ	680	Memphis	1.0/4.7/ 19/ 536
WXSS	1030	Memphis	0.8/3.0/ 14/ 285

RADIO STATIONS

KWAM, 990, 10 KW/450 W (DA-2) , GOSPEL , $ 20.00 (---) Rivers
WDIA, 1070, 50 KW/5 KW (DA-2) , BLACK APR, SBN, $ 34.00 (Katz) Ragan Henry
WHBQ, 560, 5 KW/1 KW (DA-2) , OLDIES US 1, US 2, $ 27.00 (Republic)
WLOK, 1340, 1 KW (DA-1) , GOSPEL NBN, SBN, $ 25.00 (K & P)
WMC , 790, 5 KW (DA-N) , TALK ABC C, $ 41.00 (Banner) Scripps-Howard
WREC, 600, 5 KW (DA-N) , NOSTALGIA CBS, $ 30.00 (Mc-Guild) Newmarket
WXSS, 1030, 50 KW/1 KW (DA-2) , BLACK SMN, NBN, $ 20.00 (Bolton) Willis

KMPZ-F, 98.1, 100 KW @ 715, CHR ABC R, ABC C, $ 40.00 (Christal) Diamond (OSCEOLA, AR)
KRNB-F, 101.1, 100 KW @ 347, BLACK ABC F, $ 46.00 (Republic) Rivers
WEGR-F, 102.7, 98 KW @ 970, AOR US 1, $ 57.00 (Mc-Guild) Newmarket
WEZI-F, 94.3, 3 KW @ 300, BTFL/EZ , $ 35.00 (Eastman) Ardman

WGKX-F, 105.9, 100 KW @ 760, COUNTRY , $ 100.00 (HNWH) Barnstable
WHRK-F, 97.1, 100 KW @ 530, BLACK NBC, $ 80.00 (Katz) Ragan Henry
WMC-F , 99.7, 290 KW @ 910, CHR ABC C, $ 95.00 (Banner) Scripps-Howard
WRVR-F, 104.5, 100 KW @ 750, AC , $ 97.00 (Christal) Keymarket

MISCELLANEOUS COMMENTS: WEZI-A changes to WNWZ and format from EZ to TALK (Oct.)...KMPZ-F sold by Dittman to Diamond for $6,000,000 (Americom)...WMPS (1380) was silent ans now is RELIGION...

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,696,300
ADI # 16
MSA Rank/Pop: 25 (Miami) 3,100,000
41 (Ft. Lauderdale)
Average Person Ratings: 19.3
Market TSL: 25.50 hours

Stations: 39/34
Diaries: 2926/921:1/50.9%
Sample Target: 2510
% Below Line: 3.0
% Not Listed: 6.7

1989 Revenue: $112,400,000
HH Inc.: $27,695
Retail $: 29.6 Bil
Pop per Station: 79,302
#1 Biller: WMXJ-F $10,300,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHQT-F	(B/U)	416/ 8.0	8.3	9.0	8.3	4.9	8.4	502/5127	4279/15.9	16.2	13.5	104	11.9	522	4706	WHQT-F
2. WLYF-F	(EZ)	398/ 7.7	7.4	8.7	7.1	7.0	7.7	417/4562	4181/15.5	16.2	14.2	65	5.7	224	1656	WLYF-F
3. WIOD	(T)	268/ 5.2	5.1	4.7	5.1	4.8	5.0	325/4832	4164/15.4	10.9	15.0	98	3.8	165	2919	WIOD
4. WPOW-F	(CHR)	266/ 5.1	4.4	5.0	4.3	4.4	4.7	290/3757	3348/12.4	13.5	11.8	65	8.1	314	2600	WPOW-F
5. WMXJ-F	(O)	250/ 4.8	4.1	5.1	4.2	3.9	4.6	277/4017	3242/12.0	12.6	11.7	160	3.8	149	1452	WMXJ-F
6. WJQY-F	(AC)	228/ 4.4	3.4	3.4	2.7	4.0	3.5	248/3174	2886/10.7	9.4	9.7	139	3.3	146	1637	WJQY-F
7. WKIS-F	(C)	213/ 4.1	3.3	3.2	3.4	3.5	3.5	238/2870	2511/ 9.3	9.3	9.6	117	4.4	172	1428	WKIS-F
8. WQBA	(SP)	210/ 4.0	5.0	4.4	5.0	3.8	4.6	210/1877	1870/ 6.9	7.9	6.3	47	3.3	128	1038	WQBA
9. WCMQ-F	(SP)	192/ 3.7	4.0	3.9	3.8	4.2	3.8	192/2289	2289/ 8.5	9.0	8.2	138	4.1	177	2054	WCMQ-F
10. WHYI-F	(CHR)	187/ 3.6	3.8	4.7	3.8	3.6	4.0	222/4372	3663/13.6	14.6	14.6	108	4.6	200	3908	WHYI-F
11. WAQI	(SP)	180/ 3.5	3.5	3.8	3.9	3.8	3.7	195/1794	1718/ 6.4	5.8	6.7	71	2.9	126	1366	WAQI
12. WAXY-F	(AC)	178/ 3.4	2.8	3.2	3.9	3.1	3.3	191/3339	3051/11.3	11.1	10.0	124	4.2	185	2994	WAXY-F
13. WTMI-F	(CL)	159/ 3.1	2.3	2.0	3.0	2.9	2.6	175/2590	2299/ 8.5	7.2	7.3	81	1.9	76	866	WTMI-F
14. WNWS	(N/T)	151/ 2.9	3.6	2.5	3.2	3.6	3.0	161/2359	2109/ 7.8	7.0	9.7	38	1.1	44	548	WNWS
15. WINZ	(N/T)	149/ 2.9	3.0	3.2	3.1	3.3	3.0	157/2681	2498/ 9.3	9.6	10.0	41	2.6	115	1668	WINZ
16. WEDR-F	(B)	139/ 2.7	2.7	1.4	2.5	3.9	2.3	139/1675	1663/ 6.2	4.7	6.5	111	3.2	142	1251	WEDR-F
17. WQBA-F	(SP)	136/ 2.6	2.6	2.7	2.7	2.2	2.7	142/1862	1748/ 6.5	6.7	5.5	138	3.0	118	1115	WQBA-F
18. WSHE-F	(AOR)	132/ 2.5	2.9	2.4	1.7	2.0	2.4	173/2932	2257/ 8.4	8.9	8.2	76	4.0	155	1687	WSHE-F
19. WLVE-F	(AC)	131/ 2.5	3.0	2.4	3.3	3.4	2.8	141/2601	2304/ 8.5	7.9	9.4	152	2.8	111	1387	WLVE-F
20. WXDJ-F	(J/NA)	130/ 2.5	1.7	1.7	1.8	2.4	1.9	132/1369	1303/ 4.8	5.4	5.2	172	1.7	65	908	WXDJ-F
21. WGTR-F	(AOR)	108/ 2.1	2.9	3.5	4.0	2.8	3.1	133/2530	2065/ 7.7	10.6	8.8	124	3.7	161	2457	WGTR-F
22. WEAT-AF	(EZ)	96/ 1.9	1.5	1.4	1.3	2.1	1.5	331/3187	1189/ 4.9	4.8	5.6	42	1.1	44	382	WEAT-AF
23. WZTA-F	(AOR)	89/ 1.7	2.5	1.7	1.6	1.8	1.9	113/2117	1581/ 5.9	5.7	7.1	153	1.8	71	1153	WZTA-F
24. WMBM	(REL)	58/ 1.1	0.8	1.4	0.8	1.1	1.0	58/631	626/ 2.3	2.7	1.9	55	1.6	63	396	WMBM
WCMQ	(SP)	58/ 1.1	1.1	1.8	1.2	1.9	1.3	58/696	696/ 2.6	3.9	3.6	73	0.8	36	406	WCMQ

12+ FM SHARE (METRO): 71.47% (3464 of 4847) (FAL 88: 67.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHQT-F	1 WHQT-F>	1 WHQT-F>	1 WHQT-F	1 WHQT-F	1 WLYF-F>	1 WHQT-F	1 WLYF-F>	1 WHQT-F	1 WHQT-F>	1 WNWS
2 WPOW-F>>	2 WPOW-F>	2 WMXJ-F	2 WMXJ-F	2 WMXJ-F	2 WIOD	2 WLYF-F	2 WHQT-F<	2 WLYF-F	2 WPOW-F>	WIOD
3 WSHE-F	3 WHYI-F	3 WPOW-F<	3 WJQY-F	3 WJQY-F	3 WQBA	3 WIOD	3 WJQY-F<	3 WPOW-F	3 WLYF-F	WHQT-F
4 WHYI-F	4 WMXJ-F<	4 WJQY-F	4 WIOD <	4 WIOD	4 WAQI	4 WQBA	4 WIOD <	4 WMXJ-F	WINZ	4 WINZ
5	5 WEDR-F<	5 WHYI-F	5 WKIS-F	WCMQ-F<	5 WKIS-F<	WMXJ-F	5 WMXJ-F	WJQY-F	5 WAXY-F	5 WLYF-F
6	6 WJQY-F<	6 WAXY-F<	WCMQ	6 WLYF-F<	6 WMXJ-F	6 WAQI	6 WQBA	6 WKIS-F	6 WCMQ-F	6 WEDR-F
7	7 WSHE-F	7 WIOD	7 WXDJ-F<	7 WKIS-F	7 WCMQ-F<	7 WPOW-F	7 WKIS-F	7 WAXY-F<	7 WEDR-F	7 WEAT-F
8	WGTR-F	8 WCMQ-F<	8 WLYF-F	8 WXDJ-F	8 WNWS	WKIS-F<	8 WAXY-F	8 WHYI-F	8 WNWS	8 WMXJ-F
9	9	9 WXDJ-F	9	9 WAXY-F	9	9 WINZ	9	9	9	9
10	10	10	10	10 WHYI-F	10	10 WHYI-F	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WHQT-F<	1 WHQT-F>	1 WHQT-F>	1 WHQT-F>	1 WHQT-F
2 WPOW-F>	2 WPOW-F	2 WMXJ-F	2 WJQY-F	2 WMXJ-F
3 WHYI-F	3 WHYI-F	3 WJQY-F	3 WMXJ-F	WJQY-F
WAXY-F	4 WJQY-F	4 WHYI-F<	4 WPOW-F	4 WCMQ-F
5 WJQY-F<	5 WAXY-F	5 WPOW-F	5 WHYI-F	5 WLYF-F
6 WSHE-F	6 WEDR-F	6 WLVE-F	WAXY-F	6 WAXY-F<
WEDR-F>	7 WMXJ-F	7 WEDR-F	7 WCMQ-F	7 WLVE-F
8 WGTR-F>	8 WLVE-F	WAXY-F>	8 WLVE-F	WHYI-F
9	9	9	9 WLYF-F	9 WKIS-F
	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPOW-F	1 WHQT-F	1 WXDJ-F	1 WHQT-F	1 WMXJ-F
2 WHQT-F>	2 WPOW-F	2 WHQT-F	2 WMXJ-F<	2 WIOD
3 WSHE-F	3 WGTR-F	3 WGTR-F	3 WIOD	3 WHQT-F
4 WGTR-F	4 WXDJ-F<	4 WMXJ-F	4 WPOW-F<	4 WXDJ-F<
5 WHYI-F	5 WSHE-F	5 WZTA-F	5 WXDJ-F	5 WKIS-F
6 WEDR-F	6 WHYI-F	WIOD	6 WGTR-F	6 WJQY-F
7 WZTA-F	7 WMXJ-F	WHYI-F	7 WKIS-F	7 WLYF-F
8 WIOD >	WZTA-F	8 WKIS-F	8 WSHE-F	8 WAXY-F
9	9	9 WEDR-F	9	9
	10	10 WSHE-F	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		453 (2)	453 (2)	9.3	3.9
AOR/CLASSIC		329 (3)	329 (3)	6.8	7 0
AC/OLDIES/SOFT ROCK	36 (2)	812 (5)	848 (7)	17.5	16.6
MOR/VARIETY					
COUNTRY	45 (1)	213 (1)	258 (2)	5.3	4.5
BLACK/URBAN	21 (1)	555 (2)	576 (3)	11.9	14.9
BEAUTIFUL/EASY	9 (1)	485 (2)	494 (3)	10.2	9.9
NEWS/TALK	568 (3)		568 (3)	11.7	13.3
NOSTALGIA	24 (1)		24 (1)	0.5	1.9
RELIGION/GOSPEL	72 (2)		72 (2)	1.5	1.5
SPANISH	545 (7)	328 (2)	873 (9)	18.0	20.2
CLASSICAL		159 (1)	159 (1)	3.3	3.1
JAZZ/NEW AGE		130 (1)	130 (1)	2.7	2.6
UNKNOWN/OTHERS	63 (2)		63 (2)	1.3	0.6
	1383 (20)	3464 (19)	4847 (39)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAVS	1170	Davie/Miami	0.5/1.3/ 28/ 374
WEXY	1520	Wilton Mnrs/FtL	0.3/0.6/ 14/ 173
WFTL	1400	Ft.Lauderdale	0.5/1.9/ 24/ 532
WKAT	1360	North Miami	0.3/1.4/ 14/ 375
WOCN	1450	Miami	0.4/0.9/ 19/ 238
WQAM	560	Miami/Ft. Ldrdl	0.9/3.1/ 46/ 898
WRBD	1470	Pompano Beach	0.4/1.1/ 23/ 375
WRHC	1550	Coral Gables/Mi	0.9/2.4/ 45/ 638
WSUA	1260	Miami	0.4/1.4/ 19/ 383
WWFE	670	Miami	0.7/1.6/ 35/ 422
WEAT	850	West Palm Beach	0.2/0.8/ 29/ 539
WJNO	1230	West Palm Beach	0.3/1.0/110/1390
WRMF-F	97.9	West Palm Beach	0.5/2.1/142/1867
WYFX	1040	Boynton Beach	0.4/0.7/ 32/ 399

AM STATIONS

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WAQI,   710,  50 KW (DA-2)      , HISPANIC                     , $  65.00 (Katz Hisp.)
WCMQ,  1210,  25 KW/2.5 KW(DA-2), HISPANIC MOR                 , $  50.00 (SBS)          SBS
WFTL,  1400,   1 KW             , TALK                      APR, $  39.00 (Roslin)
WINZ,   940,   50 KW/25 KW(DA-N), NEWS/TALK                 CBS, $  74.00 (Katz)         Guy Gannett
WIOD,   610,   10 KW (DA-2)     , TALK              ABC T, MBS, $  95.00 (Christal)     Cox
WMBM,  1490,    1 KW            , GOSPEL                    NBN, $  31.00 (K & P)

WNWS,   790,   25 KW            , TALK/NEWS             ABC I, $  80.00 (Banner)       Jeff-Pilot
WOCN,  1450,    1 KW (DA-2)     , HISPANIC                     , $  35.00 (Lotus)
WQAM,   560,    5 KW/1 KW       , COUNTRY                   NBC, $  37.00 (HNWH)         Sunshine Wireless
WQBA,  1140,   50 KW/10 KW(DA-2), HISPANIC                     , $ 130.00 (Eastman)      Tichenor/WADO
WRHC,  1550,   10 KW/500 W(DA-2), HISPANIC                     , $  47.00 (Lotus)
WSUA,  1290,    5 KW (DA-2)     , HISPANIC                     , $  43.00 (Caballero)
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FM STATIONS

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WAXY, 105.9, 100 KW @ 1040, AC/OLDIES                    , $ 130.00 (Republic)     Ackerly
WCMQ,  92.3,  41 KW @  300, HISPANIC AC                  , $  75.00 (SBS)          SBS
WEDR,  99.1,  70 KW @  175, BLACK                  RADRAD, $  72.00 (---)          Rivers
WGTR,  97.3, 100 KW @  790, AOR                          , $ 100.00 (Christal)     Cox
WHQT, 105.1, 100 KW @ 1007, URBAN/CHR                    , $  95.00 (MMR)          EZ
WHYI, 100.7, 100 KW @  917, CHR                          , $ 133.00 (Mc-Guild)     Metroplex
WJQY, 106.7, 100 KW @ 1024, SOFT AC                TRNSTR, $ 144.00 (Katz)         Tak
WKIS,  99.9, 100 KW @  986, COUNTRY                      , $  90.00 (HNWH)         Sunshine Wireless
WLVE,  93.9,  99 KW @ 1006, AC/JAZZ                      , $ 118.00 (Torbet)       Gilmore

WLYF, 101.5, 100 KW @  813, BTFL/EZ                      , $ 123.00 (Banner)       Jeff-Pilot
WMXJ, 102.7, 100 KW @ 1006, OLDIES                       , $ 161.00 (Durpetti)     Sconnix
WPOW,  96.5, 100 KW @ 1006, CHR                    SOURCE, $  90.00 (HNWH)         Beasley
WQBA, 107.5,  95 KW @  995, HISPANIC AC                  , $  60.00 (Eastman)      tichenor/WADO
WSHE, 103.5, 100 KW @ 1049, AOR                          , $  82.00 (Eastman)      TK
WTMI,  93.1,  95 KW @ 1006, CLASSICAL                    , $  80.00 (CMBS)         Marlin
WXDJ,  95.7, 100 KW @  982, JAZZ/NAC                     , $  68.00 (CBS)
WZTA,  94.9,  96 KW @  600, CLASSIC AOR                  , $  70.00 (Katz)         Guy Gannett
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CALL LETTER CHANGES

FORMAT CHANGES

WFTL changed from NOSTALGIA to TALK (Nov)

STATION SALES

WSUA sold for an unknown amount... WAQI sold to Viva/Heftel for $7,400,000 + assets...WWNN (Pompano Beach) sold for $3,500,000...

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,301,100

MSA Rank/Pop: 32/1,400,000
ADI # 29
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 26/23
Diaries: 1545/842:1/58.7%
Sample Target: 1420
% Below Line: 1.7
% Not Listed: 7.7

1989 Revenue: $43,100,000
HH Inc.: $31,752
Retail $: 10.5 Bil
Pop per Station: 56,569
#1 Biller: WTMJ $8,600,000

12+ METRO			1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WTMJ	(MOR)	240/10.5	12.1	12.3	9.8	13.0	11.2	284/4153	3429/26.4	27.8	26.6	69	8.2	194	2823	WTMJ
2.	WKTI-F	(CHR)	213/ 9.3	9.8	10.1	9.0	9.3	9.6	251/4322	3657/28.1	27.7	29.0	95	10.1	239	3277	WKTI-F
3.	WLUM-F	(B)	186/ 8.1	7.9	6.1	5.9	4.1	7.0	196/2519	2339/18.0	17.6	12.2	89	10.9	257	3513	WLUM-F
4.	WOKY	(BB)	152/ 6.6	5.4	6.7	5.6	5.9	6.1	153/1860	1795/13.8	13.8	11.6	55	6.5	153	1548	WOKY
5.	WEZW-F	(EZ)	144/ 6.3	6.2	5.9	7.6	7.5	6.5	166/2138	1839/14.1	13.4	17.8	83	2.5	60	1246	WEZW-F
6.	WKLH-F	(AOR)	132/ 5.8	8.2	6.1	6.2	7.9	6.6	168/2197	1861/14.3	17.7	18.7	150	7.0	165	2220	WKLH-F
7.	WLZR-AF	(AOR)	129/ 5.6	6.4	5.8	6.7	6.2	6.1	156/2329	1954/15.0	18.0	16.2	73	9.8	227	2484	WLZR-AF
8.	WMIL-F	(C)	124/ 5.4	5.2	6.5	7.8	6.7	6.2	158/2432	1826/14.0	14.9	13.5	122	8.4	198	2143	WMIL-F
9.	WMYX-F	(AC)	111/ 4.9	3.6	3.4	4.0	4.1	4.0	127/1825	1512/11.6	10.3	12.3	129	3.1	73	1140	WMYX-F
10.	WZTR-F	(O)	98/ 4.3	4.1	4.4	3.1	2.7	4.0	124/1756	1464/11.3	12.8	7.9	160	3.6	85	1319	WZTR-F
11.	WQFM-F	(AOR)	88/ 3.8	3.6	4.0	3.1	2.6	3.6	113/1948	1424/10.9	13.8	11.7	87	4.6	108	1892	WQFM-F
12.	WLTQ-F	(AC)	86/ 3.8	4.8	4.1	4.7	4.6	4.3	110/1361	1123/ 8.6	11.5	12.8	150	3.9	93	980	WLTQ-F
13.	WISN	(T)	84/ 3.7	3.6	3.7	3.7	3.6	3.7	87/1414	1339/10.3	10.8	11.6	65	2.5	58	1250	WISN
14.	WBZN-AF	(J/NA)	57/ 2.5	1.5	2.3	2.6	2.2	2.2	60/847	803/ 6.2	7.1	5.4	152	2.0	47	901	WBZN-AF
15.	WFMR-F	(CL)	51/ 2.2	2.2	1.9	2.7	3.1	2.3	51/702	671/ 5.2	5.0	6.6	109	2.3	55	777	WFMR-F
16.	WEMP	(O)	47/ 2.1	1.5	1.4	1.7	1.7	1.7	49/723	679/ 5.2	7.1	7.6	119	0.9	21	535	WEMP
17.	WMVP	(B)	39/ 1.7	0.9	0.9	1.9	0.7	1.4	39/397	397/ 3.1	3.3	2.6	147	0.9	22	335	WMVP
18.	WNOV	(B)	27/ 1.2	2.1	1.6	0.7	1.1	1.4	27/330	330/ 2.5	3.6	2.8	108	0.8	19	381	WNOV
19.																	
20.																	

12+ FM SHARE (METRO): 68.77% (1451 of 2110) (FAL 88: 67.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKTI-F	1 WKTI-F<	1 WKTI-F	1 WKLH-F<	1 WKTI-F<	1 WTMJ >	1 WTMJ <	1 WEZW-F	1 WKTI-F	1 WLUM-F	1 WTMJ >>
2 WLUM-F>>	2 WLUM-F<	2 WLUM-F	2 WKTI-F	2 WKLH-F	2 WOKY	2 WKTI-F>	2 WOKY	2 WLUM-F	2 WTMJ	2 WLUM-F>>
3 WLZR-AF	3 WLZR-AF	3 WKLH-F	3 WLUM-F	3 WTMJ	3 WEZW-F	3 WOKY <	3 WKTI-F	3 WTMJ	3 WKTI-F	3 WKLH-F<
4	4 [illegible]-F	4 WLZR-AF	4 WZTR-F<	WLUM-F<	4 WMIL-F	4 WKLH-F	4 WKLH-F	4 WEZW-F	4 WLZR-AF>	4 WMIL-F
5	5 WQFM-F	5 WMYX-F	5 WTMJ	5 WZTR-F	5 WISN >	5 WLUM-F	5 WTMJ <	5 WMIL-F<	5 WMYX-F	5 WEZW-F<
6	6 WMYX-F	6 WZTR-F	6 WMYX-F	6 WMIL-F<	6 WKTI-F	6 WMIL-F	6 WLUM-F	6 WLZR-AF	6 WQFM-F	6 WISN
7	7	7 WTMJ	7 WMIL-F	7 WMYX-F	7	7 WLZR-AF	7 WMIL-F	7 WMYX-F	7 WEZW-F	7
		WQFM-F	WLTQ-F			WEZW-F				
		9 WMIL-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKTI-F<	1 WKTI-F	1 WKTI-F	1 WKTI-F>	1 WKTI-F
2 WLUM-F	2 WLUM-F	2 WKLH-F<	2 WMYX-F<	2 WMYX-F
3 WLZR-AF	3 WMYX-F	3 WLUM-F	3 WLUM-F>	3 WLUM-F
4 WMYX-F>	4 WKLH-F	4 WMYX-F	4 WLTQ-F	4 WLTQ-F
5 WQFM-F	5 WLTQ-F	5 WLTQ-F	5 WKLH-F	5 WTMJ <
6	6 WLZR-AF	6 WZTR-F	6 WEZW-F	6 WKLH-F
7	WQFM-F	7	7	7 WEZW-F<
				8 WMIL-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLZR-AF>	1 WLZR-AF	1 WKLH-F	1 WKLH-F	1 WKLH-F>
2 WQFM-F<	2 WKLH-F	2 WLZR-AF>	2 WLZR-AF	2 WZTR-F<
3 WLUM-F	3 WLUM-F<	3 WKTI-F	3 WLUM-F	3 WTMJ <
4 WKTI-F>	4 WKTI-F<	4 WLUM-F	4 WKTI-F	4 WMIL-F
5 WKLH-F>>	5 WQFM-F	5 WQFM-F	5 WZTR-F<	5 WLZR-AF
6	6	6 WZTR-F	6 WQFM-F	6 WLUM-F<
7	7	7	7 WTMJ	7 WKTI-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		213 (1)	213 (1)	10.1	10.6
AOR/CLASSIC	3 (1)	346 (3)	349 (4)	16.5	18.2
AC/OLDIES/SOFT ROCK	47 (1)	295 (3)	342 (4)	16.2	14.5
MOR/VARIETY	265 (2)		265 (2)	12.6	14.8
COUNTRY		134 (2)	134 (2)	6.4	8.0
BLACK/URBAN	66 (2)	186 (1)	252 (3)	11.9	6.4
BEAUTIFUL/EASY		144 (1)	144 (1)	6.8	8.1
NEWS/TALK	123 (4)		123 (4)	5.8	6.0
NOSTALGIA	152 (1)		152 (1)	7.2	6.4
RELIGION/GOSPEL					0.4
SPANISH					
CLASSICAL		51 (1)	51 (1)	2.4	3.3
JAZZ/NEW AGE		57 (1)	57 (1)	2.7	2.3
UNKNOWN/OTHERS	3 (1)	25 (1)	28 (2)	1.3	0.8
	659 (12)	1451 (14)	2110 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBWI-F	92.5	West Bend	0.4/1.4/14/245
WRJN	1400	Racine	1.1/1.7/25/246
WTKM	1540	Hartford	0.1/0.2/ 4/49
WTKM-F	104.9	Hartford	1.1/1.6/32/339
WBBM	780	Chicago	0.4/2.3/17/505
WGN	720	Chicago	0.7/3.5/32/817
WLUP	1000	Chicago	0.6/1.7/23/299

RADIO STATIONS

AM STATIONS

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WEMP,  1250,  5 KW (DA-2)        , OLDIES          TRNSTR, CBS, $  40.00 (Banner)       Heritage
WISN,  1130, 50 KW/10 KW (DA-N), TALK               ABC I, MBS, $  56.00 (Katz)         Hearst
WMVP,  1290,  5 KW (DA-2)        , BLACK                   SMN, $  24.00 (K & P)        All Pro
WNOV,   860,  250 W (DAYS. DA) , BLACK/GOSPEL              NBN, $  20.00 (---)
WTMJ,   620,  5 KW (DA-N)        , MOR                     NBC, $ 128.00 (Christal)     Jounal Co.
WOKY,   920,  5 KW/1 KW (DA-2) , NOSTALGIA                 MBS, $  49.00 (CBS)          Sundance
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FM STATIONS

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WBZN, 100.7,  50 KW @  500, JAZZ/NAC                  , $  44.00 (Torbet)                   (RACINE)
WEZW, 103.7,  19 KW @  840, EZ/SOFT AC                , $  63.00 (Republic)     Multimedia
WFMR,  98.3,   3 KW @  330, CLASSICAL                 , $  42.00 (CMBS)
WKLH,  96.5,  20 KW @  810, CLASSIC AOR               , $  94.00 (Mc-Guild)     Saga
WKTI,  94.5,  16 KW @  911, CHR                 SOURCE, $  96.00 (Christal)     Journal Co.
WLTQ,  97.3,  15 KW @  980, SOFT AC             RADRAD, $  56.00 (Katz)         Hearst

WLUM, 102.1,  50 KW @  490, BLACK/URBAN         RADRAD, $  49.00 (HNWH)         All Pro
WLZR, 102.9,  50 KW @  440, AOR                  ABC F, $  62.00 (Republic)     Great American
WMIL, 106.1,  13 KW @  976, COUNTRY                   , $  78.00 (CBS)          Sundance
WMYX,  99.1,  50 KW @  450, AC                     CBS, $  59.00 (Banner)       Heritage
WQFM,  93.3,  13 KW @  992, AOR                  ABC R, $  65.00 (Torbet)       Shamrock-Lynett
WZTR,  95.7,  34 KW @  610, OLDIES                    , $  50.00 (Durpetti)     Mystar
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CALL LETTER CHANGES

FORMAT CHANGES

WEZW changes from EZ to SOFT AC
(Jan)

STATION SALES

WBZN A/F (Racine): From Adams
to Ragan Henry for $3,500,000
(Capstone)

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************************************************** F O R M A T  C O D E S ***********************************************
*                                                                                                                        *
*  CHR - Contemporart Hit Radio, Top 40, Contemporary                     T    - Talk                                    *
*  AC  - Adult Contemporary                                               N    - News                                    *
*  O   - Oldies (1955 to near 1988)                                       SP   - Hispanic/Spanish                        *
*  B   - Black (audience predominantly Black - over 75%)                  BB   - Big Band, Nostalgia                     *
*  U   - Urban (majority of audience is non-white                         M    - Middle of Road (MOR), Full              *
*             although a large segment is white)                               Service, Variety                          *
*  EZ  - EZ listening, Beautiful Music                                    J/NA - Jazz and New Age                        *
*  AOR - Album Oriented Rock, also includes Classic Rock                  R    - Religion, Christian, Christian Music*
*  CL  - Classical                                                        G    - Gospel                                  *
*  C   - Country                                                          E    - Ethnic                                  *
*                                                                         ?    - Others or Unknown                       *
*                                                                                                                        *
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MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 18/1,978,600

MSA Rank/Pop: 14/2,400,000
ADI # 13
Average Person Ratings: 17.5
Market TSL: 22.75 hours

Stations: 20/20
Diaries: 1912/1035:1/62.2%
Sample Target: 1720
% Below Line: 0.0
% Not Listed: 12.8

1989 Revenue: $74,000,000
HH Inc.: $35,952
Retail $: 20.8 Bil
Pop per Station: 98,930
#1 Biller: WCCO $21,500,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCCO	(MOR)	638/18.4	17.9	16.4	16.3	16.9	17.3	888/11370	8206/41.5	38.1	38.1	77	15.7	595	7138	WCCO
2. KQRS-AF	(AOR)	314/ 9.1	9.9	8.6	8.0	8.4	8.9	379/5708	4741/24.0	22.2	21.9	108	12.0	450	5173	KQRS-AF
3. KSTP-F	(AC)	281/ 8.1	6.5	7.7	8.7	9.2	7.8	313/4356	3771/19.1	17.7	20.9	138	5.5	207	3114	KSTP-F
4. KEEY-F	(C)	276/ 8.0	6.0	6.1	6.5	6.8	6.7	300/3537	3040/15.4	12.8	15.5	114	6.9	262	3253	KEEY-F
5. KDWB-F	(CHR)	257/ 7.4	6.6	6.8	6.5	6.8	6.8	297/5397	4660/23.6	20.8	21.6	41	9.6	365	4968	KDWB-F
6. WLTE-F	(AC)	239/ 6.9	7.3	7.5	7.3	6.9	7.3	314/4884	3936/19.9	18.3	19.1	132	6.3	240	3044	WLTE-F
7. WLOL-F	(CHR)	212/ 6.1	5.8	7.0	6.4	6.2	6.3	241/4976	4383/22.2	24.5	21.9	72	6.2	234	4706	WLOL-F
8. KTCZ-F	(AOR)	160/ 4.6	4.0	4.2	4.5	4.2	4.3	163/2421	2315/11.7	12.5	10.4	157	3.0	112	1580	KTCZ-F
9. KQQL-F	(O)	131/ 3.8	3.8	4.5	3.7	1.6	4.0	185/3138	2389/12.1	12.8	6.6	161	3.7	139	2216	KQQL-F
10. KJJO-F	(AOR)	103/ 3.0	3.6	3.2	3.6	3.7	3.3	141/2324	1731/ 8.7	9.7	12.8	73	4.9	187	2186	KJJO-F
11. KLXK-F	(O)	96/ 2.8	4.3	3.9	5.6	6.8	4.2	97/2285	2112/10.7	15.7	17.7	154	2.5	93	1400	KLXK-F
12. KSTP	(N/T)	92/ 2.7	3.1	2.8	2.7	2.9	2.8	99/2010	1878/ 9.5	8.9	7.9	93	3.7	140	1887	KSTP
13. KLBB	(BB)	61/ 1.8	2.1	2.6	1.5	1.6	2.0	61/869	869/ 4.4	5.3	4.2	22	1.9	71	637	KLBB
14. WAYL	(EZ)	47/ 1.4	0.8	1.2	1.4	1.3	1.2	48/973	937/ 4.7	3.5	4.3	43	1.0	36	644	WAYL
15. WDGY	(C)	36/ 1.0	1.1	1.8	1.6	1.3	1.4	70/1560	1197/ 6.0	5.5	5.4	80	0.6	24	887	WDGY

12+ FM SHARE (METRO): 68.06% (2056 of 3021) (FAL 88: 70.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F>>	1 KQRS-AF>	1 KQRS-AF	1 WCCO <	1 WCCO	1 WCCO >>	1 WCCO >>	1 WCCO >	1 WCCO >	1 KDWB-F	1 WCCO >>
2 WLOL-F	2 KDWB-F	2 KSTP-F	2 KSTP-F	2 KSTP-F	2 KSTP-F	2 KQRS-AF	2 WLTE-F<	2 KQRS-AF	2 WCCO >	2 KSTP
3	3 WLOL-F	3 WCCO	3 KQRS-AF	3 KQRS-AF	3 KEEY-F<	3 KSTP-F>	3 KEEY-F	3 KEEY-F	3 WLOL-F<	3 WLTE-F
4	4 KSTP-F<	4 WLTE-F	4 WLTE-F	4 WLTE-F	4 WLTE-F>	4 KEEY-F<	4 KQRS-AF	4 KDWB-F	4 KQRS-AF>	4 KSTP-F>
5	5 KTCZ-F	5 KEEY-F	5 KEEY-F<	KEEY-F	5 KQQL-F	5 WLOL-F<	5 KSTP-F>	5 KSTP-F	5 KEEY-F	5 KQRS-F
6	KEEY-F	6 KDWB-F	6 KTCZ-F	6 KTCZ-F	6 KSTP	6 KDWB-F	6 KDWB-F<	6 WLTE-F	6 WLTE-F	6 KEEY-F
7	7 WLTE-F	7 KTCZ-F	7 KQQL-F	7 KQQL-F	7 KLBB	7 WLTE-F	7 WLOL-F<	7 WLOL-F	7 KSTP-F	7
8	8	8	8	8	8	8	8 KTCZ-F	8 KTCZ-F	8	8
							9 KQQL-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDWB-F>	1 KSTP-F	1 KSTP-F>	1 KSTP-F	1 KSTP-F	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>	1 WCCO <
2 WLOL-F>	2 KDWB-F<	2 WLTE-F	2 WLTE-F>	2 WLTE-F	2 KDWB-F>	2 KTCZ-F	2 KTCZ-F	2 WCCO >	2 KQRS-AF>
3 WLTE-F	3 WLOL-F	3 KTCZ-F<	3 KEEY-F	3 WCCO	3 KJJO-F>	KJJO-F	3 KEEY-F	3 KTCZ-F	3 KTCZ-F
4 KQRS-AF	4 WLTE-F	4 KQRS-AF	KDWB-F	4 KEEY-F>	4 WLOL-F>	4 KDWB-F	4 WCCO	4 KSTP-F	4 KSTP-F
5 KEEY-F	5 KQRS-AF	KEEY-F<	5 WLOL-F	5 WLOL-F	5 WCCO	5 KEEY-F	5 KJJO-F	5 KEEY-F	5 KEEY-F
6 KSTP-F>	6 KEEY-F	6 WLOL-F	6 WCCO	KQQL-F	KEEY-F	6 WCCO	6 WLOL-F	6 KJJO-F	6 KQQL-F
7 KTCZ-F	7 KTCZ-F	7 KLXK-F	7 KQRS-AF	7 KTCZ-F	7	7 WLOL-F	7	7 KDWB-F<	7 WLTE-F
KJJO-F	8	8 WCCO	8	8	8	8	8	8 KQQL-F	8

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		469 (2)	469 (2)	15.5	15.1
AOR/CLASSIC	29 (2)	564 (3)	593 (5)	19.6	18.9
AC/OLDIES/SOFT ROCK	23 (1)	747 (4)	770 (5)	25.5	29.8
MOR/VARIETY	662 (2)		662 (2)	21.9	19.6
COUNTRY	36 (1)	276 (1)	312 (2)	10.3	9.4
BLACK/URBAN					
BEAUTIFUL/EASY	47 (1)		47 (1)	1.6	1.5
NEWS/TALK	92 (1)		92 (1)	3.0	3.4
NOSTALGIA	61 (1)		61 (1)	2.0	1.9
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE	15 (1)		15 (1)	0.5	
UNKNOWN/OTHERS					0.4
	965 (10)	2056 (10)	3021 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDWB	630	St. Paul	0.7/3.9/ 27/ 857
KTCJ	690	Minneapolis	0.4/0.8/ 16/ 163
KZOW	950	St. Louis Park	0.5/1.7/ 16/ 343
WMIN	1030	Maplewood	0.7/1.8/ 32/ 444

RADIO STATIONS

AM STATIONS

KDWB,	630,	5 KW/500 W (DA-2),	OLDIES	,	$ N/A	(Christal)	Mid Continent
KLBB,	1400,	1 KW	, NOSTALGIA	ABC D, CNN,	$ 34.00	(Roslin)	
KSTP,	1500,	50 KW (DA-N)	, TALK/NEWS	ABC I, ABC T,	$ 50.00	(Mc-Guild)	Hubbard
KTCJ,	690,	500 W (DAYS)	, JAZZ	,	$ 23.00	(Durpetti)	Parker
WAYL,	980,	5 KW (DA-1)	, BTFL/EZ	,	$ 20.00	(Banner)	Entercom
WCCO,	830,	50 KW	, MOR	CBS,	$ 279.00	(CBS)	
WDGY,	1130,	50 KW/25 KW (DA-2),	COUNTRY	MBS,	$ 46.00	(Katz)	Malrite

FM STATIONS

KDWB,	101.3,	50 KW @ 840,	CHR	,	$ 95.00	(Christal)	Mid Continent
KEEY,	102.1,	50 KW @ 842,	COUNTRY	,	$ 117.00	(Katz)	Malrite
KJJO,	104.1,	100 KW @ 1040,	AOR	CBS,	$ 57.00	(Republic)	Park
KLXK,	93.7,	50 KW @ 424,	OLDIES/AC	,	$ 70.00	(Durpetti)	Entercom
KQRS,	92.5,	50 KW @ 822,	AOR	ABC R,	$ 154.00	(Katz)	Cap Cities/ABC
KQQL,	107.9,	97 KW @ 1080,	OLDIES	,	$ 60.00	(Republic)	Trumper
KSTP,	94.5,	95 KW @ 1250,	AC	,	$ 178.00	(Mc-Guild)	Hubbard
KTCZ,	97.1,	100 KW @ 280,	AOR	,	$ 65.00	(Durpetti)	Parker
WLOL,	99.5,	50 KW @ 844,	CHR	,	$ 120.00	(HNWH)	Emmis
WLTE,	102.9,	100 KW @ 1304,	SOFT AC	,	$ 100.00	(CBS)	

MOBILE

Arbitron Rank/Pop (12+): 88/394,700
MSA Rank/Pop: 102/491,000
ADI # 56 (w/Pensacola)
Average Person Ratings: 17.8
Market TSL: 23.50 hours

Stations: 26/20
Diaries: 797/495:1/50%
Sample Target: 780
% Below Line: 7.1
% Not Listed: 8.7

1989 Revenue: $11,100,000
HH Inc.: $23,909
Retail $: 3.3 Bil
Pop per Station: 19,735
#1 Biller: WKSJ-F $3,800,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKSJ-AF (C)	128/18.2	18.3	18.0	17.7	17.9	----	135/1487	1330/18.2	31.8	33.0	103	16.4	118	1348	WKSJ-AF
2. WBLX-F (B)	117/16.6	15.2	11.9	12.9	17.3	----	224/1755	1024/25.9	22.6	23.2	104	20.9	150	1250	WBLX-F
3. WABB-F (CHR)	85/12.1	11.6	14.7	13.9	15.4	----	130/2020	1137/28.8	27.3	28.4	82	17.3	124	1474	WABB-F
4. WGOK (B)	41/ 5.8	8.5	6.9	8.5	7.3	----	41/517	517/13.1	14.9	15.1	97	3.8	27	316	WGOK
5. WGCX-F (AOR)	38/ 5.4	5.2	3.0	2.4	1.2	----	66/810	406/10.3	12.2	8.1	120	6.7	48	438	WGCX-F
6. WKRG-F (AC)	32/ 4.6	3.7	4.4	5.0	4.5	----	57/1068	537/13.6	12.7	13.3	135	3.2	23	390	WKRG-F
7. WKRG (N/T)	29/ 4.1	5.8	4.0	4.6	4.4	----	30/500	485/12.3	10.3	11.9	54	4.6	33	297	WKRG
8. WMEZ-F (EZ)	26/ 3.7	2.8	1.9	2.5	2.6	----	81/939	312/ 7.9	6.5	4.2	51	1.0	7	200	WMEZ-F
9. WAVH-F (O)	24/ 3.4	5.4	5.4	3.3	4.5	----	60/1025	422/10.7	13.4	13.8	165	5.3	38	420	WAVH-F
10. WDLT-F (AC)	22/ 3.1	2.7	2.9	3.6	3.4	----	22/395	391/ 9.9	8.2	7.9	129	2.4	17	347	WDLT-F

12+ FM SHARE (METRO): 78.97% (507 of 642) (FAL 88: 71.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WABB-F	1 WBLX-F>>	1 WBLX-F>	1 WBLX-F<	1 WKSJ-AF	1 WKSJ-AF>>	1 WKSJ-AF>	1 WKSJ-AF>	1 WBLX-F<	1 WBLX-F>	1 WBLX-F>>
2 WBLX-F	2 WABB-F>	2 WKSJ-AF	2 WKSJ-AF>	2 WBLX-F>	2 WBLX-F	2 WBLX-F	2 WBLX-F	2 WKSJ-AF>	2 WABB-F>	2 WKRG <
3	3 WKSJ-AF	3 WABB-F>	3 WABB-F>	3 WABB-F>	3 WGOK <	3 WABB-F>>	3 WABB-F	3 WABB-F>>	3 WKSJ-AF>	3 WABB-F
4	WGCX-F>	4 WGCX-F	4 WGCX-F	4 WGCX-F	4 WKRG	4 WKRG	4 WGOK	4 WGCX-F<	4 WKRG-F	4 WKSJ-F>>
5	5 WKRG-F	5 WKRG-F	5 WKRG-F	5 WKRG-F	5 WABB-F<	5 WGCX-F	5 WGCX-F	5 WKRG-F	5 WGCX-F	5 WMEZ-F
6	6	6	6 WGOK	6 WGOK	6 WMEZ-F	6	6	6	6 WGOK	6
7	7	7	WAVH-F	WAVH-F>	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLX-F>>	1 WBLX-F>>	1 WBLX-F>>	1 WBLX-F>>	1 WBLX-F	1 WABB-F	1 WBLX-F	1 WKSJ-AF	1 WKSJ-AF	1 WKSJ-AF>
2 WABB-F>>	2 WABB-F>	2 WKRG-F	2 WABB-F<	2 WKSJ-AF>	2 WBLX-F>	2 WABB-F	WBLX-F	2 WBLX-F<	2 WBLX-F>
3 WGOK	3 WKRG-F	3 WABB-F	3 WKSJ-AF>	3 WABB-F	3 WGCX-F>	3 WKSJ-AF	3 WGCX-F>	3 WABB-F>	3 WABB-F
WGCX-F	4 WGOK	4 WGOK	4 WGOK	4 WGOK	4 WKSJ-AF>	WGCX-F	4 WABB-F>>	4 WGCX-F>	4 WGCX-F
5 WKSJ-AF	5 WGCX-F	5 WKSJ-AF	5 WKRG-F	5 WKRG-F	5	5	5 WDLT-F>	5 WAVH-F	WAVH-F
6	6 WDLT-F	6	6	6		6	6 WZEW-F>	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS			TRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	2 (1)	93 (3)	95 (4)	14.8	14.3	WABB	1480	Mobile	0.3/3.5/ 2/ 158
AOR/CLASSIC		49 (2)	49 (2)	7.6	6.0	WBCA	1110	Bay Minette	0.6/1.6/ 4/ 65
AC/OLDIES/SOFT ROCK		78 (3)	78 (3)	12.1	14.0	WBHY	840	Mobile	0.6/3.1/ 5/ 143
MOR/VARIETY	14 (2)		14 (2)	2.2	1.6	WBLX	660	Fairhope/Mobile	1.0/4.7/ 7/ 208
COUNTRY	8 (1)	132 (3)	140 (4)	21.8	20.9	WHEP	1310	Foley	1.4/2.6/ 10/ 104
BLACK/URBAN	56 (3)	125 (2)	181 (5)	28.2	26.7	WLPR	960	Prichard/Mobile	1.6/3.0/ 11/ 121
BEAUTIFUL/EASY		26 (1)	26 (1)	4.0	3.5	WMML	1410	Mobile	1.1/4.8/ 8/ 207
NEWS/TALK	29 (1)		29 (1)	4.5	4.4	WMMV-F	105.5	Bay Minette/Mob	1.1/5.0/ 8/ 211
NOSTALGIA	11 (1)		11 (1)	1.7		WMOB	1360	Mobile	1.6/5.5/ 11/ 219
RELIGION/GOSPEL	15 (2)		15 (2)	2.3	5.3	WZEW-F	92.1	Fairhope	1.6/5.1/ 12/ 212
SPANISH									
CLASSICAL						WJLQ-F	100.7	Pensacola	0.6/6.1/ 38/ 822
JAZZ/NEW AGE						WKNN-F	99.1	Pascagoula	0.6/1.5/ 35/ 522
UNKNOWN/OTHERS		4 (1)	4 (1)	0.6	3.4	WOWW-F	107.3	Pensacola	0.7/4.2/ 61/ 848
	---------	---------	---------			WQID-F	93.7	Biloxi	0.6/3.0/ 47/ 438
	135 (11)	507 (15)	642 (26)			WXBM-F	102.7	Milton/Penscola	1.0/3.9/ 69/ 836

RADIO STATIONS

WBLX, 660, 22 KW/1 KW (DA-N) , BLACK	, $ N/A (HNWH)	Beasley	
WGOK, 900, 1 KW/500 W (DA-2), BLACK	SBN, $ 13.00 (Roslin)		
WKRG, 710, 1 KW/500 W (DA-N), NEWS/TALK	CBS, MBS, $ 27.00 (Katz)		
WMML, 1410, 5 KW (DA-N) , BLACK	SBN, $ 15.00 (K & P)		
WMOB, 1360, 5 KW (DAYS, DA) , GOSPEL	, $ 10.00 (---)		
WABB-F, 97.5, 100 KW @ 1350, CHR	ABC F, $ 68.00 (Christal)	Dittman	
WAVH-F, 96.1, 100 KW @ 1441, OLDIES	TRNSTR, $ 30.00 (Durpetti)	Marathon	
WBLX-F, 92.9, 100 KW @ 1555, BLACK	US 1, ABC C, $ 48.00 (HNWH)	Beasley	
WDLT-F, 98.3, 100 KW @ 300, SOFT AC	TRNSTR, $ 20.00 (K & P)		
WGCX-F, 104.1, 100 KW @ 1555, AOR	ABC R, $ 25.00 (Republic)		(ATMORE)
WKRG-F, 99.9, 100 KW @ 1604, AC	MBS, $ 30.00 (Katz)		
WKSJ-F, 94.9, 100 KW @ 430, COUNTRY	ABC E, $ 88.00 (Banner)	Capitol-Johnson	
WMMV-F, 105.5, 2.6 KW @ 357, BLACK	CBS, $ 15.00 (K & P)		(BAY MINETTE)
WZEW-F, 92.1, 3 KW @ 300, AOR	, $ 20.00 (---)		(FAIRHOPE)

MISCELLANEOUS COMMENTS: WMML-F changes to WMMV (Sep)...WABB primarily simulcasts with WABB-F except for TALK in p.m...

MODESTO

Arbitron Rank/Pop (12+): 127/284,100
MSA Rank/Pop: 140/347,000
Sacramento ADI
Average Person Ratings: 15.5
Market TSL: 21.00 hours

Stations: 22/13
Diaries: 643/442:1/44.4%
Sample Target: 660
% Below Line: 12.5
% Not Listed: 17.8

1989 Revenue: $10,200,000
HH Inc.: $26,480
Retail $: 2.3 Bil
Pop per Station: 21,853
#1 Biller: KHOP-F $2,000,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KHOP-F	(CHR)	56/12.8	13.9	8.7	7.1	5.9	----	134/2028	671/23.6	27.9	23.6	70	19.0	82	850	KHOP-F
2. KBEE-F	(EZ)	43/ 9.8	10.6	11.9	9.7	11.5	----	101/1259	506/17.8	16.3	19.8	56	6.7	29	340	KBEE-F
3. KDJK-F	(AOR)	35/ 8.0	11.2	9.1	13.0	8.0	----	79/988	421/14.8	17.9	14.8	111	12.5	54	433	KDJK-F
4. KLOC	(SP)	30/ 6.8	2.4	4.9	6.1	1.6	----	36/259	182/ 6.4	5.3	5.7	100	1.9	8	145	KLOC
5. KMIX-F	(C)	29/ 6.6	8.4	8.0	9.5	8.8	----	43/504	388/13.7	17.0	14.4	123	2.3	29	350	KMIX-F
6. KTRB	(C)	22/ 5.0	4.4	4.7	5.4	4.5	----	29/518	349/12.3	10.7	10.3	68	4.4	19	242	KTRB
KOSO-F	(AC)	22/ 5.0	5.3	6.3	8.0	9.9	----	40/533	317/11.2	14.5	12.4	154	4.9	21	350	KOSO-F
8. KVFX-F	(AOR)	20/ 4.6	2.6	3.5	3.8	8.0	----	32/467	252/ 8.9	8.9	9.2	148	5.8	25	344	KVFX-F
9. KCBS	(N/T)	15/ 3.4	2.6	3.7	2.4	3.2	----	50/931	254/ 8.9	5.2	10.4	50	1.6	7	187	KCBS
10. KABX-F	(O)	14/ 3.2	3.5	0.7	2.1	0.5	----	32/376	179/ 6.3	9.4	2.2	159	3.9	17	218	KABX-F
11. KJSN-F	(AC)	13/ 3.0	3.3	6.6	5.9	7.2	----	17/437	306/10.8	13.2	16.5	143	4.4	19	345	KJSN-F
12. KNBR	(MOR)	12/ 2.7	2.2	2.1	4.0	4.3	----	64/1216	213/ 7.5	7.9	6.6	126	3.7	16	190	KNBR
13. KUBB-F	(AC)	9/ 2.1	1.8	2.3	2.4	2.4	----	60/697	198/ 7.0	6.7	5.4	143	2.5	11	125	KUBB-F
KAMB-F	(REL)	9/ 2.1	2.4	1.9	2.1	2.9	----	14/217	154/ 5.4	4.8	5.5	143	3.2	14	143	KAMB-F

12+ FM SHARE (METRO): 73.13% (264 of 361) (FAL 88: 0.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHOP-F	1 KDJK-F	1 KHOP-F	1 KHOP-F	1 KHOP-F	1 KBEE-F>>	1 KHOP-F	1 KBEE-F	1 KHOP-F>	1 KHOP-F	1 KHOP-F
2	2 KHOP-F	2 KDJK-F	KDJK-F	KDJK-F	2 KTRB	2 KBEE-F>	2 KHOP-F	2 KDJK-F	2 KLOC >>	KDJK-F>
3	3 KLOC >	3 KLOC	3 KOSO-F	3 KMIX-F	3 KMIX-F	3 KDJK-F	3 KDJK-F	3 KLOC <	3 KDJK-F	3 KNBR
4	4 KVFX-F>	4 KMIX-F<	KMIX-F	4 KOSO-F	4 KCBS	4 KMIX-F	4 KMIX-F	4 KOSO-F	KBEE-F	KMIX-F
5	5 KMIX-F	5 KOSO-F	5 KVFX-F	5 KVFX-F	KOSO-F	5	5 KOSO-F	KBEE-F	5 KMIX-F	KBEE-F
6	6	6 KVFX-F	KLOC	KLOC	6	6	6 KTRB	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLOC	1 KLOC	1 KLOC	1 KHOP-F	1 KOSO-F	1 KDJK-F	1 KDJK-F>	1 KDJK-F>	1 KDJK-F>	1 KDJK-F>
2 KHOP-F>>	2 KHOP-F>>	2 KHOP-F	2 KLOC	2 KHOP-F>	2 KHOP-F>	2 KHOP-F	2 KVFX-F>	2 KHOP-F	2 KVFX-F
3 KMIX-F	3 KMIX-F	3 KVFX-F>	3 KOSO-F	3 KMIX-F	3 KMEL-F>>	3 KVFX-F>	3 KHOP-F	3 KVFX-F	3 KMIX-F
KDJK-F>>	KDJK-F	4 KOSO-F	4 KMIX-F>	KLOC	4 KVFX-F	4 KLOC	4 KLOC >	4 KMIX-F	4 KHOP-F
5	5 KVFX-F	KMIX-F	5 KJSN-F	5 KJSN-F	KUBB-F	5 KMEL-F	5 KMIX-F>	5 KLOC	5 KLOC
	6	KDJK-F>	6	6	KOSO-F>>	6	6	6	KBEE-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		63 (2)	63 (2)	17.5	19.4
AOR/CLASSIC		35 (1)	35 (1)	9.7	10.8
AC/OLDIES/SOFT ROCK	4 (1)	58 (4)	62 (5)	17.2	9.4
MOR/VARIETY	12 (1)		12 (1)	3.3	2.5
COUNTRY	28 (2)	32 (2)	60 (4)	16.6	21.6
BLACK/URBAN					4.2
BEAUTIFUL/EASY		43 (1)	43 (1)	11.9	15.0
NEWS/TALK	19 (3)		19 (3)	5.3	5.8
NOSTALGIA	4 (1)		4 (1)	1.1	0.8
RELIGION/GOSPEL		9 (1)	9 (1)	2.5	2.2
SPANISH	30 (1)		30 (1)	8.3	6.9
CLASSICAL		20 (1)	20 (1)	5.5	1.4
JAZZ/NEW AGE					
UNKNOWN/OTHERS		4 (1)	4 (1)	1.1	
	97 (9)	264 (13)	361 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KOOK	970	Modesto	0.9/4.1/ 5/ 139
KCIV-F	99.9	Mt. Bullion	0.9/2.6/ 8/ 112
KFRC	610	San Francisco	0.9/2.0/ 25/ 280
KGO	810	San Francisco	0.5/2.0/ 16/ 347
KMEL-F	96.7	Manteca/Modesto	1.6/3.6/ 35/ 515
KMJ	580	Fresno	0.5/2.0/ 15/ 268
KRAK	1140	Sacramento	1.4/3.8/ 42/ 526
KRAK-F	105.1	Sacramento	0.7/1.8/ 29/ 429

RADIO STATIONS

KLOC, 920, 500 W/2.5 KW(DA-2), HISPANIC , $ 15.00 (Lotus)
KOOK, 970, 1 KW (DA-2) , OLDIES ABC D, $ N/A (Republic) John Price
KTRB, 860, 50 KW/10 KW(DA-2), COUNTRY NBC, $ 20.00 (Banner)

KABX-F, 97.5, 50 KW @ 493, OLDIES , $ 22.00 (Republic) (MERCED)
KAMB-F, 101.5, 50 KW @ 390, RELIGION , $ N/A (---) (MERCED)
KJSN-F, 102.3, 3 KW @ 300, AC US 1, $ 28.00 (MMR) Community Pacific
KBEE-F, 103.3, 50 KW @ 500, BTFL/EZ ABC D, $ 25.00 (Republic) John Price
KDJK-F, 95.1, 32 KW @ 602, AOR , $ 41.00 (Eastman)
KHOP-F, 104.1, 50 KW @ 500, CHR , $ 34.00 (Mc-Guild) Fuller-Jeffr[illegible]
KMIX-F, 98.3, 2 KW @ 371, COUNTRY MBS, $ 31.00 (Christal) [illegible]
KOSO-F, 93.1, 3 KW @ 1600, AC APR, $ 32.00 (Katz) (PATTERSON)
KUBB-F, 96.3, 2 KW @ 2079, COUNTRY , $ 19.00 (HNWH) Buckley

OTHER RANKED STATIONS -- See Stockton and San Francisco...MISCELLANEOUS COMMENTS: KFIV-F changes calls to KJSN and format from CONTEMPORATY to AC (Sep)...KIZS-F changes calls to KVFX and format from URBAN/CHR to CLASSIC AOR (Sep)...

MONTGOMERY

Arbitron Rank/Pop (12+): 135/249,600
MSA Rank/Pop: 150/309,000
ADI # 109
Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 12/12
Diaries: 695/359:1/56.3%
Sample Target: 630
% Below Line: 0.0
% Not Listed: 14.1

1989 Revenue: $9,000,000
HH Inc.: $24,163
Retail $: 2.0 Bil
Pop per Station: 20,800
#1 Biller: WLWI-F $2,800,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WZHT-F (B)	82/19.2	11.5	12.3	3.2	----	----	153/1212	665/26.6	21.2	20.3	77	23.2	101	724	WZHT-F
2. WLWI-F (C)	66/15.5	17.2	18.1	19.2	----	----	93/1160	745/29.8	32.8	29.4	105	14.9	65	620	WLWI-F
3. WHHY-F (CHR)	50/11.7	13.4	13.3	9.7	----	----	68/1103	771/30.9	32.7	29.1	87	12.8	56	660	WHHY-F
4. WXFX-F (AOR)	46/10.8	9.3	7.4	12.7	----	----	51/536	363/14.5	19.7	21.1	140	13.5	59	534	WXFX-F
5. WXVI (B)	31/ 7.3	5.3	5.1	8.3	----	----	34/333	285/11.4	12.2	11.6	95	3.9	17	218	WXVI
6. WSYA-F (AC)	29/ 6.8	14.3	11.8	10.4	----	----	50/887	523/20.6	24.9	24.5	121	6.2	27	397	WSYA-F
7. WBAM-F (CHR)	22/ 5.2	7.5	8.5	7.6	----	----	46/753	371/14.9	23.2	22.0	158	5.5	24	402	WBAM-F
8. WZTN (REL)	15/ 3.5	2.6	2.4	5.6	----	----	15/144	135/ 5.4	4.9	5.0	83	1.1	5	72	WZTN
9. WLWI (O)	9/ 2.1	1.5	0.5	1.2	----	----	10/218	165/ 6.6	6.8	3.8	57	0.7	3	92	WLWI
WAPZ (REL)	9/ 2.1	----	----	----	----	----	9/121	115/ 4.6	0.0	0.0	57	1.4	6	66	WAPZ

12+ FM SHARE (METRO): 80.38% (295 of 367) (FAL 88: 85.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZHT-F>>	1 WZHT-F	1 WZHT-F	1 WXFX-F	1 WLWI-F	1 WLWI-F>>	1 WZHT-F<	1 WZHT-F	1 WZHT-F>	1 WZHT-F>>	1 WLWI-F>
2 WHHY-F	2 WXFX-F>	2 WXFX-F	2 WZHT-F	2 WXFX-F<	2 WXVI	2 WLWI-F	2 WLWI-F<	2 WLWI-F	2 WXVI	2 WZHT-F>
3	3 WHHY-F	3 WLWI-F	WLWI-F>	3 WZHT-F>	3 WZHT-F	3 WHHY-F>	3 WXFX-F>	3 WXFX-F	3 WLWI-F<	3 WHHY-F>
4	4 WLWI-F>	4 WHHY-F>	4 WHHY-F	4 WHHY-F	4 WSYA-F	4 WXFX-F	4 WHHY-F	4 WHHY-F>	4 WHHY-F	4 WXVI >>
5	5 WSYA-F	5 WSYA-F	5 WBAM-F	5 WSYA-F	5 WHHY-F	5	5 WSYA-F	5 WSYA-F	5	5 WXFX-F
6	6	WBAM-F	6 WSYA-F	WBAM-F	6	6	6	6	6	WHHY

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZHT-F>>	1 WZHT-F>	1 WZHT-F	1 WZHT-F	1 WLWI-F	1 WZHT-F>>	1 WXFX-F	1 WXFX-F>>	1 WZHT-F	1 WXFX-F
2 WHHY-F	2 WHHY-F	2 WHHY-F	2 WHHY-F	2 WZHT-F	2 WXFX-F	2 WZHT-F>>	2 WZHT-F	WXFX-F>	2 WLWI-F<
3 WXFX-F	3 WXFX-F>	3 WXFX-F	3 WLWI-F	3 WHHY-F	WHHY-F>>	3 WLWI-F	3 WLWI-F>>	3 WLWI-F>	3 WZHT-F>
4 WLWI-F	4 WLWI-F	4 WLWI-F	4 WXFX-F	4 WXVI	4 WSYA-F	4 WHHY-F>	4 WSYA-F	4 WHHY-F>	4 WHHY-F
5 WSYA-F>>	5 WSYA-F	5 WSYA-F	5 WXVI	5 WXFX-F	WLWI-F	5 WSYA-F	WHHY-F	5 WSYA-F	5 WSYA-F
6	6	6 WXVI	6 WSYA-F	WBAM-F	WBAM-F	6	WBAM-F>>	6	6 WBAM-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	3 (1)	72 (2)	75 (3)	20.4	10.1
AOR/CLASSIC		46 (1)	46 (1)	12.5	
AC/OLDIES/SOFT ROCK		29 (1)	29 (1)	7.9	31.9
MOR/VARIETY					
COUNTRY		66 (1)	66 (1)	18.0	22.3
BLACK/URBAN	31 (1)	82 (1)	113 (2)	30.8	29.9
BEAUTIFUL/EASY					
NEWS/TALK	5 (1)		5 (1)	1.4	2.3
NOSTALGIA	9 (1)		9 (1)	2.5	
RELIGION/GOSPEL	24 (2)		24 (2)	6.5	3.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	72 (7)	295 (6)	367 (13)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WACV	1170	Montgomery	1.2/3.8/ 8/ 108
WHHY	1440	Montgomery	0.7/3.6/ 3/ 104
WSYA	950	Montgomery	

RADIO STATIONS

WACV, 1170, 10 KW/1 KW (DA-2) , TALK CBS, SUN, $ 12.00 (---)
WHHY, 1440, 5 KW/1 KW (DA-N) , SEE WHHY-F
WXVI, 1600, 5 KW/1 KW (DA-N) , BLACK SBN, $ 20.00 (Roslin)
WZTN, 1000, 5 KW (DAYS, DA) , OLDIES , $ 10.00 (---)

WBAM-F, 98.9, 100 KW @ 730, OLDIES , $ 30.00 (Christal)
WHHY-F, 101.9, 100 KW @ 670, CHR ABC C, $ 40.00 (Banner)
WLWI-F, 92.3, 100 KW @ 500, COUNTRY MBS, $ 65.00 (Katz) Colonial
WXFX-F, 95.3, 3 KW @ 230, CLASSIC ROCK NBN, $ 25.00 (Torbet)
WSYA-F, 103.3, 28 KW @ 290, AC US 1, $ 29.00 (Republic)
WZHT-F, 105.7, 100 KW @ 1854, BLACK , $ 26.00 (Banner) New South (TROY)

MISCELLANEOUS COMMENTS: WQIM changes to WXFX and format from BLACK to CLASSIC AOR (Sep)...WXVI sold for $300,000...WBAM-F changed from CHR to OLDIES (Sep)...

NASHVILLE

Arbitron Rank/Pop (12+): 46/829,000
MSA Rank/Pop: 52/995,000
ADI # 32
Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 23/21
Diaries: 1142/725:1/50.2%
Sample Target: 1120
% Below Line: 1.5
% Not Listed: 10.5

1989 Revenue: $35,400,000
HH Inc.: $28,279
Retail $: 7.1 Bil
Pop per Station: 39,476
#1 Biller: WSM -AF $6,700,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSIX-F	(C)	176/12.4	8.9	9.4	7.9	9.9	9.6	226/2345	1638/19.8	19.1	19.4	123	8.9	127	1391	WSIX-F
2. WYHY-F	(CHR)	165/11.6	17.3	13.8	14.8	10.3	14.4	314/3850	2182/26.3	26.3	24.4	58	19.2	275	2609	WYHY-F
3. WSM -F	(C)	131/ 9.2	8.2	10.4	11.2	9.3	9.8	267/3108	1692/20.4	20.6	20.2	105	7.1	102	1430	WSM -F
4. WKDF-F	(AOR)	112/ 7.9	9.0	10.7	8.9	8.3	9.1	219/3112	1703/20.5	20.2	18.7	91	12.1	174	2159	WKDF-F
5. WQQK-F	(B)	103/ 7.2	7.1	5.9	5.3	6.9	6.4	104/1132	1054/12.7	11.7	13.7	110	10.3	148	1257	WQQK-F
6. WLAC-F	(AC)	94/ 6.6	6.8	7.6	7.8	7.1	7.2	157/2195	1451/17.5	17.6	16.9	129	7.6	109	1579	WLAC-F
7. WRMX-F	(AC)	86/ 6.1	6.8	5.4	4.4	5.1	5.7	122/1524	1060/12.8	12.5	13.2	159	6.0	86	1136	WRMX-F
8. WGFX-F	(AOR)	81/ 5.7	4.5	5.8	4.2	5.8	5.1	103/1649	1233/14.9	14.4	14.4	105	6.8	97	1350	WGFX-F
9. WZEZ-F	(EZ)	80/ 5.6	7.0	6.8	9.1	9.6	7.1	96/1664	1283/15.5	13.8	13.6	93	5.7	81	749	WZEZ-F
10. WSM	(C)	50/ 3.5	4.0	4.1	4.4	4.2	4.0	104/1655	941/11.4	11.5	11.6	57	2.0	29	773	WSM
11. WVOL	(B)	45/ 3.2	1.7	4.1	2.0	2.9	2.8	45/597	597/ 7.2	7.1	6.2	94	2.2	32	735	WVOL
12. WLAC	(N/T)	44/ 3.1	2.6	1.5	3.3	3.0	2.6	54/1055	874/10.5	4.6	9.7	90	2.2	32	795	WLAC
13. WSIX	(MOR)	18/ 1.3	0.6	0.4	0.5	0.8	0.7	18/545	508/ 6.1	3.4	4.0	115	1.3	18	336	WSIX
14.																
15.																

12+ FM SHARE (METRO): 83.88% (1067 of 1272) (FAL 88: 82.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ E	OVERNIGHT
1 WYHY-F>>	1 WYHY-F	1 WSIX-F	1 WSIX-F>	1 WSIX-F>	1 WSIX-F<	1 WSIX-F>	1 WSIX-F>	1 WYHY-F	1 WYHY-F	1 WSIX-F
2 WQQK-F	2 WKDF-F	2 WYHY-F	2 WRMX-F	2 WSM -F	2 WSM -F>	2 WYHY-F<	2 WSM -F<	2 WSIX-F	2 WQQK-F>	2 WSM -F
3 WKDF-F	3 WSIX-F<	3 WKDF-F	3 WSM -F<	WRMX-F	3 WRMX-F<	3 WSM -F	3 WYHY-F	3 WKDF-F	3 WSIX-F	WSM
4	4 WGFX-F	4 WLAC-F	4 WLAC-F<	4 WLAC-F	4 WZEZ-F>	4 WKDF-F	4 WLAC-F	4 WSM -F	4 WKDF-F<	4 WYHY-F
5	5 WLAC-F	5 WQQK-F<	5 WQQK-F	5 WQQK-F	5 WSM	5 WLAC-F	5 WZEZ-F	WQQK-F	5 WLAC-F	WQQK-F>
6	6 WQQK-F	6 WRMX-F<	6 WKDF-F	6 WKDF-F	6 WLAC	6 WQQK-F<	6 WKDF-F	6 WLAC-F	WGFX-F	6
7	7	7 WGFX-F<	7 WYHY-F	7 WYHY-F	7	7 WGFX-F	7 WGFX-F	7 WGFX-F	7 WSM -F	7
8	8	8 WSM -F	8 WGFX-F	8 WGFX-F	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYHY-F>>	1 WYHY-F>	1 WQQK-F	1 WYHY-F	1 WSIX-F	1 WKDF-F	1 WKDF-F	1 WSIX-F	1 WSIX-F	1 WSIX-F>
2 WLAC-F	2 WQQK-F	2 WYHY-F	2 WLAC-F	2 WQQK-F	2 WYHY-F>	2 WSIX-F	2 WGFX-F	2 WKDF-F>	2 WRMX-F
3 WGFX-F	3 WLAC-F	3 WSIX-F	3 WQQK-F<	WLAC-F<	3 WGFX-F	3 WGFX-F	3 WKDF-F	3 WGFX-F	3 WKDF-F
4 WKDF-F	4 WGFX-F<	4 WLAC-F	4 WSIX-F>	4 WSM -F	4 WSIX-F>	4 WYHY-F>	4 WLAC-F>	4 WYHY-F	4 WSM -F
5 WQQK-F>>	5 WKDF-F	5 WKDF-F	5 WRMX-F	5 WRMX-F	5 WSM -F	5 WLAC-F	5 WYHY-F>	5 WRMX-F<	5 WGFX-F
6 WSM -F>	6 WSIX-F	6 WGFX-F>>	6 WSM -F	6 WYHY-F	WQQK-F>	6	6 WQQK-F>	6 WSM -F	6 WLAC-F
7 WSIX-F	7	7 WZEZ-F	7 WKDF-F	7 WZEZ-F	7	7	7	7 WLAC-F	7 WYHY-F
WRMX-F>	8	WMDB	WGFX-F	8	8	8		8	WQQK-F
9	9	9	9	9	9	9		9	9
10	10		10	10		10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		176 (2)	176 (2)	13.8	11.6	WAKM	950	Franklin	0.6/1.0/ 8/ 82
AOR/CLASSIC		193 (2)	193 (2)	15.2	15.8	WAMB	1160	Nashville	0.6/2.1/ 11/ 209
AC/OLDIES/SOFT ROCK	5 (1)	185 (3)	190 (4)	14.9	15.8	WDBL-F	94.3	Springfield	0.8/1.4/ 11/ 116
MOR/VARIETY	18 (1)		18 (1)	1.4	0.9	WKDA	1240	Nashville	0.4/2.4/ 5/ 197
COUNTRY	59 (2)	330 (5)	389 (7)	30.6	26.2	WMDB	880	Nashville	1.2/2.9/ 19/ 267
BLACK/URBAN	62 (2)	103 (1)	165 (3)	13.0	13.2	WRLT-F	100.1	Franklin/Nash.	0.4/2.8/ 6/ 262
BEAUTIFUL/EASY		80 (1)	80 (1)	6.3	10.8				
NEWS/TALK	44 (1)		44 (1)	3.5	3.4	WBVR-F	101.1	Russellville	0.7/1.7/133/1287
NOSTALGIA	9 (1)		9 (1)	0.7	1.2	WSTO-F	96.1	Owensboro/Ensv	0.8/1.0/ 11/ 146
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	8 (1)		8 (1)	0.6	1.1				
	205 (9)	1067 (14)	1272 (23)						

RADIO STATIONS

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N) , NOSTALGIA	MBS, $ 20.00 (Roslin)	
WLAC, 1510, 50 KW (DA-N) , NEWS/TALK/RELIG.	CBS, $ 45.00 (Durpetti)	Fairmont
WMDB, 880, 2.5 KW (DAYS, DA) , BLACK	, $ 17.00 (---)	
WSIX, 980, 5 KW (DA-N) , MOR/VARIETY	, $ 25.00 (Mc-Guild)	Capstar
WSM , 650, 50 KW , COUNTRY	NBC, $ 47.00 (Christal)	Gaylord
WVOL, 1470, 5 KW/1 KW (DA-2) , BLACK	NBN, $ 25.00 (Republic)	

FM STATIONS

WGFX-F, 104.5, 100 KW @ 762, CLASSIC AOR	, $ 50.00 (Banner)	Capitol-Johnson (BALLANTIN)
WKDF-F, 103.3, 100 KW @ 1220, AOR	ABC E, ABC R, $ 92.00 (Katz)	Dick
WLAC-F, 105.9, 100 KW @ 1229, AC	, $ 90.00 (Durpetti)	Fairmont
WQQK-F, 92.1, 1.5 KW @ 430, BLACK	, $ 42.00 (Republic)	
WRMX-F, 96.3, 100 KW @ 840, AC/OLDIES	, $ 44.00 (HNWH)	Signature (MURFREESBORO)
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY	, $ 85.00 (Mc-Guild)	Capstar
WSM-F , 95.5, 100 KW @ 1280, COUNTRY	, $ 86.00 (Christal)	Gaylord
WYHY-F, 107.5, 100 KW @ 710, CHR	US 2, $ 80.00 (Eastman)	Jacor (LEBANON)
WZEZ-F, 92.9 100 KW @ 321 EZ	, $ 54.00 (Eastman)	South Central

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WSIX A/F sold by Hicks to Capstar for $16,000,000 (Americom)

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 13/2,244,400

MSA Rank/Pop: 11/2,680,000
New York ADI
Average Person Ratings: 18.5
Market TSL: 24.00 hours

Stations: 39/14
Diaries: 1654/1357:1/50.5%
Sample Target: 1650
% Below Line: NA
% Not Listed: NA

1989 Revenue: $32,300,000
HH Inc.: NA
Retail $: 26.0 Bil
Pop per Station: 160,314
#1 Biller: WALK-AF $8,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WALK-F (AC)	251/ 6.1	6.3	8.0	5.7	6.3	6.5		3231/14.1	15.1	13.1	138	5.9	234	2361	WALK-F
2. WBLI-F (CHR)	240/ 5.8	5.4	5.4	4.8	4.0	5.4		3461/15.4	13.5	12.8	124	5.5	221	3191	WBLI-F
3. WBAB-F (AOR)	237/ 5.7	5.2	4.9	3.9	4.8	4.9		3403/15.2	14.4	12.9	121	7.6	305	3092	WBAB-F
4. WHLI (BB)	160/ 3.9	2.4	3.0	3.7	3.5	3.3		1229/ 5.5	4.4	4.4	31	2.3	91	522	WHLI
5. WKJY-F (AC)	120/ 2.9	3.5	3.1	3.7	3.6	3.3		1699/ 7.6	7.2	7.8	117	2.3	92	1409	WKJY-F
6. WYNY-F (C)	119/ 2.9	3.1	3.1	3.2	2.8	3.1		1651/ 7.4	8.2	7.6	134	3.1	123	1478	WYNY-F
7. WCTO-F (EZ)	98/ 2.4	1.5	2.6	3.1	2.9	2.4		1321/ 5.9	6.2	6.4	79	1.7	66	770	WCTO-F
8. WGSM (MOR)	92/ 2.2	1.1	1.4	1.9	2.4	1.6		702/ 3.1	2.6	3.6	45	1.6	64	480	WGSM
9. WDRE-F (AOR)	61/ 1.5	1.5	1.7	1.9	1.4	1.6		1006/ 4.5	5.4	4.5	60	3.1	122	1569	WDRE-F
10. WRCN-F (AOR)	20/ 0.5	0.7	1.0	0.6	0.5	0.7		485/ 2.2	3.1	2.0	120	0.9	34	553	WRCN-F
11. WWHB-F (CHR)	15/ 0.4	----	0.4	----	----	0.2		277/ 1.2	1.1	0.0	100	0.7	27	454	WWHB-F
WBAB (AOR)	15/ 0.4	0.1	0.1	0.3	0.3	0.2		247/ 1.1	1.3	2.2	100				WBAB
13.															
14.															
15.															

NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA.

12+ FM SHARE (METRO): NA (FAL 88: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLI-F>>	1 WBAB-F>	1 WBAB-F	1 WALK-F<	1 WALK-F	1 WALK-F	1 WALK-F>	1 WALK-F	1 WBAB-F<	1 WBLI-F	1 WALK-F
2 WBAB-F	2 WBLI-F>	2 WBLI-F<	2 WBAB-F<	2 WBLI-F<	2 WHLI >	2 WBAB-F<	2 WBAB-F	2 WBLI-F	2 WBAB-F>	2 WBLI-F
3 WDRE-F	3 WALK-F	3 WALK-F>	3 WBLI-F>>	3 WBAB-F>	3 WBLI-F	3 WBLI-F>	3 WBLI-F>	3 WALK-F>	3 WALK-F	3 WBAB-F>>
4	4 WKJY-F>	4 WKJY-F>	4 WKJY-F	[illegible]NY-F	4 WCTO-F	4 WHLI	[illegible]Y-F>	4 WKJY-F	4 WDRE-F>	4 WDRE-F
5	5 WDRE-F	5 WYNY-F	5 WYNY-F	5 WKJY-F	5 WYNY-F	5 WYNY-F	5 WHLI	5 WYNY-F	5 WYNY-F	5 WYNY-F
6	6	6 WDRE-F	6	6	WGSM	6	WYNY-F	WCTO-F	6	6 WCTO-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLI-F>	1 WALK-F	1 WALK-F	1 WALK-F<	1 WALK-F	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>
2 WDRE-F	2 WBLI-F	2 WBLI-F	2 WBLI-F>	2 WBLI-F>	2 WDRE-F	2 WBLI-F>>	2 WBLI-F>>	2 WBLI-F	2 WALK-F
WALK-F	3 WKJY-F	3 WKJY-F	3 WKJY-F	3 WYNY-F	3 WBLI-F	3 WKJY-F	3 WALK-F	3 WALK-F>>	3 WBLI-F>
4 WKJY-F	4 WBAB-F>	4 WBAB-F>	4 WBAB-F	WKJY-F>	4 WKJY-F	4 WDRE-F	4 WKJY-F>	4 WDRE-F	4 WYNY-F>
5 WBAB-F>>	5 WDRE-F	5 WYNY-F	5 WYNY-F	5 WBAB-F	5	5 WALK-F	5 WYNY-F	5 WYNY-F	5 WKJY-F
6	6	6	6	6	6	6	6	6	6 WHLI

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP					
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK					
MOR/VARIETY					
COUNTRY					
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBAZ-F	101.7	Southold	0.3/0.8
WLIX	540	Islip	0.3/1.1

See New York for more about the following:

WABC	2.1/ 7.0	WLTW	3.5/ 9.0	WQCD-F	1.3/ 4.3
WBLS-F	0.8/ 3.0	WNCN-F	1.4/ 4.7	WQHT-F	3.3/10.3
WCBS	4.0/15.8	WNEW	0.9/ 5.0	WQXR-F	4.5/ 4.9
WCBS-F	4.6/13.7	WNEW-F	4.0/11.8	WRKS-F	1.2/ 3.9
WDRC-F	0.3/ 0.7	WNSR-F	2.1/ 7.1	WXRK-F	3.2/11.3
WEZN-F	1.4/ 4.9	WOR	3.7/ 7.4		
WFAN	3.5/10.2	WPAT	0.2/ 1.7		
WHTZ-F	5.5/19.3	WPAT-F	3.6/ 6.5		
WINS	2.7/14.0	WPLJ-F	2.2/12.0		
WJAZ-F	0.3/ 1.5	WPLR-F	0.4/ 2.1		

RADIO STATIONS

WGSM, 740, 25 KW (DAYS,DA) , MOR/NOSTALGIA , $ 55.00 (Roslin) Greater Media
WHLI, 1100, 10 KW (DAYS,DA) , NOSTALGIA , $ 61.00 (Katz) Barnstable

WALK-F, 97.5, 45 KW @ 530, AC , $148.00 (Durpetti) American
WBAB-F, 102.3, 3 KW @ 268, AOR , $130.00 (MMR) Noble
WBLI-F 106.1, 10 KW @ 500, CHR , $110.00 (Katz) Beck-Ross
WCTO-F, 94.3, 3 KW @ 300, BTFL/EZ , $ 60.00 (Roslin) Greater Media
WDRE-F, 92.7, 3 KW @ 300, AOR , $ 55.00 (Katz)
WKJY-F, 98.3, 3 KW @ 330, SOFT AC , $ 73.00 (Katz) Barnstable
WLNG-F, 92.1, 3 KW @ 325, AC MBS, $ 30.00 (K & P)
WRCN-F, 103.9, 1.5 KW @ 466, AOR , $ 50.00 (---)

MISCELLANEOUS COMMENTS: WBAB A/F sold by Noble for $26,000,000 (First Boston/CEA)...WWHB-F sold for $1,800,000...

NEW HAVEN

Arbitron Rank/Pop (12+): 89/393,600

MSA Rank/Pop: 94/524,000
Hartford ADI
Average Person Ratings: 16.6
Market TSL: 21.75 hours

Stations: 29/6
Diaries: 843/467:1/49.2%
Sample Target: 780
% Below Line: 42.0
% Not Listed: 15.4

1989 Revenue: $16,600,000
HH Inc.: $36,352
Retail $: 4.3 Bil
Pop per Station: 65,600
#1 Biller: WKCI-F $8,500,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKCI-F	(CHR)	96/14.7	13.3	11.7	12.9	11.1	----	240/3148	1197/30.4	32.9	27.6	99	13.8	97	1219	WKCI-F
2. WELI	(MOR)	65/ 9.9	10.2	10.1	9.9	10.7	----	70/1039	904/23.0	20.1	22.4	72	5.7	40	707	WELI
3. WPLR-F	(AOR)	59/ 9.0	7.0	7.1	8.2	10.3	----	124/1898	773/19.6	18.4	19.6	123	8.8	62	925	WPLR-F
4. WEZN-F	(AC)	34/ 5.2	6.4	6.6	6.7	5.1	----	170/2082	563/14.3	16.2	15.9	110	4.0	28	454	WEZN-F
5. WDRC-F	(O)	30/ 4.6	6.4	5.7	3.7	5.4	----	65/1213	509/12.9	13.8	13.9	143	4.0	28	447	WDRC-F
6. WAVZ	(BB)	25/ 3.8	4.9	4.8	4.4	4.9	----	39/475	350/ 8.9	9.0	9.7	16	3.1	22	254	WAVZ
7. WWYZ-F	(C)	23/ 3.5	4.0	4.4	0.5	1.7	----	110/1150	310/ 7.9	8.9	9.2	97	6.8	48	394	WWYZ-F
8. WFAN	(T)	22/ 3.4	2.2	2.3	----	----	----	62/1104	420/10.7	7.6	6.7	144	2.4	17	297	WFAN
9. WCBS	(N)	21/ 3.2	2.4	2.3	2.7	2.8	----	53/1277	519/13.2	11.0	9.9	81	2.8	20	412	WCBS
10. WEBE-F	(AC)	20/ 3.1	3.0	2.9	3.2	1.4	----	87/1285	371/ 9.4	8.4	9.0	165	2.6	18	233	WEBE-F
WNHC	(B)	20/ 3.1	3.3	4.7	4.2	4.4	----	23/372	340/ 8.6	8.0	7.9	110	2.7	19	375	WNHC
12. WKSS-F	(CHR)	19/ 2.9	3.7	3.9	4.4	6.9	----	56/1240	478/12.1	13.2	12.9	90	4.6	32	646	WKSS-F

12+ FM SHARE (METRO): 67.81% (375 of 553) (FAL 88: 63.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F>>	1 WKCI-F	1 WKCI-F>	1 WKCI-F	1 WKCI-F	1 WELI >	1 WKCI-F<	1 WKCI-F>	1 WKCI-F>	1 WKCI-F>	1 WELI >>
2 WPLR-F	2 WPLR-F	2 WPLR-F>	2 WPLR-F>	2 WPLR-F>	2 WKCI-F>	2 WELI >	2 WPLR-F	2 WPLR-F	2 WELI	2 WCBS
3 WNHC	3	3 WDRC-F>	3 WDRC-F	3 WELI	3 WEZN-F	3 WPLR-F<	3 WELI >	3 WELI >	3 WPLR-F>	3 WPLR-F
4	4	4 WEBE-F	4 WEBE-F	4 WDRC-F	WAVZ >	4 WFAN >	4 WEZN-F	4 WAVZ <	4 WEZN-F	WKCI-F
5	5	5 WKSS-F	5 WEZN-F<	5 WEZN-F	5 WCBS	5 WEZN-F	5 WDRC-F	5 WWYZ-F<	5 WNHC	5 WEZN-F
6	6	WEZN-F	6 WELI	6	6 WDRC-F	6 WNHC	6 WAVZ	6 WEZN-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKCI-F>>	1 WKCI-F>>	1 WKCI-F>	1 WKCI-F>>	1 WKCI-F>>	1 WKCI-F	1 WPLR-F>	1 WPLR-F>>	1 WPLR-F	1 WPLR-F>
2 WKSS-F	2 WPLR-F>	2 WPLR-F	2 WPLR-F>	2 WELI	2 WPLR-F>	2 WKCI-F	2 WKCI-F>	2 WKCI-F>	2 WKCI-F
3 WPLR-F>	3 WEBE-F	3 WEBE-F>	3 WNHC	3 WEZN-F	3 WHCN-F>	3	3 WFAN	3 WDRC-F	3 WFAN
4 WNHC	4 WKSS-F	4 WIOF-F	4 WKSS-F	WPLR-F	4 WWYZ-F>	4	4 WEBE-F	4 WFAN >	4 WDRC-F
5	5 WDRC-F	WEZN-F	WDRC-F	5 WDRC-F	5 WDRC-F	5	5	5 WHCN-F	5 WEBE-F
6	6	WDRC-F	6	WNHC	WCCC-F	6	6	WEBE-F	WELI

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		125 (4)	125 (4)	22.6	18.8
AOR/CLASSIC		81 (3)	81 (3)	14.6	11.3
AC/OLDIES/SOFT ROCK		108 (5)	108 (5)	19.5	14.2
MOR/VARIETY	73 (3)		73 (3)	13.2	15.3
COUNTRY		23 (1)	23 (1)	4.2	5.0
BLACK/URBAN	20 (1)	9 (2)	29 (3)	5.2	8.5
BEAUTIFUL/EASY		16 (1)	16 (1)	2.9	11.6
NEWS/TALK	56 (5)		56 (5)	10.1	6.9
NOSTALGIA	27 (2)		27 (2)	4.9	6.1
RELIGION/GOSPEL	2 (1)		2 (1)	0.4	1.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		13 (1)	13 (1)	2.4	0.5
	178 (12)	375 (17)	553 (29)		

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
WYBC-F	94.3	New Haven	2.0/6.1/ 14/ 260
WABC	770	New York	0.9/2.5/ 20/ 236
WALK-F	97.5	Patchogue	0.9/2.4/ 12/ 285
WBLS-F	107.5	New York	0.5/2.5/ 6/ 198
WCCC-F	106.9	Hartford	1.1/3.4/ 19/ 496
WFIF	1500	Milford	0.3/1.0/ 6/ 91
WHCN-F	105.9	Hartford	2.3/7.5/ 45/ 891
WICC	600	Bridgeport	0.3/2.2/ 80/1275
WIOF-F	104.1	Waterbury	2.8/8.8/ 58/ 956
WNEW	1130	New York	0.3/1.5/ 2/ 130
WOR	710	New York	0.8/1.6/ 27/ 346
WPOP	1410	Hartford	0.3/1.6/ 5/ 200
WQHT-F	97.1	New York	0.5/1.8/ 22/ 333
WRCH-F	100.5	New Britain/Hrt	2.4/6.7/ 39/ 663
WRKS-F	98.7	New York	0.9/3.4/ 19/ 348
WTIC	1080	Hartford	0.9/3.8/ 68/ 888
WTIC-F	96.5	Hartford	1.1/5.4/ 25/ 681

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N), NOSTALGIA US 2, TRNSTAR, $ 35.00 (Mc-Guild) Noble
WELI, 960, 5 KW (DA-N), MOR, $ 70.00 (Banner) Clear Channel
WNHC, 1340, 1 KW, BLACK SBN, $ 124.00 (K & P)

WKCI-F, 101.3, 10 KW @ 1070, CHR, $ 145.00 (Mc-Guild) Noble
WPLR-F, 99.1, 14 KW @ 950, AOR, $ 83.00 (Durpetti) Southern Starr
WYBC-F, 94.3, 1 KW @ 122, JAZZ/VARIOUS, $ 21.00 (---)

OTHER RANKED STATIONS -- See Hartford, New Haven or New York

NEW ORLEANS

Arbitron Rank/Pop (12+): 35/1,072,400

MSA Rank/Pop: 36/1,330,000
ADI # 35
Average Person Ratings: 18.2
Market TSL: 23.75 hours

Stations: 23/23
Diaries: 1507/712:1/48.7%
Sample Target: 1500
% Below Line: 0.0
% Not Listed: 9.6

1989 Revenue: $28,400,000
HH Inc.: $24,228
Retail $: 9.8 Bil
Pop per Station: 46,626
#1 Biller: WEZB-F $5,100,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYLD-F (B)	295/15.1	13.3	9.3	10.2	8.5	12.0	299/2414	2218/20.7	19.2	17.4	105	16.7	291	2420	WYLD-F
2. WEZB-F (CHR)	211/10.8	11.1	12.4	11.7	10.8	11.5	241/3775	3047/28.4	28.5	29.2	87	12.3	214	3290	WEZB-F
3. WQUE-AF (B)	195/10.0	10.9	10.3	11.5	14.5	10.7	234/3196	2558/23.9	25.8	27.9	92	11.4	197	2717	WQUE-AF
4. WWL (N/T)	124/ 6.3	6.1	4.8	5.1	8.6	5.6	156/3164	2432/22.7	14.0	21.7	78	5.9	103	1823	WWL
5. WLMG-F (AC)	105/ 5.4	5.1	5.0	5.2	6.4	5.2	115/1672	1416/13.2	13.9	16.9	131	5.2	90	967	WLMG-F
6. WBOK (REL)	93/ 4.8	4.4	4.7	3.3	3.2	4.3	93/785	767/ 7.2	6.8	6.7	69	3.0	53	536	WBOK
7. WLTS-F (AC)	90/ 4.6	6.2	7.8	9.2	5.6	6.9	114/2073	1681/15.7	16.6	15.6	137	4.3	75	1355	WLTS-F
KQLD-F (O)	90/ 4.6	2.5	1.7	1.9	2.1	2.7	135/1753	1256/11.7	4.5	3.3	159	4.3	75	1251	KQLD-F
9. WBYU (BB)	89/ 4.6	5.0	5.4	4.9	4.5	5.0	94/1034	993/ 9.3	8.9	7.2	37	3.9	68	665	WBYU
10. WRNO-F (AOR)	75/ 3.8	3.0	4.8	4.6	3.8	4.1	89/1660	1353/12.6	13.0	14.5	89	4.8	83	1576	WRNO-F
11. WNOE-F (C)	69/ 3.5	3.4	3.1	4.1	4.3	3.5	121/1634	1023/ 9.5	8.1	11.4	97	3.4	60	781	WNOE-F
12. WCKW-F (AOR)	68/ 3.5	2.8	3.9	3.4	4.0	3.4	99/1500	1090/ 9.8	10.1	10.9	143	5.4	94	1057	WCKW-F
13. WQXY-F (C)	52/ 2.7	3.3	2.8	2.8	2.5	2.9	68/1011	748/ 7.0	7.7	7.5	126	2.3	41	760	WQXY-F
14. KHOM-F (O)	49/ 2.5	2.6	2.5	1.3	1.4	2.2	129/1787	838/ 7.8	7.1	4.2	156	2.7	47	828	KHOM-F
15. WYLD (REL)	37/ 1.9	2.1	1.7	2.1	2.8	1.9	43/677	608/ 5.7	6.9	7.4	153	2.3	40	692	WYLD
16. WSMB (T)	31/ 1.6	1.1	1.4	1.6	1.9	1.4	31/539	527/ 4.9	4.6	4.9	50	1.4	24	394	WSMB
17. WTIX (T)	26/ 1.3	1.5	1.5	1.1	0.8	1.4	30/581	473/ 4.4	5.0	4.5	77	1.4	24	246	WTIX
18.															
19.															
20.															

12+ FM SHARE (METRO): 73.13% (1293 of 1768) (FAL 88: 71.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WEZB-F	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WWL	1 WEZB-F	1 WYLD-F>	1 WYLD-F	1 WYLD-F>>	1 WYLD-F>>
2 WQUE-AF	2 WEZB-F	2 WEZB-F<	2 WEZB-F<	2 WEZB-F<	2 WYLD-F	2 WYLD-F	2 WEZB-F<	2 WQUE-AF<	2 WQUE-AF	2 WWL >>
3 WYLD-F	3 WQUE-AF>	3 WQUE-AF>	3 WQUE-AF	3 WQUE-AF	3 WBYU <	3 WWL	3 WQUE-AF	3 WEZB-F>	3 WEZB-F>	3 WBOK <
4	4 WRNO-F<	4 KQLD-F	4 KQLD-F	4 KQLD-F<	4 WBOK	4 WQUE-AF>	WLMG-F	4 WWL <	4 WBOK	4 WQUE-F
5	5 WCKW-F	5 WLMG-F<	5 WLMG-F	5 WLMG-F	5 WLMG-F	5 WLTS-F	5 WBYU	5 KQLD-F<	5 WRNO-F	5 WYLD
6	6 WLTS-F	6 WLTS-F	6 WLTS-F	6 WLTS-F	6 WNOE-F	6 WBOK <	6 WWL <	6 WLMG-F	6	WEZB-F
7	7 KQLD-F	7 WRNO-F	7	7	7 KQLD-F	7 WLMG-F	7 KQLD-F	7 WLTS-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYLD-F	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F	1 WYLD-F>	1 WYLD-F	1 WYLD-F>	1 WYLD-F>
2 WEZB-F	2 WQUE-AF<	2 WQUE-AF	2 WQUE-AF	2 WQUE-AF	2 WRNO-F	2 WEZB-F	2 WEZB-F>	2 WEZB-F	2 WEZB-F>
3 WQUE-AF>>	3 WEZB-F>	3 WLTS-F	3 WEZB-F>	3 WEZB-F	3 WQUE-AF	3 WQUE-AF	3 WCKW-F	3 WQUE-AF	3 WQUE-AF
4 WLTS-F	4 WLTS-F>	WEZB-F	4 WLTS-F	4 WLTS-F	4 WEZB-F>	4 WRNO-F	4 WQUE-AF>	4 WRNO-F<	4 WCKW-F
5	5 KQLD-F	5 KQLD-F	5 WLMG-F	5 WLMG-F	5 WCKW-F>>	5 WCKW-F	5 WRNO-F	5 WCKW-F	KQLD-F
6	6 WLMG-F	6	6 KQLD-F	KQLD-F	6	6	6	6 KQLD-F	6 WLMG-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		211 (1)	211 (1)	11.9	12.6	KGLA	1540	Gretna	0.3/0.7/ 6/ 71
AOR/CLASSIC		143 (2)	143 (2)	8.1	8.6	WADU	830	Norco/Kenner	0.8/1.3/ 20/ 183
AC/OLDIES/SOFT ROCK		334 (4)	334 (4)	18.9	16.8	WARB	730	Covington	0.6/1.0/ 15/ 140
MOR/VARIETY	12 (1)		12 (1)	0.7		WNOE	1060	New Orleans	0.9/2.5/ 18/ 353
COUNTRY	17 (1)	121 (2)	138 (3)	7.8	10.0	WYAT	990	New Orleans	1.0/3.4/ 19/ 381
BLACK/URBAN	6 (1)	484 (2)	490 (3)	27.7	34.2				
BEAUTIFUL/EASY	15 (1)		15 (1)	0.8					
NEWS/TALK	181 (3)		181 (3)	10.2	12.4				
NOSTALGIA	108 (2)		108 (2)	6.1	4.9				
RELIGION/GOSPEL	130 (2)		130 (2)	7.4	0.5				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	6 (1)		6 (1)	0.3					
	475 (12)	1293 (11)	1768 (23)						

AM STATIONS

WBOK, 1230, 1 KW, BLACK/GOSPEL SBN, $ 27.00 (---) Willis
WBYU, 1450, 1 KW, BIG BAND/EZ SMN, $ 30.00 (Roslin)
WNOE, 1060, 50 KW/5 KW (DA-2), SOLD IN COMBINATION WITH WNOE-F
WSMB, 1350, 5 KW (DA-2), TALK MBS, ABC I, $ 25.00 (Smith)

WTIX, 690, 10 KW/5 KW (DA-2), TALK NBC, MBS, $ 30.00 (Mc-Guild) United Network
WWL, 870, 50 KW (DA-1), NEWS/TALK CBS, $ 62.00 (Katz) Keymarket
WYAT, 990, 250 W, NOSTALGIA RADRAD, $ 21.00 (Durpetti)
WYLD, 940, 10 KW/500 W (DA-2), BLACK, $ 24.00 (Banner) Interurban

FM STATIONS

KQLD, 106.7, 100 KW @ 960, RELIGION, $ N/A (---) (PORT SULPHUR)
KHOM, 104.1, 100 KW @ 1943, OLDIES NBC, $ 30.00 (Torbet) (HOUMA)
WCKW, 92.3, 100 KW @ 429, AOR SOURCE, $ 35.00 (Republic)
WEZB, 97.1, 100 KW @ 511, CHR US 1, $ 97.00 (MMR) EZ
WLMG, 101.9, 95 KW @ 825, AC, $ 55.00 (Katz) Keymarket

WLTS, 105.3, 100 KW @ 925, SOFT AC RADRAD, $ 60.00 (Durpetti)
WNOE, 101.1, 100 KW @ 1004, COUNTRY ABC E, $ 50.00 (Mc-Guild) New Market
WQUE, 93.3, 93 KW @ 512, URBAN/CHR, $ 79.00 (Christal) Clear Channel
WQXY, 95.7, 100 KW @ 580, COUNTRY, $ 45.00 (Christal) Stoner
WRNO, 99.5, 100 KW @ 990, AOR ABC F, ABC R, $ 53.00 (MMR)
WYLD, 98.5, 100 KW @ 352, BLACK ABC C, $ 54.00 (Banner) Interurban

CALL LETTER CHANGES

KHAA changes to KQLD (July)

FORMAT CHANGES

KQLD changes format from RELIGION to OLDIES...WYAT changes from OLDIES to NOSTALGIA...

STATION SALES

NEW YORK

Arbitron Rank/Pop (12+): 1/14,126,100
MSA Rank/Pop: 1/15,400,000
ADI # 1
Average Person Ratings: 19.1
Market TSL: 25.00 hours

Stations: 44/43
Diaries: 6048/2336:1/49.4%
Sample Target: 4000
% Below Line: 0.3
% Not Listed: 10.0

1989 Revenue: $315,700,000
HH Inc.: $32,828
Retail $:117.9 Bil
Pop per Station: 328,513
#1 Biller: WINS $25,000,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPAT-F	(EZ)	1343/ 5.0	4.3	4.2	5.0	3.6	4.6	1405/16562	15756/11.2	12.8	12.9	52	2.7	702	8304	WPAT-F
2. WLTW-F	(AC)	1284/ 4.7	5.7	5.3	4.3	4.7	5.0	1366/18895	18087/12.8	13.2	11.2	136	3.7	964	11900	WLTW-F
3. WINS	(N/T)	1277/ 4.7	4.5	4.7	4.3	4.4	4.6	1289/29535	28917/20.5	19.5	19.8	89	4.1	1063	21207	WINS
4. WOR	(N/T)	1240/ 4.6	4.3	3.7	4.5	4.7	4.3	1388/16298	14591/10.3	9.1	11.0	41	3.4	894	10821	WOR
5. WHTZ-F	(CHR)	1172/ 4.3	5.7	6.0	5.3	5.6	5.3	1216/23634	22876/16.2	17.7	17.5	91	6.0	1557	24996	WHTZ-F
6. WCBS-F	(AC)	1116/ 4.1	4.2	5.0	4.7	4.3	4.5	1161/18437	17448/12.4	14.4	12.4	154	2.6	920	14227	WCBS-F
7. WRKS-F	(B)	1097/ 4.1	3.9	4.1	4.2	4.2	4.1	1127/16065	15508/11.0	10.3	10.5	80	6.3	1641	18743	WRKS-F
8. WQHT-F	(CHR)	1073/ 4.0	3.9	4.0	4.0	4.0	4.0	1127/16474	15411/10.9	10.6	10.4	57	5.6	1439	15373	WQHT-F
9. WBLS-F	(B)	1026/ 3 8	3.7	2.9	3.8	3.6	3.5	1037/13737	13397/ 9.5	9.4	10.4	121	4.6	1198	14366	WBLS-F
10. WNEW-F	(AOR)	1002/ 3.7	4.2	4.2	3.5	3.2	3.9	1113/16901	15621/11.1	11.2	9.7	119	5.0	1306	16789	WNEW-F
11. WNSR-F	(AC)	941/ 3.5	3.2	3.5	3.1	3.1	3.3	966/15084	14413/10.2	11.0	9.9	129	2.5	641	8908	WNSR-F
12. WCBS	(N/T)	937/ 3.5	3.4	3.0	2.7	3.6	3.2	1046/21852	19123/13.5	12.0	13.8	63	2.6	682	13382	WCBS
13. WXRK-F	(AOR)	829/ 3.1	3.6	3.4	3.1	3.4	3.3	892/16373	15136/10.7	10.7	10.6	129	3.3	846	13384	WXRK-F
14. WPLJ-F	(CHR)	798/ 3.0	3.5	3.1	3.5	3.6	3.3	887/20319	18344/13.0	13.8	13.6	97	3.4	892	20608	WPLJ-F
15. WABC	(N/T)	767/ 2.8	2.6	3.2	3.3	3.3	3.0	885/12431	11021/ 7.8	9.6	9.6	68	3.0	787	9220	WABC
16. WFAN	(N/T)	732/ 2.7	3.1	2.5	1.8	2.3	2.5	872/14616	12240/ 8.7	10.1	8.4	115	2.5	660	10549	WFAN
17. WYNY-F	(C)	686/ 2.5	3.1	2.3	2.8	2.9	2.7	726/9276	8478/ 6.0	7.1	7.9	120	2.1	548	5545	WYNY-F
18. WNEW	(BB)	628/ 2.3	2.5	1.9	2.3	1.9	2.3	665/9519	8811/ 6.2	5.2	5.9	57	1.5	394	5269	WNEW
19. WQCD-F	(J/NA)	619/ 2.3	2.2	2.5	2.9	1.8	2.5	627/9614	9367/ 6.6	7.3	5.0	161	3.1	796	9125	WQCD-F
20. WLIB	(B)	459/ 1.7	1.2	1.0	1.4	1.3	1.3	459/4358	4354/ 3.1	2.7	2.7	118	1.3	340	3174	WLIB
21. WADO	(SP)	454/ 1.7	1.7	1.2	1.6	1.9	1.6	454/3976	3961/ 2.8	2.2	3.6	100	1.6	403	3927	WADO
22. WSKQ-F	(SP)	427/ 1.6	1.3	2.4	1.7	----	1.8	430/4506	4488/ 3.2	3.4	0.0	150	1.6	411	4116	WSKQ-F
23. WNCN-F	(CL)	417/ 1.5	1.4	1.3	1.8	1.3	1.5	428/8075	7768/ 5.5	4.6	5.2	113	1.1	289	4526	WNCN-F
24. WSKQ	(SP)	383/ 1.4	1.2	0.7	0.7	2.0	1.0	383/2847	2842/ 2.0	1.8	3.5	157	0.5	123	1726	WSKQ
25. WQXR-F	(CL)	351/ 1.3	1.2	1.2	1.8	1.6	1.4	367/6719	6264/ 4.4	4.5	4.6	85	1.1	295	5351	WQXR-F

12+ FM SHARE (METRO): 65.50% (15937 of 24332) (FAL 88: 63.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQHT-F<	1 WNEW-F	1 WLTW-F<	1 WCBS-F<	1 WLTW-F<	1 WPAT-F	1 WINS	1 WLTW-F	1 WLTW-F	1 WRKS-F	1 WINS
2 WHTZ-F	2 WQHT-F<	2 WNEW-F<	2 WLTW-F	2 WCBS-F>	2 WOR	2 WOR	2 WPAT-F	2 WPAT-F	2 WQHT-F<	2 WOR
3 WRKS-F>	3 WRKS-F<	3 WCBS-F<	3 WBLS-F	3 WBLS-F<	3 WINS	3 WCBS <	3 WCBS-F<	3 WHTZ-F<	3 WBLS-F	3 WBLS-F
4 WPLJ-F	4 WBLS-F<	4 WBLS-F	4 WNEW-F<	4 WNSR-F<	4 WCBS <	4 WXRK-F<	4 WNSR-F	4 WCBS-F	4 WOR	4 WCBS
5	5 WHTZ-F<	5 WHTZ-F<	5 WNSR-F	5 WNEW-F	5 WCBS-F<	5 WHTZ-F	5 WOR <	5 WABC	5 WHTZ-F<	5 WABC
6	6 WXRK-F	6 WXRK-F	6 WXRK-F	6 WINS	6 WLTW-F	6 WPAT-F	6 WNEW-F	6 WQHT-F	6 WLTW-F	6 WFAN
7	7 WLTW-F	WRKS-F	7 WHTZ-F	7 WXRK-F<	7 WABC	7 WCBS-F	7 WHTZ-F	7 WNSR-F	7 WPAT-F	7 WLTW-F
8	8 WNSR-F<	WNSR-F	8 WINS <	8 WHTZ-F	8 WNEW	8 WRKS-F	8 WYNY-F	WNEW-F<	8 WINS <	8 WCBS-F
9	9 WPLJ-F>	9 WQHT-F	9 WQCD-F	9 WQCD-F	9 WYNY-F<	9 WNEW-F	WBLS-F<	9 WRKS-F	9 WFAN	9 WRKS-F
10	10 WQCD-F	10 WPLJ-F	10 WRKS-F	10 WRKS-F	10 WNSR-F	10 WFAN	10 WABC	WOR	10 WPLJ-F	10 WPAT-F
					WFAN				WNEW-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQHT-F>	1 WQHT-F<	1 WLTW-F	1 WLTW-F>	1 WLTW-F>	1 WNEW-F	1 WNEW-F	1 WNEW-F>	1 WNEW-F	1 WCBS-F
2 WRKS-F	2 WRKS-F	2 WBLS-F>	2 WNSR-F<	2 WNSR-F	2 WQHT-F	2 WXRK-F>	2 WBLS-F<	2 WXRK-F	2 WXRK-F<
3 WHTZ-F	3 WLTW-F	3 WNSR-F<	3 WHTZ-F	3 WBLS-F<	3 WXRK-F	3 WBLS-F	3 WXRK-F	3 WCBS-F	3 WNEW-F
4 WPLJ-F>	4 WHTZ-F<	4 WRKS-F<	4 WRKS-F<	4 WCBS-F	4 WRKS-F	4 WHTZ-F<	4 WQCD-F	4 WBLS-F	4 WFAN
5 WNSR-F<	5 WBLS-F	5 WNEW-F	5 WQHT-F<	5 WHTZ-F	5 WHTZ-F	5 WQHT-F	5 WHTZ-F	5 WFAN	5 WBLS-F<
6 WLTW-F	6 WNSR-F	6 WHTZ-F	6 WBLS-F	6 WRKS-F	6 WBLS-F>	6 WRKS-F	6 WFAN	6 WRKS-F<	6 WINS
7 WNEW-F	7 WPLJ-F<	7 WPLJ-F	7 WCBS-F<	7 WINS	7 WNSR-F	7 WFAN	7 WCBS-F	7 WQCD-F	7 WQCD-F
8 WBLS-F	8 WNEW-F>	8 WQHT-F	8 WPLJ-F	8 WPLJ-F<	8 WPLJ-F	8 WQCD-F<	8 WPLJ-F	WINS	8 WLTW-F
9 WXRK-F	9 WXRK-F	9 WXRK-F	9 WNEW-F	9 WYNY-F	WBAB-F	9 WNSR-F	WNSR-F	WHTZ-F	9 WNSR-F
10 WDRE-F	10	10 WSKQ-F	10 WINS	10 WNEW-F	10 WFAN	10 WBAB-F	10 WRKS-F	10 WQHT-F	10 WHTZ-F
								WNSR-F	

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		3287 (4)	3287 (4)	13.5	15.2
AOR/CLASSIC		2393 (5)	2393 (5)	9.8	8.9
AC/OLDIES/SOFT ROCK		3924 (7)	3924 (7)	16.1	15.1
MOR/VARIETY					0.8
COUNTRY		686 (1)	686 (1)	2.8	3.2
BLACK/URBAN	615 (2)	2123 (2)	2738 (4)	11.3	10.4
BEAUTIFUL/EASY	351 (1)	1571 (3)	1922 (4)	7.9	6.8
NEWS/TALK	4953 (5)		4953 (5)	20.4	21.0
NOSTALGIA	839 (2)		839 (2)	3.4	3.1
RELIGION/GOSPEL	299 (1)	139 (1)	438 (2)	1.8	2.1
SPANISH	1156 (4)	427 (1)	1583 (5)	6.5	6.8
CLASSICAL		768 (2)	768 (2)	3.2	3.4
JAZZ/NEW AGE		619 (1)	619 (1)	2.5	2.3
UNKNOWN/OTHERS	182 (3)		182 (3)	0.7	0.7
	8395 (18)	15937 (27)	24332 (45)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBAB-F	102.3	BABYLON	0.9/2.8/251/4047
WBLI-F	106.1	PATCHOGUE	0.9/2.5/250/3823
WCTO-F	94.3	SMITHTOWN	0.4/1.0/114/1406
WDHA-F	105.5	DOVER	0.3/1.4/ 95/2184
WDRE-F	92.7	GARDEN CITY/NY	0.8/2.5/233/3766
WEVD	1050	New York	0.3/1.5/ 88/2232
WFME-F	94.7	NEWARK	0.5/1.2/146/1849
WGSM	740	HUNTINGTON	0.4/0.6/103/ 923
WHLI	1100	HEMPSTEAD	0.8/1.1/218/1619
WHUD-F	100.7	PEEKSKILL	0.4/1.2/320/3306
WJIT	1480	NEW YORK	0.5/0.9/138/1272
WKDM	1380	NEW YORK	0.7/1.6/181/2231
WKJY-F	98.3	HEMPSTEAD	0.5/1.4/131/1969
WMGQ-F	98.3	NEW BRUNSWICK	0.3/0.9/ 97/1271
WNJR	1430	NEWARK	0.6/1.6/156/2243
WWRL	1600	NEW YORK	1.1/2.2/299/3152
WEZN-F	99.9	BRIDGEPORT	0.3/1.3/293/4413

RADIO STATIONS

AM STATIONS

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WABC,   770,    50 KW             , TALK                 ABC I, 240.00 (Banner)        Cap Cities/ABC
WADO,  1280,     5 KW             , HISPANIC                  , 140.00 (---)
WCBS,   880,     5 KW             , NEWS                   CBS, 370.00 (CBS)           CBS
WEVD,  1050,    50 KW (DA-1)      , BIG BAND                  ,  75.00 (Groskin)
WFAN,   660,    50 KW             , SPORTS TALK       NBC US 1, 200.00 (HNWH)          Emmis
WINS,  1010,    50 KW (DA-1)      , NEWS                 ABC D, 410.00 (Group W)       Westinghouse
WJIT,  1480,     5 KW (DA-2)      , HISPANIC                  ,  90.00 (---)           Infinity
WKDM,  1380,     5 KW (DA-1)      , HISPANIC                  ,  96.00 (Katz Hisp.)    United
WLIB,  1190,    10 KW (DAYS,DA) , BLACK NEWS/TALK          SBN,  90.00 (Mc-Guild)      Inner City


WNEW,  1130,    50 KW (DA-N)      , NOSTALGIA          MBS, NBC, 180.00 (Katz)          Westwood One
WOR,    710,    50 KW (DA-1)      , TALK            ABC E,US 2, 310.00 (Republic)      RKO
WPAT,   930,     5 KW (DA-2)      , BTFL/EZ                   ,  N/A   (Katz)          Park
WQXR,  1560,    50 KW (DA-2)      , FINE ARTS                 ,  N/A   (Mc-Guild)      NY Times
WSKQ,   620,     5 KW (DA-2)      , HISPANIC                  , 120.00 (SBS)           SBS
WWRL,  1600,     5 KW (DA-2)      , GOSPEL                 NBN,  70.00 (K & P)
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FM STATIONS

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WBLS,  107.5, 5.4 KW @ 1241, BLACK                       ABC F, 320.00 (Mc-Guild)      Inner City
WCBS,  101.1, 4.6 KW @ 1300, OLDIES                     RADRAD, 380.00 (CBS)           CBS
WHTZ,  100.3, 7.8 KW @ 1220, CHR                              , 425.00 (Christal)      Malrite
WFME,   94.7,  37 KW @  570, RELIGION                         ,  N/A   (---)           Family
WHUD,  100.7,  50 KW @  500, BTFL/EZ                          , 100.00 (Katz)                     (PEEKSKILL)
WLTW,  106.7, 7.6 KW @ 1220, SOFT AC                          , 375.00 (Katz)          Viacom
WNCN,  104.3, 7.6 KW @ 1220, CLASSICAL             APR,TRNSTR, 175.00 (CMBS)          GAF
WNEW,  102.7, 7.8 KW @ 1210, AOR                        SOURCE, 310.00 (Katz)          Legacy
WNSR,  105.1, 7.8 KW @ 1220, AC                               , 225.00 (Mc-Guild)      Bonneville

WPAT,   93.[illegible], [illegible] KW @ 1420, BTFL/EZ                          , 240.00 (Katz)          Park
W[illegible]   [illegible].5, 7.2 KW @ 1335, CHR                        ABC R, 295.00 (Banner)        Cap Cities/ABC
WQCD,  101.9, 5.3 KW @ 1420, JAZZ                             , 215.00 (Christal)      Tribune Co.
WQHT,   97.1, 6.7 KW @ 1340, CHR/URBAN                        , 230.00 (HNWH)          Emmis
WQXR,   96.3, 7.8 KW @ 1220, CLASSICAL                        , 170.00 (Mc-Guild)      NY Times
WRKS,   98.7, 7.8 KW @ 1225, BLACK                         US1, 288.00 (Republic)      Summit
WSKQ,   97.9, 7.6 KW @ 1220, HISPANIC                         , 125.00 (SBS)           SBS
WXRK,   92.3, 5.4 KW @ 1200, CLASSIC AOR                 ABC R, 300.00 (Torbet)        Infinity
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CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WNEW: From Westwood One to
Command for $15,300,000...
(THIS DEAL WAS CANCELLED)

NORFOLK

Arbitron Rank/Pop (12+): 32/1,144,600

MSA Rank/Pop: 33/1,390,000
ADI # 40
Average Person Ratings: 18.0
Market TSL: 23.75 hours

Stations: 26/25
Diaries: 1482/772:1/57.9%
Sample Target: 1310
% Below Line: 0.5
% Not Listed: 9.6

1989 Revenue: $32,600,000
HH Inc.: $29,175
Retail $: 9.9 Bil
Pop per Station: 45,784
#1 Biller: WNOR-AF $4,900,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFOG-F (EZ)	207/10.0	6.6	9.0	8.6	8.3	8.6	246/2367	2045/17.9	16.3	16.1	68	6.5	139	1478	WFOG-F
2. WCMS-AF (C)	182/ 8.8	7.4	9.9	8.7	8.4	8.7	233/2317	1823/15.9	17.4	15.8	91	8.2	176	2357	WCMS-AF
3. WAFX-F (AOR)	167/ 8.1	6.8	11.7	4.5	2.5	7.8	216/2473	1994/17.4	19.1	5.4	110	10.2	218	2224	WAFX-F
4. WWDE-F (AC)	141/ 6.8	6.0	4.4	4.5	6.0	5.4	146/2031	1824/15.9	12.6	15.6	140	5.2	111	1397	WWDE-F
5. WNOR-AF (AOR)	136/ 6.5	7.9	6.6	10.6	9.0	7.9	150/2104	1943/17.0	15.7	18.0	100	8.7	186	2603	WNOR-AF
6. WOWI-F (B)	129/ 6.3	6.9	7.3	8.7	8.0	7.3	137/2048	1814/15.8	15.2	18.2	102	10.6	226	2375	WOWI-F
7. WNVZ-F (CHR)	128/ 6.2	5.3	7.6	7.4	6.9	6.6	145/2490	2126/18.6	21.0	20.1	85	8.5	182	2588	WNVZ-F
8. WJQI-AF (AC)	113/ 5.5	5.6	5.1	5.5	5.7	5.4	129/1731	1581/13.7	11.3	12.4	135	4.4	93	1205	WJQI-AF
9. WMYK-F (B)	112/ 5.4	3.9	5.6	4.7	5.9	4.9	140/1879	1612/14.1	14.4	14.8	96	8.2	174	2553	WMYK-F
10. WGH -F (CHR)	85/ 4 1	4.9	3.4	5.7	5.0	4.5	103/1965	1550/13.5	11.7	61.1	51	0.0	0	80	WGH -F
11. WLTY-F (O)	64/ 3.1	4.7	4.4	5.3	6.8	4.4	102/1610	1201/10.5	12.9	16.0	129	2.7	58	869	WLTY-F
12. WNIS (N/T)	63/ 3.1	3.5	2.6	2.2	2.5	2.8	64/765	711/ 6.2	6.5	6.5	81	2.3	50	669	WNIS
13. WTAR (MOR)	61/ 3.0	2.6	2.9	2.7	3.2	2.8	66/1049	968/ 8.5	8.6	8.7	77	2.0	42	748	WTAR
14. WPCE (REL)	60/ 2.9	3.3	2.4	3.0	3.1	2.9	60/762	747/ 6.5	4.7	6.6	76	2.0	42	497	WPCE
15. WZCL-F (O)	45/ 2.2	4.3	1.4	1.7	3.2	2.4	66/1007	856/ 7.5	5.6	7.2	141	2.3	49	1098	WZCL-F
16. WBSK (B)	43/ 2.1	3.4	2.1	1.8	3.0	2.3	45/888	857/ 7.5	7.8	8.7	86	1.9	40	699	WBSK
17. WKEZ-F (C)	35/ 1.7	2.0	1.1	1.4	1.2	1.5	57/702	404/ 3.5	3.0	2.8	124	1.7	36	519	WKEZ-F
18. WOFM-F (AOR)	26/ 1.3	1.9	0.6	1.5	0.6	1.3	26/325	325/ 2.8	2.5	2.1	108	1.4	29	393	WOFM-F
19.															
20.															

12+ FM SHARE (METRO): 85.15% (1588 of 1865) (FAL 88: 84.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMYK-F	1 WAFX-F	1 WAFX-F	1 WAFX-F<	1 WWDE-F	1 WFOG-F>	1 WCMS-AF	1 WFOG-F	1 WFOG-F<	1 WAFX-F	1 WOWI-F
WGH -F	2 WNOR-AF	2 WNOR-AF	2 WWDE-F	2 WAFX-F	2 WCMS-AF>	2 WFOG-F<	2 WCMS-AF	2 WAFX-F	2 WOWI-F	2 WFOG-F
3 WNVZ-F>	3 WOWI-F	3 WWDE-F	3 WJQI-AF	3 WCMS-AF	3 WWDE-F	3 WWDE-F	3 WWDE-F	3 WCMS-AF<	3 WNVZ-F<	3 WAFX-F<
4 WOWI-F	4 WNVZ-F <	4 WJQI-AF	4 WNOR-AF<	4 WJQI-AF	4 WJQI-AF	4 WNOR-AF	4 WAFX-F<	4 WWDE-F	4 WMYK-F	4 WPCE
5	5 WWDE-F	WOWI-F	5 WOWI-F	5 WFOG-F<	5 WNIS <	5 WNVZ-F	5 WNOR-AF	5 WNOR-AF<	5 WFOG-F<	5 WCMS-F
6	6 WMYK-F	6 WNVZ-F<	6 WCMS-AF	6 WNOR-AF<	6 WTAR	WAFX-F<	6 WJQI-AF	6 WNVZ-F	6 WNOR-AF	6 WMYK-F
7	7 WCMS-AF	7 WCMS-AF	7 WNVZ-F	7	7	7 WMYK-F	7 WNVZ-F	7 WMYK-F	WGH -F	7 WNIS
8	8 WJQI-AF	8 WMYK-F	WMYK-F<	8	8	8	8	8	8 WJQI-AF	8
9	9	9	9 WFOG-F	9	9	9	9	9	9	
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNVZ-F	1 WWDE-F<	1 WWDE-F	1 WWDE-F	1 WWDE-F	1 WNOR-AF	1 WAFX-F	1 WAFX-F>	1 WAFX-F<	1 WAFX-F<
WGH -F	2 WAFX-F	2 WAFX-F	2 WJQI-AF	2 WJQI-AF	2 WAFX-F>	2 WNOR-AF>	2 WNOR-AF>	2 WNOR-AF>	2 WCMS-AF
3 WOWI-F	3 WOWI-F<	3 WJQI-AF	3 WNVZ-F	3 WFOG-F>	3 WCMS-AF	3 WCMS-AF	3 WOWI-F	3 WCMS-AF	3 WNOR-AF
WMYK-F	4 WNVZ-F	4 WOWI-F	4 WOWI-F<	4 WNVZ-F	4 WNVZ-F	4 WOWI-F	4 WMYK-F	4 WOWI-F	4 WWDE-F
5 WAFX-F	5 WJQI-AF	5 WNVZ-F	5 WAFX-F	5 WOWI-F	5 WOWI-F	5 WNVZ-F	5 WCMS-AF	5 WNVZ-F	5 WOWI-F
6 WWDE-F	6 WMYK-F>	6 WMYK-F>	6 WMYK-F	WAFX-F	6 WGH -F	6 WMYK-F	WWDE-F>	WMYK-F<	6 WMYK-F
7 WJQI-AF	7 WGH -F	7 WCMS-AF	WFOG-F	7 WCMS-AF<	7 WFOG-F	7	7 WZCL-F	7 WWDE-F	7
8	8	WNOR-AF	8	8 WMYK-F	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		213 (2)	213 (2)	11.4	13.1
AOR/CLASSIC	3 (1)	326 (3)	329 (4)	17.6	17.0
AC/OLDIES/SOFT ROCK		363 (4)	363 (4)	19.5	20.3
MOR/VARIETY	61 (1)		61 (1)	3.3	3.4
COUNTRY	10 (1)	207 (2)	217 (3)	11.6	13.3
BLACK/URBAN	43 (1)	241 (2)	284 (3)	15.2	12.1
BEAUTIFUL/EASY		217 (2)	217 (2)	11.6	9.2
NEWS/TALK	63 (1)		63 (1)	3.4	2.8
NOSTALGIA					
RELIGION/GOSPEL	85 (4)	21 (1)	106 (5)	5.7	8.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	12 (2)		12 (2)	0.6	
	277 (11)	1588 (16)	1865 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WKSV-F	96.1	Cp Charles/Va B	1.0/2.9/ 24/ 375
WPEX	1490	Hampton	0.6/1.2/ 12/ 153
WPMH	1010	Portsmouth	0.3/0.7/ 7/ 77
WTJZ	1270	Newport News	0.4/2.0/ 8/ 244
WZAM	1110	Norfolk	0.5/1.0/ 10/ 129
WQSF-F	96.5	Wiliamsbrg/rmd	0.5/1.4/ 18/ 342

AM STATIONS

WNIS, 850,	5 KW/1 KW (DA-2)	, NEWS/TALK	NBC, ABC T,	$ 40.00	(Roslin)	Sinclair
WPCE, 1400,	1 K	, GOSPEL	SBN,	$ 26.00	(Mc-Guild)	Willis
, 1350,	5 KW (DA-2)	, BLACK	NBC, ABC F,	$ 34.00	(Roslin)	Ragan Henry
WTAR, 790,	5 KW (DA-1)	, MOR	CBS,	$ 42.00	(Katz)	Landmark

FM STATIONS

WAFX, 106.9,	100 KW @ 964,	CLASSIC AOR	,	$ 50.00	(CBS)	Downs
WCMS, 100.5,	50 KW @ 500,	COUNTRY	ABC E,	$ 97.00	(Eastman)	
WFOG, 92.9,	50 KW @ 480,	BTFL/EZ	,	$ 67.00	(MMR)	Sunshine Wireless
WGH , 97.3,	74 KW @ 400,	CHR	ABC E,	$ 51.00	(Durpetti)	Susquehanna
WJQI, 94.9,	50 KW @ 500,	SOFT AC	,	$ 44.00	(Torbet)	Coleman
WKEZ, 94.1,	50 KW @ 500,	COUNTRY	US 2,	$ 38.00	(Roslin)	Eure
WLTY, 95.7,	40 KW @ 881,	AC	,	$ 71.00	(Katz)	Landmark
WMYK, 93.7,	100 KW @ 940,	BLACK	ABC C,	$ 49.00	(Durpetti)	(ELIZABETH CITY)
WNOR, 98.7,	46 KW @ 520,	AOR	SOURCE,	$ 96.00	(Mc-Guild)	Saga
WNVZ, 104.5,	50 KW @ 480,	CHR	,	$ 70.00	(Republic)	Wilks-Schwartz
WOFM, 92.1,	2 KW @ 400,	AOR	,	$ 23.00	(K & P)	(MOYOCK, NC)
WOWI, 102.9,	50 KW @ 500,	BLACK	SBN,	$ 53.00	(Mc-Guild)	Ragan Henry
WWDE, 101.3,	50 KW @ 500,	AC	RADRAD,	$ 84.00	(Christal)	Edens
WZCL, 105.3,	50 KW @ 500,	??	MBS, ABC D,	$ 40.00	(Banner)	ML/WIN

CALL LETTER CHANGES

WRAP changes to WBSK (Dec)

FORMAT CHANGES

STATION SALES

WMYK-F (Eliz. City, NC) sold by Lucci to Paco-Jon for $7,500,000 (Chapman)...WOFM-F (Moyock) sold for $3,075,000 (Hickman)...

WAFX-F sold by Downs to Radio Ventures for $10,000,000 (Richards)

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 47/818,800

MSA Rank/Pop: 46/990,000
ADI # 41
Average Person Ratings: 16.8
Market TSL: 22.25 hours

Stations: 20/20
Diaries: 1276/638:1/53.2%
Sample Target: 1130
% Below Line: 0.0
% Not Listed: 7.1

1989 Revenue: $23,500,000
HH Inc.: $25,477
Retail $: 7.9 Bil
Pop per Station: 40,940
#1 Biller: KXXY-AF $4,700,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KXXY-AF	(C)	191/14.0	15.6	15.0	14.1	13.9	14.7	254/2834	2116/26.0	29.1	28.9	111	13.6	186	1672	KXXY-AF
2. KJYO-F	(CHR)	125/ 9.2	8.7	10.1	11.8	12.3	9.9	150/2543	2011/24.7	27.9	27.4	66	13.1	180	2226	KJYO-F
3. KTOK	(N/T)	112/ 8.2	8.7	5.9	7.4	7.3	7.6	117/1853	1689/20.8	12.5	17.6	67	7.2	99	1055	KTOK
4. KKNG-F	(EZ)	110/ 8.1	8.8	7.8	9.4	10.0	8.5	141/1647	1312/16.1	15.9	15.7	80	6.6	90	939	KKNG-F
5. KZBS-F	(CHR)	105/ 7.7	5.9	6.4	8.1	5.0	7.0	123/2087	1583/19.5	18.7	16.6	83	7.9	108	1929	KZBS-F
6. KATT-F	(AOR)	103/ 7.6	4.7	7.5	7.8	10.0	6.9	156/2144	1514/18.6	16.9	18.6	74	9.6	131	1617	KATT-F
7. KRXO-F	(AOR)	90/ 6.6	6.8	5.4	6.3	5.0	6.3	99/1491	1311/16.1	15.4	11.8	142	5.2	71	1300	KRXO-F
8. KEBC-F	(C)	87/ 6.4	5.7	6.5	3.6	3.7	5.6	129/2166	1444/17.8	14.5	12.4	92	5.2	71	975	KEBC-F
9. KOMA	(O)	81/ 5.9	7.0	5.7	5.1	4.7	5.9	107/1453	1019/12.5	12.1	10.0	147	6.3	86	1109	KOMA
10. KMGL-F	(AC)	68/ 5.0	4.6	6.4	5.1	4.4	5.3	87/1483	1132/13.9	13.6	11.5	114	4.8	66	636	KMGL-F
11. KLTE-F	(AC)	55/ 4.0	3.7	4.0	4.7	4.7	4.1	67/1442	1176/14.5	12.9	11.2	140	3.4	46	1044	KLTE-F
12. WKY	(C)	54/ 4.0	3.0	2.4	2.8	5.1	3.0	70/1391	935/11.5	7.0	15.1	82	2.8	39	879	WKY

12+ FM SHARE (METRO): 74.90% (949 of 1267) (FAL 88: 74.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F>>	1 KATT-F	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KJYO-F	1 KXXY-F>>
2 KZBS-F>	2 KXXY-AF<	2 KATT-F<	2 KRXO-F	2 KRXO-F	2 KTOK	2 KTOK	2 KKNG-F	2 KJYO-F	2 KZBS-F	2 KTOK
3 KATT-F	3 KJYO-F<	3 KRXO-F	3 KOMA	3 KOMA >	3 KKNG-F>	3 KJYO-F	3 KOMA	3 KATT-F	3 KATT-F	KATT-F>
4	4 KZBS-F	4 KJYO-F<	4 KZBS-F	4 KKNG-F<	4 KOMA	4 KZBS-F	4 KEBC-F<	4 KZBS-F	4 KXXY-AF	4 WKY
5	5 KRXO-F	5 KZBS-F<	5 KJYO-F	5 KZBS-F	5 KEBC-F	5 KATT-F	5 KJYO-F	5 KKNG-F	5 KKNG-F	KKNG-F
6	6	6 KOMA	6 KMGL-F	6 KJYO-F<	6	6 KKNG-F	6	6 KRXO-F	6 KRXO-F	6 KZBS-F
7	7	7	KATT-F	7	7	7 KEBC-F	7	7 KEBC-F	7	7
8	8	8	8	8	8	8 KOMA-F	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KJYO-F	1 KZBS-F	1 KZBS-F	1 KXXY-AF>	1 KXXY-AF>	1 KATT-F>>	1 KATT-F>	1 KRXO-F	1 KXXY-AF	1 KXXY-AF
2 KZBS-F<	2 KXXY-AF	2 KXXY-AF	2 KJYO-F<	2 KMGL-F<	2 KJYO-F>	2 KRXO-F<	KATT-F	2 KATT-F<	2 KRXO-F>
3 KXXY-AF	3 KJYO-F	3 KRXO-F	3 KZBS-F	3 KOMA	3 KZBS-F	3 KXXY-AF<	3 KXXY-AF>	3 KRXO-F>	3 KOMA
KATT-F>	4 KATT-F	4 KMGL-F	4 KMGL-F	4 KZBS-F	4 KXXY-AF	4 KJYO-F	4 KJYO-F	4 KJYO-F	4 KATT-F
5 KMGL-F>	5 KMGL-F<	KEBC-F	5 KOMA	5 KJYO-F	5 KRXO-F	5 KZBS-F	5 KZBS-F	5 KOMA <	5 KTOK
6 KPRW	6 KRXO-F	6 KJYO-F>	6 KRXO-F	6 KKNG-F	6 KKNG-F	6	KOMA	6 KZBS-F	KKNG-F
KEBC-F	7 KEBC-F	7	KATT-F	7 KRXO-F	7 -	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		230 (2)	230 (2)	18.2	18.5
AOR/CLASSIC		204 (3)	204 (3)	16.1	16.1
AC/OLDIES/SOFT ROCK	87 (2)	123 (2)	210 (4)	16.6	15.3
MOR/VARIETY	12 (1)		12 (1)	0.9	1.0
COUNTRY	64 (2)	268 (2)	332 (4)	26.2	24.3
BLACK/URBAN	22 (1)		22 (1)	1.7	3.1
BEAUTIFUL/EASY		110 (1)	110 (1)	8.7	10.7
NEWS/TALK	112 (1)		112 (1)	8.8	7.8
NOSTALGIA					
RELIGION/GOSPEL	9 (1)	14 (1)	23 (2)	1.8	2.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	12 (1)		12 (1)	0.9	0.6
	318 (9)	949 (11)	1267 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGFF	1450	Shawnee	0.4/1.5/ 6/ 121
KJIL-F	104.9	Bethany	1.0/3.6/ 16/ 351
KPRW	1140	Oklahoma City	1.6/2.9/ 22/ 233
KQCV	800	Oklahoma City	0.7/2.5/ 9/ 218
KTLV	1220	Midwest City	0.9/1.0/ 12/ 83
KTNT-F	97.7	Edmond	0.8/4.2/ 12/ 367
WWLS	640	Moore/Norman	0.9/5.0/ 16/ 556

RADIO STATIONS

KOMA,	1520,	50 KW (DA-N)	, OLDIES	CBS,	$ 40.00 (CBS)	Diamond
KPAW,	1140,	1 KW (DAYS)	, BLACK	SBN,	$ 24.00 (Banner)	Surrey
KQCV,	800,	250 W (DAYS)	, RELIGION	,	$ 16.00 (---)	Bott
KTOK,	1000,	5 KW (DA-2)	, NEWS/TALK	ABC I, MBS,	$ 57.00 (Christal)	Clear Channel
WKY ,	930,	5 KW (DA-N)	, COUNTRY	US 2,	$ 32.00 (Banner)	Gaylord
KATT-F,	100.5,	97 KW @ 1188,	AOR	SOURCE,	$ 68.00 (Banner)	Surrey
KEBC-F,	94.7,	98 KW @ 1387,	COUNTRY	,	$ 39.00 (Durpetti)	Independence
KJIL-F,	104.9,	3 KW @ 300,	RELIGION	UPI,	$ 18.00 (---)	CBN (BETHANY)
KJYO-F,	102.7,	98 KW @ 900,	CHR	,	$ 54.00 (Christal)	Clear Channel
KKNG-F,	92.5,	98 KW @ 900,	BTFL/EZ	,	$ 43.00 (Katz)	Wilks-Schwartz
KLTE-F,	101.9,	98 KW @ 1390,	AC	,	$ 42.00 (Katz)	Entercom
KMGL-F,	104.1,	99 KW @ 1400,	AC	TRNSTR, US 1,	$ 35.00 (Eastman)	Renda
KRXO-F,	107.7,	99 KW @ 1027,	CLASSIC AOR	,	$ 50.00 (CBS)	Diamond
KXXY-F,	96.1,	98 KW @ 1167,	COUNTRY	MBS,	$ 94.00 (Mc-Guild)	NewMarket

MISCELLANEOUS COMMENTS: KJIL-F (Bethany) sold by Swaggert to CBN for $1,000,000..!

OMAHA

Arbitron Rank/Pop (12+): 70/506,800

MSA Rank/Pop: 71/626,000
. ADI # 71
Average Person Ratings: 17.4
Market TSL: 22.75 hours

Stations: 17/15
Diaries: 956/530:1/55.7%
Sample Target: 890
% Below Line: 1.7
% Not Listed: 10.5

1989 Revenue: $19,800,000
HH Inc.: $32,173
Retail $: 4.7 Bil
Pop per Station: 33,786
#1 Biller: KFAB $4,200,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KFAB (MOR)	139/15.8	12.9	14.3	15.9	17.2	14.7	239/3448	1953/38.5	28.8	39.0	84				KFAB
2. KQKQ-F (CHR)	117/13.3	16.6	15.0	17.0	13.1	15.5	140/2137	1559/30.8	36.6	30.4	68				KQKQ-F
3. KEZO-AF (AOR)	115/13.0	13.1	13.1	12.9	12.4	13.0	148/1678	1245/24.6	22.2	23.9	102				KEZO-AF
4. KEFM-F (AC)	73/ 8.3	7.4	6.7	5.5	5.4	7.0	95/1578	1185/23.4	18.9	14.4	136				KEFM-F
5. KESY-AF (EZ)	72/ 8.1	7.9	8.1	7.6	6.6	7.9	90/1022	792/15.6	13.8	13.3	81				KESY-AF
6. KGOR-F (O)	66/ 7.5	8.4	6.9	7.0	9.6	7.4	96/1499	1060/20.9	19.3	24.5	129				KGOR-F
7. WOW -F (C)	62/ 7.0	7.3	7.7	7.0	9.1	7.3	89/1106	761/15.0	14.3	15.4	123				WOW -F
8. WOW (C)	37/ 4.2	3.6	5.5	6.0	4.8	4.8	83/1585	628/12.4	13.8	12.2	43				WOW
9. KOIL (O)	28/ 3.2	3.8	4.2	4.3	5.7	3.9	31/546	376/ 7.4	10.6	14.5	159				KOIL
10. KOMJ-F (AC)	24/ 2.7	3.9	2.3	2.1	1.4	2.8	58/737	383/ 7.6	7.8	5.6	85				KOMJ-F
11. KKAR (T)	21/ 2.4	1.9	2.1	1.9	0.8	2.1	21/437	406/ 8.0	6.7	4.8	104				KKAR

12+ FM SHARE (METRO): 69.20% (546 of 789) (FAL 88: 66.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>>	1 KEZO-AF	1 KEZO-AF	1 KEZO-AF	1 KEZO-AF	1 KFAB >>	1 KFAB >	1 KEZO-AF>	1 KQKQ-F	1 KQKQ-F>	1 KFAB >
2 KEZO-AF	2 KQKQ-F>	2 KQKQ-F	2 KEFM-F<	KFAB	2 KESY-AF>	2 KEZO-AF	2 KFAB	2 KEZO-AF>	2 KFAB	2 KQKQ-F
3	3 KEFM-F>	3 KEFM-F	3 KFAB	3 KEFM-F	3 WOW -F	3 KQKQ-F>	3 KESY-AF<	3 KESY-AF	3 KEZO-AF>	3 WOW -F
4	4 KGOR-F	4 KGOR-F<	4 KGOR-F<	4 KGOR-F	4 WOW	4 KEFM-F	4 KQKQ-F<	KEFM-F<	4 KGOR-F	4 KKAR
5	5 KFAB	5 KFAB	5 KQKQ-F	5 KQKQ-F	5 KGOR-F	5 KGOR-F	5 KEFM-F	5 KFAB	5 KESY-AF<	5 KEZO-F
6	6	6	6	6 WOW -F	6	6	6 WOW -F	6 KGOR-F	6 KEFM-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQKQ-F>>	1 KQKQ-F>>	1 KQKQ-F	1 KQKQ-F>	1 KEFM-F<	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF
2 KEZO-AF>>	2 KEFM-F	2 KEFM-F>>	2 KEFM-F	2 KQKQ-F	2 KQKQ-F>>	2 KQKQ-F	2 KFAB	2 KGOR-F	2 KFAB
3 KEFM-F>	3 KEZO-AF>>	3 KEZO-AF	3 KEZO-AF>	3 KFAB	3 KOMJ-F	KGOR-F	3 KGOR-F	3 KFAB	3 KGOR-F>
4 KOMJ-F	4 KGOR-F	4 KGOR-F	4 KESY-AF	4 KESY-AF	KGOR-F	4 KFAB	4 KEFM-F>	4 KEFM-F	4 KEFM-F
KGOR-F>>	5 KOMJ-F	KFAB	KFAB	5 WOW -F	KEFM-F	KEFM-F	5 KQKQ-F	5 KQKQ-F	5 WOW -F
6	6	6 WOW -F	6 KGOR-F	6 KEZO-AF	6 WOW -F	6	KOIL	6 WOW -F	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		117 (1)	117 (1)	14.8	25.5
AOR/CLASSIC	2 (1)	125 (2)	127 (3)	16.1	14.8
AC/OLDIES/SOFT ROCK	28 (1)	163 (3)	191 (4)	24.2	14.0
MOR/VARIETY	139 (1)		139 (1)	17.6	19.3
COUNTRY	37 (1)	65 (2)	102 (3)	12.9	16.3
BLACK/URBAN		5 (1)	5 (1)	0.6	1.2
BEAUTIFUL/EASY	1 (1)	71 (1)	72 (2)	9.1	7.4
NEWS/TALK	21 (1)		21 (1)	2.7	0.9
NOSTALGIA					
RELIGION/GOSPEL					0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	15 (1)		15 (1)	1.9	
	243 (7)	546 (10)	789 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBWH-F	106.3	Blair	0.6/1.2/ 5/ 62
KCRO	660	Omaha	1.7/1.6/ 15/ 90
KFMQ-F	101.9	Lincoln/Omaha	1.4/5.7/ 59/ 866
KZKX-F	96.9	Seward	0.3/1.4/ 54/ 776

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N) , MOR NBC, $ 90.00 (Christal) Henry
KKAR, 1180, 5 KW/1 KW , TALK CBS, MBS, $ 20.00 (Eastman)
KOIL, 1290, 5 KW (DA-N) , OLDIES US 2, $ 27.00 (Banner)
WOW , 590, 5 KW , COUNTRY ABC I, $ 40.00 (Torbet) Great Empire

KBWH-F, 106.3, 1 KW @ 470, BLACK , $ 16.00 (---) (BLAIR)
KEFM-F, 96.1, 100 KW @ 1442, SOFT AC , $ 43.00 (Mc-Guild)
KESY-F, 104.5, 100 KW @ 1040, BTFL/EZ ABC D, US 2, $ 35.00 (Mc-Guild) SunGroup
KEZO-F, 92.3, 100 KW @ 1210, AOR , $ 64.00 (Katz) Narragansett

KGOR-F, 99.9, 115 KW @ 1227, OLDIES NBC, $ 45.00 (Christal) Henry
KOMJ-F, 103.7, 100 KW @ 405, AC , $ N/A (Banner) (ATLANTIC IA)
KQKQ-F, 98.5, 100 KW @ 1099, CHR , $ 54.00 (Eastman)
WOW-F , 94.1, 100 KW @ 510, COUNTRY ABC E, $ 45.00 (Torbet) Great Empire

ORLANDO

Arbitron Rank/Pop (12+): 43/852,200

MSA Rank/Pop: 53/1,010,000
ADI # 27
Average Person Ratings: 17.4
Market TSL: 23.00 hours

Stations: 20/18
Diaries: 1184/720:1/52.1%
Sample Target: 1140
% Below Line: 3.4
% Not Listed: 10.0

1989 Revenue: $43,900,000
HH Inc.: $27,359
Retail $: 8.9 Bil
Pop per Station: 47,344
#1 Biller: WWKA-F $6,800,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WWKA-F	(C)	150/10.1	8.8	9.7	8.6	11.9	9.3	286/3315	1545/18.1	16.4	21.3	97	9.6	137	1394	WWKA-F
2. WSTF-F	(AC)	144/ 9.7	8.2	8.6	9.1	7.0	8.9	244/3549	1896/22.2	17.3	19.5	120	8.0	115	1358	WSTF-F
3. WJHM-F	(B)	143/ 9.6	7.3	7.9	6.0	5.3	7.7	250/2415	1374/16.1	14.7	11.2	87	14.4	206	1692	WJHM-F
4. WSSP-F	(EZ)	102/ 6.9	6.6	8.3	8.3	8.6	7.5	233/2826	1263/14.8	13.9	16.4	68	4.6	66	795	WSSP-F
5. WHTQ-F	(AOR)	100/ 6.7	8.6	8.1	4..9	6.2	7.1	222/2965	1249/14.7	15.4	14.5	90	9.2	132	1509	WHTQ-F
6. WOMX-F	(CHR)	91/ 6.1	7.6	6.1	7.7	6.9	6.9	172/3463	1613/18.7	20.2	22.3	105	7.0	100	1856	WOMX-F
7. WOCL-F	(O)	90/ 6.1	7.0	5.4	7.7	7.6	6.6	225/3118	1371/16.1	15.9	15.6	148	6.4	92	1254	WOCL-F
8. WDIZ-F	(AOR)	81/ 5.5	5.8	5.2	6.7	5.5	5.8	131/2145	1151/13.5	15.3	13.8	93	6.7	96	1691	WDIZ-F
9. WDBO	(MOR)	69/ 4.7	4.2	6.7	5.8	5.6	5.3	89/1372	1097/12.9	12.5	13.9	70	4.1	59	1046	WDBO
10. WJYO-F	(AC)	66/ 4.5	5.7	4.4	5.5	4.8	5.0	119/1982	907/10.6	12.7	13.0	142	2.8	40	764	WJYO-F
11. WWNZ	(N/T)	62/ 4.2	3.5	5.2	4.7	4.3	4.4	91/1219	943/11.1	9.4	9.0	81	3.8	55	653	WWNZ
WHLY-F	(CHR)	62/ 4.2	4.6	4.2	3.8	5.6	4.2	88/1942	1180/13.8	13.8	2.0	50	4.0	57	1333	WHLY-F
13. WLOQ-F	(J/NA)	52/ 3.5	3.5	3.8	3.4	2.2	3.5	70/917	743/ 8.7	9.4	7.0	166	4.4	63	814	WLOQ-F
14. WWLV-F	(EZ)	37/ 2.5	2.2	2.5	1.7	1.8	2.2	192/2078	677/ 7.9	5.2	5.0	72	1.7	24	265	WWLV-F
15. WXXO	(REL)	28/ 1.9	1.2	0.6	1.1	2.7	1.2	28/295	291/ 3.4	3.3	4.1	126	1.2	17	320	WXXO

12+ FM SHARE (METRO): 85.98% (1147 of 1334) (FAL 88: 82.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F	1 WHTQ-F	1 WSTF-F	1 WSTF-F>	1 WSTF-F	1 WWKA-F	1 WSTF-F<	1 WSTF-F	1 WJHM-F<	1 WJHM-F>	1 WDBO >>
2 WHLY-F>	2 WJHM-F	2 WJHM-F	2 WWKA-F<	2 WWKA-F	2 WSSP-F	2 WWKA-F>	2 WWKA-F	2 WWKA-F	2 WDBO	2 WSTF-F
3 WOMX-F	3 WSTF-F	3 WHTQ-F	3 WOCL-F	3 WOCL-F	3 WSTF-F	3 WJHM-F	3 WSSP-F	3 WSTF-F	3 WHTQ-F	3 WHTQ-F
4	4 WDIZ-F	4 WWKA-F	4 WJHM-F	4 WJHM-F	4 WOCL-F<	4 WDBO <	4 WJHM-F	4 WOMX-F	4 WHLY-F<	4 WJHM-F
5	5 WOMX-F>	5 WDIZ-F<	5 WOMX-F<	5 WOMX-F	5 WDBO	5 WSSP-F<	5 WOCL-F	5 WHTQ-F	5 WSTF-F	5 WWNZ
6	6 WWKA-F	6 WOCL-F	6 WHTQ-F<	WJYO-F	6 WWNZ	6 WOMX-F	WHTQ-F<	6 WOCL-F<	6 WOMX-F	6 WWKA-F<
7	WLOQ-F	7 WOMX-F	7 WJYO-F<	7 WHTQ-F<	7 WJYO-F	7	7 WJYO-F	7 WSSP-F	7 WWKA-F	7 WSSP-F
			8 WLOQ-F	8 WLOQ-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WJHM-F>>	1 WJHM-F	1 WSTF-F	1 WSTF-F	1 WSTF-F>
[illegible]-F	2 WSTF-F>	2 WJHM-F	2 WJHM-F>	2 WJHM-F
3 WHTQ-F	3 WOMX-F	3 WOMX-F	3 WJYO-F	3 WWKA-F
4 WOMX-F>	4 WHTQ-F>	4 WJYO-F	4 WOMX-F<	4 WJYO-F
5 WHLY-F>	5 WJYO-F	5 WWKA-F	5 WWKA-F	5 WOCL-F
6 WDIZ-F	6 WWKA-F	WHTQ-F	WOCL-F>	6 WOMX-F
7	WDIZ-F	7 WOCL-F	7 WHTQ-F	7
		8 WDIZ-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHTQ-F	1 WHTQ-F	1 WHTQ-F	1 WHTQ-F	1 WWKA-F
2 WDIZ-F>>	2 WDIZ-F>	2 WLOQ-F	2 WDIZ-F	2 WOCL-F
3 WSTF-F	3 WSTF-F	3 WDIZ-F>	3 WSTF-F	3 WSTF-F
4 WJHM-F>	4 WJHM-F<	4 WOCL-F	4 WWKA-F	WHTQ-F
5 WOMX-F	5 WLOQ-F	WJHM-F	5 WOCL-F	5 WLOQ-F
6	6 WOMX-F	6 WSTF-F	6 WJHM-F	6 WDIZ-F
7	7	7	7 WOMX-F	7 WOMX-F
			WLOQ-F	

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		153 (2)	153 (2)	11.5	14.4
AOR/CLASSIC	7 (1)	181 (2)	188 (3)	14.1	13.4
AC/OLDIES/SOFT ROCK		300 (3)	300 (3)	22.5	21.1
MOR/VARIETY	69 (1)		69 (1)	5.2	6.1
COUNTRY		164 (2)	164 (2)	12.3	13.5
BLACK/URBAN		143 (1)	143 (1)	10.7	7.0
BEAUTIFUL/EASY		139 (2)	139 (2)	10.4	11.2
NEWS/TALK	62 (1)		62 (1)	4.6	4.7
NOSTALGIA	19 (1)		19 (1)	1.4	0.4
RELIGION/GOSPEL	30 (2)	15 (1)	45 (3)	3.4	4.7
SPANISH					1.1
CLASSICAL					
JAZZ/NEW AGE		52 (1)	52 (1)	3.9	2.4
UNKNOWN/OTHERS					
	187 (6)	1147 (14)	1334 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHOO	990	Orlando	0.5/1.8/ 7/ 192
WPRD	1440	Winter Park	1.3/3.4/ 22/ 321
WTLN	1520	Apopka	0.1/0.2/ 2/ 48
WTLN-F	95.3	Apopka	1.0/2.7/ 17/ 307
WPCV-F	97.5	Winter Haven/Lk	0.9/3.8/ 85/1136

RADIO STATIONS

WDBO, 580, 5 KW (DA-N) , MOR	ABC I, $ 62.00 (Katz)	NewCity
WHOO, 990, 50 KW/5 KW (DA-N) , COUNTRY	CBS, $ 15.00 (Eastman)	TK
WPRD, 1440, 5 KW/1 KW (DA-N) , RELIGION	TRNSTR, $ 16.00 (---)	
WWNZ, 740, 5 KW/1 KW (DA-N) , NEWS/TALK	CBS, MBS, $ 55.00 (Christal)	Guy Gannett
WOMX-F, 105.1, 95 KW @ 1310, CHR	, $ 108.00 (Banner)	Nationwide
WDIZ-F, 100.3, 100 KW @ 1300, AOR	ABC R, $ 90.00 (MMR)	Shamrock-Lynett
WXXL-F, 106.7, 100 KW @ 800, CHR	ABC D, $ 66.00 (Durpetti)	Taylor
WHTQ-F, 96.5, 100 KW @ 1609, AOR	, $ 73.00 (Eastman)	TK
WJHM-F, 101.9, 28 KW @ 1650, BLACK/URBAN	, $ 58.00 (HNWH)	Beasley (DAYTONA BEACH)
WJYO-F, 107.7, 100 KW @ 1613, SOFT AC	, $ 80.00 (MMR)	Metroplex
WLOQ-F, 103.1, 3 KW @ 330, JAZZ	, $ 48.00 (Banner)	
WOCL-F, 105.9, 100 KW @ 1650, OLDIES	APR, $ 71.00 (Christal)	American (DELAND)
WSSP-F, 104.1, 100 KW @ 1609, BTFL/EZ	, $ 70.00 (Christal)	Guy Gannett (COCOA BEACH)
WSTF-F, 101.1, 100 KW @ 1598, AC	, $ 100.00 (Republic)	Capitol-Goodman
WWKA-F, 92.3, 100 KW @ 1341, COUNTRY	, $ 130.00 (Katz)	NewCity

CALL LETTER CHANGES

WBJW-A/F changes to WOMX A/F (Sep)
WHLY-F changes calls to WXXL (Jan)...

FORMAT CHANGES

STATION SALES

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************************************************** F O R M A T  C O D E S ***********************************************
*                                                                                                                        *
* CHR - Contemporart Hit Radio, Top 40, Contemporary                  T    - Talk                                        *
* AC  - Adult Contemporary                                             N    - News                                        *
* O   - Oldies (1955 to near 1988)                                     SP   - Hispanic/Spanish                            *
* B   - Black (audience predominantly Black - over 75%)               BB   - Big Band, Nostalgia                         *
* U   - Urban (majority of audience is non-white                       M    - Middle of Road (MOR), Full                  *
*          although a large segment is white)                               Service, Variety                            *
* EZ  - EZ listening, Beautiful Music                                  J/NA - Jazz and New Age                            *
* AOR - Album Oriented Rock, also includes Classic Rock                R    - Religion, Christian, Christian Music*
* CL  - Classical                                                      G    - Gospel                                      *
* C   - Country                                                        E    - Ethnic                                      *
*                                                                      ?    - Others or Unknown                           *
*                                                                                                                        *
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PENSACOLA

Arbitron Rank/Pop (12+): 122/296,500

MSA Rank/Pop: 136/361,000
Mobile ADI
Average Person Ratings: 16.4
Market TSL: 21.75 hours

Stations: 17/11
Diaries: 785/378:1/58.8%
Sample Target: 690
% Below Line: 32.6
% Not Listed: 10.9

1989 Revenue: $7,900,000
HH Inc.: $25,887
Retail $: 2.3 Bil
Pop per Station: 26,954
#1 Biller: WOWW-F $1,800,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WMEZ-F	(EZ)	49/10.1	7.1	7.4	8.7	8.4	----	83/908	545/18.4	14.9	15.0	74	6.5	37	381	WMEZ-F
2. WBLX-F	(B)	48/ 9.9	7.7	12.7	11.2	10.4	----	111/811	424/14.3	13.9	13.6	99	19.1	109	762	WBLX-F
3. WOWW-F	(C)	47/ 9.7	10.7	10.2	12.7	12.0	----	61/822	553/18.7	16.6	21.7	101	10.9	62	611	WOWW-F
4. WXBM-F	(C)	45/ 9.3	9.7	6.5	5.4	7.8	----	73/821	504/17.0	14.9	16.0	126	6.5	37	556	WXBM-F
5. WTKX-F	(AOR)	30/ 6.2	8.1	9.0	8.7	9.1	----	38/680	540/18.2	18.9	18.1	110	7.7	44	665	WTKX-F
6. WCOA	(MOR)	29/ 6.0	6.5	6.3	8.3	6.2	----	29/467	446/15.0	12.8	13.6	63	7.7	44	490	WCOA
7. WABB-F	(CHR)	27/ 5.6	7.1	8.4	7.8	10.0	----	68/1067	593/20.0	20.6	20.2	61	7.0	40	669	WABB-F
WTKX	(B)	27/ 5.6	5.4	4.5	5.4	6.2	----	27/266	266/ 9.0	9.5	11.2	102	5.4	31	323	WTKX
9. WJLQ-F	(CHR)	26/ 5.4	5.8	6.5	5.8	5.8	----	28/605	465/15.7	16.6	20.8	111	4.0	23	490	WJLQ-F
10. WAVH-F	(AC)	25/ 5.2	6.3	6.5	4.7	4.7	----	43/683	433/14.6	14.4	15.7	167	4.4	25	366	WAVH-F
11. WGCX-F	(AOR)	22/ 4.5	4.6	4.5	6.7	6.2	----	34/450	323/10.9	10.7	14.8	127	3.2	18	367	WGCX-F
12. WWSF-F	(CHR)	20/ 4.1	2.4	----	----	----	----	62/736	369/12.4	7.8	---	73	4.4	25	393	WWSF-F

12+ FM SHARE (METRO): 84.03% (363 of 432) (FAL 88: 85.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F	1 WBLX-F	1 WBLX-F	1 WXBM-F	1 WXBM-F	1 WMEZ-F>	1 WXBM-F	1 WMEZ-F	1 WMEZ-F	1 WBLX-F>>	1 WCOA
2 WABB-F>	2 WTKX-F>	2 WXBM-F	2 WBLX-F	2 WBLX-F	2 WXBM-F	2 WOWW-F	2 WXBM-F<	2 WXBM-F	2 WMEZ-F	2 WBLX-F
3 WWSF-F	3 WJLQ-F	3 WOWW-F	3 WOWW-F	WOWW-F	WOWW-F	3 WMEZ-F<	3 WOWW-F>	3 WOWW-F	3 WABB-F	3 WAVH-F
4	4 WOWW-F	4 WTKX-F	4 WAVH-F	4 WAVH-F	4 WCOA	4 WBLX-F<	4 WTKX-F	4 WBLX-F	4 WCOA	WTKX
5	5 WGCX-F	5 WAVH-F	5 WTKX-F	5 WMEZ-F	5 WTKX	5 WCOA	WTKX	5 WAVH-F	5 WTKX-F	5 WXBM-F
6	WABB-F	WJLQ-F	6	6 WTKX-F	6	6	6 WBLX-F	6	WOWW-F	6 WTKX-F
	WXBM-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WABB-F>	1 WABB-F	1 WBLX-F	1 WOWW-F	1 WOWW-F
2 WOWW-F	2 WOWW-F	2 WOWW-F	2 WXBM-F	2 WMEZ-F
WJLQ-F	3 WBLX-F	3 WJLQ-F	WMEZ-F	3 WXBM-F
4 [illegible]	WJLQ-F	4 WKRG-F	4 [illegible]	4 WBLX-F
WMEZ-F	5 WXBM-F	WABB-F	5 WBLX-F	WAVH-F
6	6	WXBM-F>>	WJLQ-F	6 WTKX
			7 WAVH-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLX-F	1 WTKX-F	1 WTKX-F	1 WTKX-F	1 WXBM-F
WTKX-F>>	2 WBLX-F>	2 WBLX-F>	2 WBLX-F	2 WBLX-F
3 WWSF-F	3 WGCX-F	3 WGCX-F>	3 WXBM-F>	3 WTKX-F
WGCX-F	4 WJLQ-F	4 WXBM-F	4 WOWW-F	4 WAVH-F
WOWW-F	5 WXBM-F	WJLQ-F	5 WGCX-F	5 WOWW-F
WJLQ-F	6	6 WKRG-F	WAVH-F	6
7 WXBM-F		WAVH-F	7 WJLQ-F	

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		73 (3)	73 (3)	16.9	16.8
AOR/CLASSIC		52 (2)	52 (2)	12.0	15.2
AC/OLDIES/SOFT ROCK		41 (2)	41 (2)	9.5	11.7
MOR/VARIETY	29 (1)		29 (1)	6.7	7.1
COUNTRY		92 (2)	92 (2)	21.3	18.9
BLACK/URBAN	27 (1)	48 (1)	75 (2)	17.4	19.3
BEAUTIFUL/EASY		49 (1)	49 (1)	11.3	8.3
NEWS/TALK					
NOSTALGIA	4 (1)	8 (1)	12 (2)	2.8	
RELIGION/GOSPEL	7 (1)		7 (1)	1.6	2.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	2 (1)		2 (1)	0.5	0.5
	69 (5)	363 (12)	432 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFXP	980	Gulf Breeze/Pen	0.4/1.8/ 2/ 54
WHYM	610	Pensacola	1.4/4.0/ 7/ 118
WKRG-F	99.9	Mobile	3.3/13.1/ 26/ 548

RADIO STATIONS

WTKX, 1230, 1 KW	, AOR	NBC, $ 17.00 (Durpetti)	Holt
WCOA, 1370, 5 KW (DA-2)	, MOR	SUN, MBS, $ 20.00 (Mc-Guild)	First City
WHYM, 610, 500 W (DAYS)	, RELIGION	UPI, $ 8.00 (---)	Swaggert
WJLQ-F, 100.7, 100 KW @ 1555, CHR		ABC C, $ 29.00 (Mc-Guild)	First City
WMEZ-F, 94.1, 100 KW @ 1328, BTFL/EZ		ABC D, $ 30.00 (Torbet)	
WOWW-F, 107.3, 100 KW @ 1428, COUNTRY		US 2, $ 45.00 (Katz)	Colonial
WTKX-F, 101.5, 100 KW @ 493, AOR		ABC R, $ 33.00 (Banner)	Holt
WXBM-F, 102.7, 100 KW @ 1328, COUNTRY		MBS, $ 24.00 (Torbet)	

WWSF -- See Fort Walton Beack in "Small Market Edition." OTHER RANKED STATIONS -- See Mobile

MISCELLANEOUS COMMENTS: WBOP changes to WTKX and format from BLACK to AOR (Dec)...

PEORIA

Arbitron Rank/Pop (12+): 128/282,500
MSA Rank/Pop: 142/347,000
ADI # 113 (w/Bloomington)
Average Person Ratings: 16.6
Market TSL: 20.75 hours

Stations: 19/13
Diaries: 742/381:1/61.1%
Sample Target: 700
% Below Line: 5.8
% Not Listed: 10.3

1989 Revenue: $7,900,000
HH Inc.: $32,879
Retail $: 2.4 Bil
Pop per Station: 21,730
#1 Biller: WWCT-F $1,500,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKZW-F (CHR)	75/16.0	14.9	16.1	19.9	15.0	----	111/1641	977/34.6	33.7	35.3	93	19.4	86	1084	WKZW-F
2. WSWT-F (EZ)	69/14.7	13.8	16.9	15.4	15.5	----	96/1046	616/21.8	25.7	25.7	96	9.2	41	549	WSWT-F
3. WWCT-F (AOR)	63/13.5	15.8	16.3	12.5	16.3	----	86/1092	735/26.0	25.6	25.7	92	21.6	96	936	WWCT-F
4. WMBD (MOR)	45/ 9.6	10.4	8.8	7.8	7.9	----	50/661	586/20.7	23.0	22.2	65	10.6	47	589	WMBD
5. WGLO-F (AC)	29/ 6.2	4.0	4.0	2.6	3.8	----	45/769	545/19.3	12.0	12.6	161	5.4	24	406	WGLO-F
6. WXCL (C)	27/ 5.8	7.1	6.3	7.6	8.2	----	28/424	409/14.5	12.9	12.7	71	4.7	21	435	WXCL
7. WXCL-F (C)	25/ 5.3	4.2	3.8	3.8	4.2	----	27/478	417/14.8	13.1	12.8	102	2.9	13	266	WXCL-F
8. WIRL (AC)	21/ 4.5	4.9	4.6	7.8	7.1	----	23/508	435/15.4	15.7	13.2	138	5.4	24	530	WIRL
9. WBZM-F (AC)	13/ 2.8	3.6	1.7	3.3	2.2	----	14/298	281/ 9.9	7.3	6.8	193	2.9	13	215	WBZM-F
10. WTAZ-F (N/T)	11/ 2.4	4.0	2.9	3.1	2.0	----	11/225	208/ 7.4	11.2	7.9	87	1.8	8	187	WTAZ-F
WPEO (REL)	11/ 2.4	0.7	1.1	0.5	1.5	----	11/121	121/ 4.3	3.3	3.9	104	37.3	0	62	WPEO

12+ FM SHARE (METRO): 70.71% (297 of 420) (FAL 88: 72.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKZW-F>>	1 WWCT-F	1 WWCT-F	1 WKZW-F<	1 WKZW-F	1 WSWT-F>	1 WKZW-F	1 WSWT-F	1 WKZW-F	1 WKZW-F	1 WMBD
2 WWCT-F	2 WKZW-F>>	2 WKZW-F>	2 WWCT-F<	2 WSWT-F	2 WMBD >	2 WMBD	2 WWCT-F	2 WWCT-F	2 WWCT-F>	2 WWCT-F<
3	3 WGLO-F	3 WSWT-F	3 WSWT-F	3 WWCT-F	3 WXCL	3 WSWT-F	3 WKZW-F>	3 WSWT-F>	3 WSWT-F	3 WSWT-F>
4	4 WXCL-F	4 WGLO-F>	4 WGLO-F	4 WGLO-F>	4 WKZW-F	4 WWCT-F>	4 WXCL	4 WMBD <	4 WMBD	4 WKZW-F
5	5 WSWT-F	5 WIRL	5	5 WMBD	5 WGLO-F	5 WGLO-F	5 WGLO-F	5 WXCL-F	5 WXCL-F	5 WIRL
6	6	6 WXCL-F	6	WIRL	6	6 WXCL	6 WMBD	6 WGLO-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKZW-F>	1 WKZW-F>	1 WKZW-F>	1 WKZW-F>	1 WSWT-F	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>
2 WWCT-F>>	2 WWCT-F>>	2 WWCT-F	2 WSWT-F	2 WKZW-F>	2 WKZW-F>>	2 WKZW-F>	2 WKZW-F	2 WKZW-F>	2 WKZW-F
3 WXCL-F>	3 WSWT-F	3 WSWT-F>	3 WWCT-F	3 WGLO-F>	3 WXCL-F	3 WGLO-F	3 WGLO-F>	3 WGLO-F	3 WGLO-F
4 WXCL >>	4 WXCL-F	4 WGLO-F	4 WGLO-F>	4 WWCT-F	WIRL >>	4 WIRL	4 WIRL	4 WIRL	4 WSWT-F
5	5 WGLO-F	WBZM-F	5 WXCL-F	WMBD	5	5 WXCL-F	5 WXCL-F>	5 WSWT-F	WIRL
	6	6	6	WBZM-F		6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		82 (2)	82 (2)	19.5	18.6
AOR/CLASSIC		63 (1)	63 (1)	15.0	18.1
AC/OLDIES/SOFT ROCK	24 (2)	42 (2)	66 (4)	15.7	16.9
MOR/VARIETY	49 (2)		49 (2)	11.7	10.9
COUNTRY	27 (1)	28 (2)	55 (3)	13.1	10.0
BLACK/URBAN					
BEAUTIFUL/EASY		69 (1)	69 (1)	16.4	18.8
NEWS/TALK	10 (2)	11 (1)	21 (3)	5.0	5.3
NOSTALGIA					
RELIGION/GOSPEL	13 (2)		13 (2)	3.1	1.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		2 (1)	2 (1)	0.5	
	123 (9)	297 (10)	420 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCRI-F	98.5	Eureka	0.4/1.9/ 2/ 54
WVEL	1140	Pekin/Peoria	0.4/2.4/ 2/ 69
WAAG-F	94.9	Galesburg	0.6/1.9/ 10/ 235
WBBM	780	Chicago	0.6/4.5/ 16/ 310
WBNQ-F	101.5	Bloomington/Nrm	1.5/5.6/ 30/ 539
WGN	720	Chicago	1.5/6.6/ 33/ 487
WJBC	1230	Bloomington	0.9/2.3/ 62/ 450
WLS	890	Chicago	0.6/3.8/ 8/ 258

RADIO STATIONS

WIRL, 1290, 5 KW (DA-2) , AC ACB F MBS, $ 25.00 (Christal) Comm. Service
WMBD, 1470, 5 KW (DA-2) , MOR CBS, $ 34.00 (Katz) Midwest TV
WPEO, 1020, 1 KW (DAYS) , RELIGION , $ 11.00 (---)
WXCL, 1350, 1 KW (DA-2) , COUNTRY ABC D, $ 27.00 (Banner)

WBZM-F, 94.3, 3 KW @ 300, OLDIES SMN, $ 14.00 (K & P) (CHILLICOTHE)
WGLO-F, 95.3, 25 KW @ 640, AC NBC, $ 15.00 (Roslin) (PEKIN)
WXCL-F, 104.9, 3 KW @ 265, COUNTRY US 1, $ 20.00 (Banner)
WKZW-F, 93.3, 40 KW @ 548, CHR , $ 40.00 (Katz) Midwest TV
WSWT-F, 106.9, 50 KW @ 480, BTFL/EZ ABC E, $ 31.00 (Christal) Comm. Service
WTAZ-F, 102.3, 3 KW @ 300, TALK ABC T, TALKNT, $ 13.00 (---) (MORTON)
WWCT-F, 105.7, 36 KW @ 571, AOR SOURCE, $ 36.00 (HNWH)

MISCELLANEOUS COMMENTS: WKQA-F changes calls to WXCL-F and format from AC to COUNTRY (Sep)...

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,133,600

MSA Rank/Pop: 4/4,930,000
ADI # 4
Average Person Ratings: 18.9
Market TSL: 24.50 hours

Stations: 28/24
Diaries: 2803/1475:1/58.0%
Sample Target: 2470
% Below Line: 2.0
% Not Listed: 11.8

1989 Revenue: $131,200,000
HH Inc.: $31,782
Retail $: 38.8 Bil
Pop per Station: 172,233
#1 Biller: WMMR-F $16,000,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WMMR-F	(AOR)	588/ 7.5	8.1	6.9	8.1	7.7	7.7	773/10900	7884/19.1	19.2	20.7	128	8.8	668	7625	WMMR-F
2. KYW	(N)	514/ 6.6	7.0	7.1	7.2	6.5	7.0	563/13896	12216/29.6	27.0	27.1	80	6.7	505	10110	KYW
3. WUSL-F	(B)	457/ 5.8	5.7	6.9	7.1	7.5	6.4	555/6379	5233/12.7	14.3	14.9	81	8.0	605	6179	WUSL-F
4. WEAZ-F	(EZ)	440/ 5.6	6.3	6.6	5.9	5.7	6.1	537/8229	6479/15.7	17.0	15.8	95	4.1	307	3946	WEAZ-F
5. WEGX-F	(CHR)	432/ 5.5	4.3	6.1	7.9	7.9	5.9	513/9502	7704/18.6	20.6	20.5	73	6.4	485	8729	WEGX-F
6. WYSP-F	(AOR)	417/ 5.3	5.5	4.5	4.5	4.9	4.9	607/9371	6658/16.1	15.3	16.6	119	7.0	528	6381	WYSP-F
7. WIOQ-F	(CHR)	414/ 5.3	4.8	4.8	3.1	2.5	4.5	492/8722	7109/17.2	15.9	8.4	60	7.9	598	7904	WIOQ-F
8. WPEN	(BB)	408/ 5.2	6.8	5.8	5.3	5.1	5.8	453/4635	4153/10.0	10.6	9.6	33	4.4	330	3291	WPEN
9. WXTU-F	(C)	375/ 4.8	4.6	4.0	4.0	4.1	4.3	512/6142	4277/10.3	10.6	9.7	110	4.7	353	3306	WXTU-F
10. WKSZ-F	(AC)	353/ 4.5	4.3	4.6	4.9	4.8	4.6	424/6328	5130/12.4	12.0	12.9	116	2.5	192	3179	WKSZ-F
11. WOGL-F	(AC)	318/ 4.1	4.5	3.2	3.4	2.4	3.8	397/6767	5121/12.4	10.7	9.5	163	3.5	268	3549	WOGL-F
12. WDAS-F	(B)	284/ 3.6	3.6	3.8	3.3	3.0	3.6	324/4213	3694/ 8.9	9.3	9.0	144	4.0	300	3978	WDAS-F
13. WCAU	(T)	280/ 3.6	3.8	3.4	3.5	3.2	3.6	318/5833	4879/11.8	12.8	12.2	67	3.7	279	4338	WCAU
14. WWDB-F	(T)	252/ 3.2	3.7	4.4	3.6	4.6	3.7	338/4243	3103/ 7.5	9.8	10.0	72	3.8	291	3219	WWDB-F
15. WMGK-F	(AC)	247/ 3.2	3.8	4.6	4.3	4.7	4.0	313/5697	4556/11.0	14.0	12.4	153	3.5	265	3155	WMGK-F
16. WSNI-F	(AC)	245/ 3.1	3.8	2.9	3.1	4.0	3.2	294/5618	4509/10.9	10.8	12.4	148	2.0	150	3070	WSNI-F
17. WFLN-F	(CL)	205/ 2.6	2.0	2.3	2.8	2.4	2.4	247/3819	3072/ 7.4	7.4	6.1	92	2.2	168	2780	WFLN-F
18. WIP	(T)	203/ 2.6	1.9	1.8	1.8	3.1	2.0	227/4936	4340/10.5	8.3	11.5	127	2.0	149	2714	WIP
19. WDAS	(B)	128/ 1.6	1.1	1.0	0.8	1.0	1.1	128/1603	1564/ 3.8	3.6	3.0	69	1.0	79	1059	WDAS
20.																

12+ FM SHARE (METRO): 75.14% (5187 of 6903) (FAL 88: 76.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSL-F<	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>	1 KYW	1 KYW >	1 WMMR-F	1 WMMR-F	1 WUSL-F	1 KYW >>
2 WIOQ-F<	2 WYSP-F	2 WYSP-F	2 WYSP-F	2 WOGL-F	2 WPEN	2 WMMR-F	WEAZ-F>	2 WEGX-F	2 WMMR-F	2 WCAU
3 WEGX-F	3 WIOQ-F	3 WUSL-F<	3 WOGL-F	3 WYSP-F	3 WEAZ-F	3 WYSP-F>	3 WPEN	3 WIOQ-F<	3 WIOQ-F	3 WWDB-F>>
4	4 WUSL-F	4 WEGX-F	4 WDAS-F	4 WXTU-F	4 WXTU-F	4 WPEN	4 WKSZ-F	4 WUSL-F	4 WEGX-F	4 WUSL-F>>
5	5 WEGX-F>	5 WIOQ-F	5 KYW	WEAZ-F	WKSZ-F	WEGX-F	5 WXTU-F<	5 WEAZ-F<	5 WYSP-F<	5 WIP
6	6 WDAS-F	6 WOGL-F<	WUSL-F	KYW <	6 WCAU	6 WUSL-F	6 WEGX-F	6 WPEN <	6 WDAS-F	6 WMMR-F
7	7 WMGK-F	7 WDAS-F	WMGK-F<	7 WKSZ-F	7 WOGL-F	7 WEAZ-F	7 WUSL-F	7 WYSP-F<	7 WXTU-F	7 WXTU-F
8	8 WSNI-F	8 WEAZ-F	8 WEAZ-F	WDAS-F	8 WWDB-F	8 WXTU-F	8 WYSP-F	8 WXTU-F	8 WKSZ-F	WPEN
9	9	9	9	9	9	WIOQ-F	WOGL-F	9	9	WEAZ-F
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WIOQ-F>	1 WIOQ-F	1 WUSL-F	1 WUSL-F	1 WKSZ-F
2 WUSL-F	2 WUSL-F	2 WMGK-F	2 WIOQ-F	2 WMGK-F
3 WEGX-F	3 WEGX-F	3 WDAS-F	3 WMMR-F	3 WOGL-F<
4 WMMR-F	4 WMMR-F	4 WMMR-F	WEGX-F<	4 WEAZ-F<
5 WYSP-F	5 WMGK-F	5 WIOQ-F	5 WMGK-F	5 WUSL-F
WEAZ-F>	WDAS-F	6 WEGX-F	6 WEAZ-F	6 WMMR-F<
7 WDAS-F	7 WYSP-F	7 WYSP-F<	7 WOGL-F<	7 WXTU-F
8 WXTU-F	8 WEAZ-F	8 WSNI-F<	8 WKSZ-F	WSNI-F
9	9	9 WOGL-F	WDAS-F	KYW
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMMR-F	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>
2 WYSP-F	2 WYSP-F>>	2 WYSP-F>>	2 WYSP-F>>	2 WYSP-F>
3 WEGX-F>	3 WEGX-F	3 WDAS-F	3 WEGX-F<	3 WOGL-F
4 WUSL-F	4 WUSL-F<	4 WIP	4 WOGL-F<	4 WIP
5 WIOQ-F>>	5 WIOQ-F	5 WSNI-F	5 WIP	5 WDAS-F<
6	6 WDAS-F	6 WUSL-F	WDAS-F	6 WXTU-F
7	7 WIP	WIOQ-F	7 WUSL-F	KYW
8	8 WSNI-F	8	8 WIOQ-F	8
9	9	9	9 KYW	9
10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		929 (4)	929 (4)	13.5	9.8	WEAZ	560	Philadelphia	0.5/2.1/ 44/1071
AOR/CLASSIC		1005 (2)	1005 (2)	14.6	13.8	WHAT	1340	Philadelphia	0.5/1.9/ 40/ 806
AC/OLDIES/SOFT ROCK	41 (1)	1199 (5)	1240 (6)	18.0	21.9	WNAP	1110	Norristown	0.5/0.9/ 48/ 418
MOR/VARIETY					4.9	WPAZ	1370	Pottstown	0.3/0.5/ 28/ 257
COUNTRY		375 (1)	375 (1)	5.4	4.5	WPGR	1540	Philadelphia	0.5/0.7/ 42/ 312
BLACK/URBAN	128 (1)	741 (2)	869 (3)	12.6	13.5				
BEAUTIFUL/EASY	38 (1)	481 (2)	519 (3)	7.5	7.1	WFMZ-F	100.7	Allentown	0.5/1.4/219/2426
NEWS/TALK	997 (3)	252 (1)	1249 (4)	18.1	19.2	WJBR-F	99.5	Wilmington	0.5/2.4/142/2332
NOSTALGIA	408 (1)		408 (1)	5.9	5.7	WPST-F	97.5	Trenton/Phily	0.5/2.8/ 83/2111
RELIGION/GOSPEL	43 (1)		43 (1)	0.6	0.5	WSTW-F	93.7	Wilmington	0.5/2.4/150/2584
SPANISH									
CLASSICAL		205 (1)	205 (1)	3.0	2.7				
JAZZ/NEW AGE									
UNKNOWN/OTHERS	61 (2)		61 (2)	0.9	1.1				
	1716 (10)	5187 (18)	6903 (28)						

AM STATIONS

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KYW ,  1060,  50 KW (DA-1)      , NEWS                    NBC, APR, $ 290.00 (Group W)       Westinghouse
WCAU,  1210,  50 KW             , TALK                         CBS, $ 150.00 (CBS)           CBS
WDAS,  1480,   5 KW/1 KW (DA-2), BLACK                         NBN, $  45.00 (Banner)
WEAZ,   560,   5 KW (DA-2)      , OLDIES                          , $  40.00 (Mc-Guild)      Salem
WHAT,  1340,   1 KW             , BLACK TALK                   SBN, $  47.00 (Roslin)

WIP ,   610,   5 KW (DA-1)      , SPORTS                ABC E, MBS, $  80.00 (Katz)
WPEN,   950,   5 KW (DA-N)      , NOSTALGIA                   US 2, $ 150.00 (MMR)           Greater Media
WPGR,  1540,  50 KW (DAYS, DA) , OLDIES                       US 1, $  40.00 (Durpetti)      Pyramid
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FM STATIONS

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WDAS,  105.3,  3 KW @  800, BLACK                                 , $  90.00 (Banner)
WEAZ,  101.1, 14 KW @  900, EZ                                    , $ 190.00 (Mc-Guild)
WEGX,  106.1, 23 KW @  740, CHR                            ABC C, $ 170.00 (Eastman)      Malrite LP
WFLN,   95.7, 50 KW @  490, CLASSICAL                             , $  95.00 (CMBS)         Marlin
WIOQ,  102.1, 30 KW @  650, CHR/URBAN                             , $ 120.00 (HNWH)         EZ
WKSZ,  100.3, 35 KW @  600, SOFT AC                               , $ 160.00 (Katz)
WMGK,  102.9,  9 KW @ 1140, AC                              US 2, $ 200.00 (MMR)          Greater Media

WMMR,   93.3, 25 KW @  670, AOR                           SOURCE, $ 320.00 (K[illegible]  Legacy
WOGL,   98.1, 12 KW @ 1000, OLDIES                           CBS, $ 145.00 (CBS)          CBS
WSNI,  104.5, 13 KW @  873, AC                              US 1, $ 167.00 (Durpetti)     Pyramid
WUSL,   98.9, 18 KW @  830, BLACK/URBAN                    ABC F, $ 190.00 (Mc-Guild)     Tak
WWDB,   96.5, 17 KW @  829, TALK                           ABC I, $ 100.00 (Republic)     Panache
WXTU,   92.5, 15 KW @  900, COUNTRY                          MBS, $ 145.00 (Republic)     Beasley
WYSP,   94.1, 16 KW @  900, CLASSIC AOR                    ABC R, $ 166.00 (Torbet)       Infinity
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CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WEAZ sold to Salem for
$6,500,000 (Stevens)...

PHOENIX

Arbitron Rank/Pop (12+): 23/1,743,300
MSA Rank/Pop: 20/2,120,000
ADI # 21
Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 31/30
Diaries: 1729/1008:1/54.3%
Sample Target: 1610
% Below Line: 0.3
% Not Listed: 6.9

1989 Revenue: $72,600,000
HH Inc.: $29,530
Retail $: 17.0 Bil
Pop per Station: 58,110
#1 Biller: KNIX-AF $12,300,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KNIX-AF (C)	331/11.4	11.4	12.2	12.3	14.0	11.8	383/4888	3976/22.8	22.0	25.0	119	10.6	338	4429	KNIX-AF
2. KTAR (N/T)	230/ 7.9	8.3	7.9	7.7	8.3	7.9	256/3558	3325/19.1	18.7	20.9	68	8.7	278	3217	KTAR
3. KMEO-F (EZ)	6.7	7.2	6.4	8.6	9.0	-	201/2505	2399/13.8	14.7	16.3	66	3.8	120	1307	KMEO-F
4. KZZP-AF (CHR)	189/ 6.5	7.3	9.0	8.9	9.5	7.9	217/3800	3425/19.6	23.3	26.4	74	9.9	317	4998	KZZP-AF
5. KUPD-F (AOR)	179/ 6.2	7.2	7.7	6.5	7.1	6.9	229/3016	2470/14.2	15.9	14.1	85	10.7	342	3670	KUPD-F
6. KKLT-F (AC)	169/ 5.8	6.9	5.5	5.2	6.1	5.8	180/2591	2419/13.9	14.3	14.7	143	4.6	148	1933	KKLT-F
7. KKFR-F (CHR)	167/ 5.7	3.9	2.6	2.9	2.9	3.8	188/2598	2400/13.8	11.1	11.8	86	5.1	163	2837	KKFR-F
8. KOOL-F (O)	130/ 4.5	3.3	3.0	2.3	4.6	3.3	145/2104	1950/11.2	10.3	11.5	167	3.2	103	1327	KOOL-F
9. KMLE-F (C)	107/ 3.7	3.7	3.3	2.5	0.7	3.3	119/1437	1309/ 7.5	7.0	3.1	130	3.3	105	1814	KMLE-F
KFYI (N/T)	107/ 3.7	3.6	3.3	2.6	3.3	3.3	110/1516	1444/ 8.3	7.1	7.4	97	5.7	51	590	KFYI
11. KDKB-F (AOR)	101/ 3.5	3.5	3.4	3.7	3.0	3.5	176/2379	1756/10.1	12.0	11.0	140	4.2	135	2174	KDKB-F
12. KOY (BB)	97/ 3.3	2.2	3.0	2.4	1.0	2.7	103/1331	1233/ 7.1	8.1	4.3	64	1.6	51	793	KOY
13. KSLX-F (AOR)	95/ 3.3	4.3	4.5	4.4	3.2	4.1	119/2025	1752/10.0	11.4	9.7	142	4.3	137	1999	KSLX-F
14. KOY -F (CHR)	91/ 3.1	4.8	4.4	4.4	4.8	4.2	103/2650	2366/13.6	15.8	14.8	48	5.4	171	3052	KOY -F
15. KLFF (BB)	81/ 2.8	1.8	2.1	1.5	2.0	2.0	82/817	806/ 4.6	4.3	4.1	18	1.6	51	590	KLFF
16. KESZ-F (AC)	76/ 2.6	2.7	3.0	3.4	3.4	2.9	79/1633	1574/ 9.0	8.1	8.2	123	1.8	59	995	KESZ-F
17. KPHX (SP)	47/ 1.6	0.7	0.6	1.4	0.8	1.1	47/455	455/ 2.6	1.3	0.9	131	0.4	12	314	KPHX
KAMJ-F (AC)	47/ 1.6	2.3	2.7	2.2	2.8	2.2	49/1155	1119/ 6.4	7.8	7.8	119	1.2	37	837	KAMJ-F
19. KOOL (O)	40/ 1.4	2.2	2.2	2.0	2.6	2.0	45/725	616/ 3.5	5.7	6.2	150	1.5	48	860	KOOL
20. KMEO (EZ)	34/ 1.3	0.2	0.2	0.4	0.7	0.5	34/515	515/ 3.0	0.0	0.0	23	0.3	8	107	KMEO
21. KSUN (SP)	35/ 1.2	0.4	0.5	1.2	----	0.8	35/294	294/ 1.7	1.3	0.0	125	0.5	16	328	KSUN
22. KONC-F (CL)	34/ 1.2	1.4	1.2	1.5	0.9	1.3	34/620	620/ 3.6	2.6	3.1	83	0.9	28	611	KONC-F
23. KUKQ (AOR)	33/ 1.1	1.0	1.1	----	0.5	0.8	33/485	485/ 2.8	1.9	1.4	82	1.6	51	518	KUKQ
24.															
25.															

12+ FM SHARE (METRO): 71.33% (1933 of 2710) (FAL 88: 75.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZP-AF	1 KUPD-F>	1 KNIX-AF	1 KNIX-AF>	1 KNIX-AF>	1 KNIX-AF	1 KTAR <	1 KNIX-AF>	1 KNIX-AF>	1 KZZP-AF	1 KTAR >>
2 KKFR-F>>	2 KKFR-F<	2 KUPD-F	2 KKLT-F	2 KKLT-F	2 KTAR	2 KNIX-AF>	2 KMEO-F	2 KKFR-F<	2 KNIX-AF	2 KNIX-F
3 KOY -F	3 KNIX-AF	3 KKLT-F	3 KOOL-F>	3 KOOL-F>	3 KMEO-F>	3 KUPD-F<	3 KKLT-F	3 KZZP-AF	3 KTAR	3 KOOL-F>
4	4 KKLT-F	4 KOOL-F	4 KUPD-F<	4 KTAR <	4 KOY	4 KZZP-AF	4 KUPD-F<	4 KMEO-F<	KKFR-F	4 KUPD-F<
5	5 KZZP-AF	5 KZZP-AF	5 KKFR-F	5 KUPD-F	5 KFYI <	5 KMEO-F	5 KTAR	5 KKLT-F	5 KMEO-F	5 KMEO-F
6	6 KDKB-F<	6 KKFR-F	KDKB-F<	6 KKFR-F	6 KLFF	6 KKLT-F	6 KOOL-F	6 KTAR	6 KUPD-F	6 KFYI
7	7 KSLX-F	7 KDKB-F<	7 KZZP-AF<	KDKB-F<	7 KKLT-F<	7 KKFR-F	7 KKFR-F	7 KUPD-F	7 KKLT-F	7
8	8	8 KSLX-F	8 KSLX-F<	8 KMLE-F<	8 KOOL-F	8	8	8	8	8
9	9	9	9 KTAR	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KUPD-F>	1 KKLT-F	1 KKLT-F	1 KNIX-AF	1 KNIX-AF
2 KZZP-AF>	2 KNIX-AF<	2 KNIX-AF	2 KKLT-F	2 KKLT-F>
3 KOY -F	3 KZZP-AF<	3 KKFR-F	3 KZZP-AF	3 KZZP-AF
4 KNIX-AF	4 KUPD-F	4 KZZP-AF	4 KUPD-F	4 KOOL-F
5 KKLT-F	5 KKFR-F>	5 KOOL-F	5 KKFR-F	5 KKFR-F
6 KKFR-F>	6 KSLX-F	6 KSLX-F>	6 KOOL-F	6 KMEO-F
7 KSLX-F	7 KOY -F	7 KDKB-F	7	7 KMLE-F
8	8	8	8	8 KTAR
9	9	9	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KUPD-F>	1 KUPD-F>	1 KUPD-F	1 KUPD-F	1 KNIX-AF>
2 KKFR-F	2 KDKB-F<	2 KDKB-F>	2 KNIX-AF	2 KOOL-F
3 KZZP-AF	3 KKFR-F	3 KSLX-F	3 KOOL-F	3 KUPD-F
4 KOY -F>	4 KSLX-F<	4 KNIX-AF<	4 KDKB-F	4 KTAR <
5 KDKB-F	5 KNIX-AF	5 KOOL-F	5 KKFR-F	5 KDKB-F
6 KESZ-F	6 KOOL-F	6 KKFR-F	6 KSLX-F	6 KSLX-F
7 KNIX-AF	7 KZZP-AF	7 KKLT-F<	7 KTAR	7 KKLT-F<
KSLX-F	8	8	8 KZZP-AF	8 KMLE-F
9	9	9	9	9
10	10	10	10	10

PHOENIX

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	3 (1)	444 (3)	447 (4)	16.5	18.3
AOR/CLASSIC	33 (1)	375 (3)	408 (4)	15.1	14.1
AC/OLDIES/SOFT ROCK	40 (1)	422 (4)	462 (5)	17.0	20.7
MOR/VARIETY					1.1
COUNTRY	22 (1)	416 (2)	438 (3)	16.2	16.2
BLACK/URBAN					
BEAUTIFUL/EASY	34 (1)	196 (1)	230 (2)	8.5	10.4
NEWS/TALK	337 (2)		337 (2)	12.4	12.4
NOSTALGIA	178 (2)		178 (2)	6.6	2.1
RELIGION/GOSPEL	24 (2)		24 (2)	0.9	0.5
SPANISH	106 (3)	16 (1)	122 (4)	4.5	2.1
CLASSICAL		34 (1)	34 (1)	1.3	0.9
JAZZ/NEW AGE		21 (1)	21 (1)	0.8	1.1
UNKNOWN/OTHERS		9 (1)	9 (1)	0.3	
	777 (14)	1933 (17)	2710 (31)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGRX-F	100.3	Globe	0.7/2.9/ 21/ 514
KRDS	1190	Tolleson/Phnx	0.5/1.5/ 16/ 304
KVVA	860	Phoenix	0.8/1.7/ 28/ 356
KVVA-F	107.1	Apache Junction	0.5/1.4/ 16/ 274
KXEG	1010	Phoenix	0.3/1.9/ 9/ 347
KAHM-F	102.1	Prescott	0.3/0.9/ 35/ 447

AM STATIONS

KASA	1540	10 KW (DAYS,DA)	RELIGION		$ 14.00	(---)	Ostrander-Wilson
KFNN	1510	10 KW (DAYS)	??		$ 25.00	(---)	
KFYI	910	5 KW (DA-N)	NEWS/TALK	CBS	$ 60.00	(Republic)	Broadcast Group
KLFF	1360	5 KW/1 KW (DA-N)	NOSTALGIA	ABC D	$ 33.00	(---)	
KNIX	1580	50 KW (DA-1)	SIMULCAST WITH KNIX-F				
KOOL	960	5 KW (DA-N)	OLDIES		$ 43.00	(HNWH)	Adams
KOY	550	5 KW/1 KW	NOSTALGIA	ABC E, TRNSTR	$ 28.00	(Christal)	Edens
KPHX	1480	1 KW/500 W(DA-2)	HISPANIC	CRC	$ 28.00	(Caballero)	
KRDS	1190	5 KW/250 W(DA-2)	RELIGION		$ 16.00	(---)	
KSUN	1400	1 KW	HISPANIC		$ 25.00	(Caballero)	
KTAR	620	5 KW (DA-N)	NEWS/TALK	ABC I	$ 170.00	(CBS)	Pulitzer
KUKQ	1060	5 KW/500 W(DA-N)	AOR		$ 36.00	(Banner)	
KVVA	860	1 KW (DA-N)	HISPANIC		$ 35.00	(Lotus)	
KXEG	1010	1 KW/250 W	RELIGION		$ 10.00	(---)	Mid America

FM STATIONS

KPMX	101.5	100 KW @ 1740	TALK		$ 78.00	(Banner)	EZ
KDKB	93.3	100 KW @ 1480	AOR		$ ---	(Torbet)	Sandusky
KESZ	99.9	100 KW @ 1670	AC		$ 65.00	(Eastman)	
KGRX	100.3	90 KW @ 210	JAZZ/NAC	ABC C	$ 40.00	(Roslin)	First Cities (GLOBE)
KKFR	92.3	100 KW @ 1646	CHR		$ 63.00	(Republic)	Broadcast Group
KKLT	98.7	115 KW @ 1650	AC		$ 80.00	(CBS)	Pulitzer
KMEO	96.9	100 KW @ 1556	BTFL/EZ		$ 103.00	(Group W)	Westinghouse
KMLE	107.9	100 KW @ 1000	COUNTRY		$ 60.00	(Durpetti)	Shamrock (CHANDLER)
KNIX	102.5	100 KW @ 1610	COUNTRY		$ 200.00	(Katz)	Buck Owens
KONC	106.3	3 KW @ 330	CLASSICAL	ABC D	$ 37.00	(---)	(SUN CITY)
KOOL	94.5	100 KW @ 1620	OLDIES		$ 109.00	(HNWH)	Adams
KSLX	100.7	100 KW @ 1847	CLASSIC AOR		$ 85.00	(NMR)	Cook Inlet
KOY	95.5	100 KW @ 1550	CHR		$ 77.00	(Christal)	Edens
KUPD	97.9	100 KW @ 1620	AOR		$ 96.00	(Banner)	
KVVA	107.1	3 KW @ 330	HISPANIC		$ 35.00	(Lotus)	(APPACHE JUNCTION)
KZZP	104.7	100 KW @ 1550	CHR		$ 157.00	(Mc-Guild)	

CALL LETTER CHANGES

KAMJ to KPMX (Jan)

FORMAT CHANGES

KPMX to TALK (Jan.)

STATION SALES

KZZP sold by Nationwide for $975,000

PITTSBURGH

Arbitron Rank/Pop (12+): 19/1,954,700

MSA Rank/Pop: 19/2,121,000
ADI # 17
Average Person Ratings: 17.7
Market TSL: 23.50 hours

Stations: 28/26
Diaries: 1872/1044:1/59.8%
Sample Target: 1760
% Below Line: 0.8
% Not Listed: 10.3

1989 Revenue: $50,700,000
HH Inc.: $26,898
Retail $: 14.2 Bil
Pop per Station: 75,180
#1 Biller: KDKA $8,700,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KDKA (MOR)	426/12.3	13.6	14.1	12.3	13.4	13.1	521/7387	5851/29.9	33.7	31.2	79	10.7	350	5568	KDKA
2. WSHH-F (EZ)	333/ 9.6	7.6	9.4	11.1	8.2	9.4	381/3892	3326/17.0	18.4	16.2	74	5.6	182	2473	WSHH-F
3. WBZZ-F (CHR)	300/ 8.7	9.3	9.9	8.7	8.4	9.1	366/6238	4932/25.2	26.1	24.1	98	12.3	401	5170	WBZZ-F
4. WDVE-F (AOR)	270/ 7.8	9.3	7.1	7.6	8.0	7.9	451/5784	3454/17.7	17.2	18.9	94	10.0	326	4148	WDVE-F
5. WTAE (N/T)	234/ 6.8	2.9	3.9	3.8	5.0	4.3	237/3523	3342/17.1	12.1	16.5	69	4.3	140	2122	WTAE
6. WWSW-F (AC)	210/ 6.1	6.6	7.3	5.4	6.1	6.3	293/4606	3291/16.8	17.4	16.0	159	6.4	210	2805	WWSW-F
7. WAMO-F (B)	188/ 5.4	6.1	5.5	5.5	4.6	5.6	210/2372	2131/10.9	11.3	9.7	89	7.7	252	3398	WAMO-F
8. WLTJ-F (AC)	151/ 4.4	3.8	4.7	6.1	4.9	4.8	169/2153	1866/ 9.5	11.4	10.7	164	3.8	123	1624	WLTJ-F
9. WMYG-F (AOR)	146/ 4.2	5.3	4.4	5.2	3.6	4.8	193/2858	2087/10.7	11.3	10.7	112	4.7	154	2356	WMYG-F
10. WDSY-F (C)	133/ 3.8	3.6	4.2	3.9	4.5	3.9	177/2440	1707/ 8.7	8.9	9.3	150	4.5	148	1579	WDSY-F
11. WHTX-F (AC)	127/ 3.7	3.9	2.6	3.5	4.4	3.4	128/2755	2619/13.4	10.4	13.4	162	3.9	126	1699	WHTX-F
12. WJAS (BB)	119/ 3.4	4.4	3.1	2.8	4.2	3.4	121/1576	1532/ 7.8	7.2	7.9	41	2.5	83	942	WJAS
13. WNRJ-F (CHR)	82/ 2.4	2.4	1.7	1.3	1.9	2.0	112/2239	1738/ 8.9	8.8	7.8	62	2.6	84	1616	WNRJ-F
14. KQV (N/T)	72/ 2.1	2.0	2.6	2.0	2.2	2.2	72/1528	1486/ 7.6	9.3	8.1	62	1.7	56	1147	KQV
15. WMBS (MOR)	56/ 1.6	1.3	1.3	1.4	0.9	1.4	63/700	620/ 3.2	2.2	1.9	69	0.7	24	324	WMBS
16. WMXP-F (AC)	49/ 1.4	1.9	2.1	2.5	1.7	2.0	78/1731	1374/ 7.0	7.4	6.6	129	1.9	63	918	WMXP-F
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 66.93% (2079 of 3106) (FAL 88: 67.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F>>	1 WDVE-F	1 WDVE-F<	1 WWSW-F<	1 WWSW-F	1 KDKA	1 KDKA >>	1 WSHH-F>	1 KDKA <	1 KDKA >	1 KDKA >>
2 WAMO-F<	2 WBZZ-F>	2 WBZZ-F	2 WBZZ-F	KDKA	2 WSHH-F>	2 WBZZ-F	2 KDKA	2 WSHH-F	2 WSHH-F	2 WTAE >>
3 WDVE-F	3 WAMO-F	3 WWSW-F	3 WDVE-F	3 WBZZ-F	3 WTAE >	3 WSHH-F	3 WDVE-F	3 WDVE-F<	3 WDVE-F<	3 WDVE-F>>
4 WNRJ-F	4 WMYG-F>	4 WAMO-F<	4 KDKA	4 WDVE-F<	4 WWSW-F	4 WDVE-F	WBZZ-F	4 WBZZ-F	4 WBZZ-F	4 WMYG-F
5	5 WWSW-F	5 WMYG-F	5 WLTJ-F	5 WLTJ-F<	5 WJAS <	5 WHTX-F<	5 WTAE	5 WWSW-F	5 WYTK-F	5 WAMO-F
6	6 WLTJ-F	6 KDKA	6 WHTX-F	6 WSHH-F	6 WDSY-F	6 WWSW-F	6 WWSW-F	6 WTAE	6 WTAE	6 WDSY-F<
7	7 WHTX-F	7 WLTJ-F	7 WSHH-F<	7 WHTX-F	7	7 WTAE	7 WLTJ-F	7 WAMO-F	7 WAMO-F	7 WSHH-F
8	8	8	8 WMYG-F<	8	8	8	8	8	8	8
9	9	9	9 WAMO-F	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBZZ-F	1 WBZZ-F>	1 WBZZ-F>	1 WBZZ-F>	1 WBZZ-F<	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>	1 WDVE-F>	1 KDKA
2 WAMO-F<	2 WDVE-F	2 WLTJ-F	2 WWSW-F<	2 WLTJ-F<	2 WMYG-F>	2 WMYG-F	2 WBZZ-F	2 WMYG-F	2 WDVE-F
3 WDVE-F>>	WAMO-F>	3 WWSW-F	3 WLTJ-F	3 WWSW-F	3 WBZZ-F>	3 WBZZ-F>	3 KDKA	3 WBZZ-F	3 WWSW-F
4 WNRJ-F	4 WLTJ-F	4 WDVE-F	WAMO-F	4 WSHH-F	4 WAMO-F	4 WAMO-F	4 WMYG-F	4 WWSW-F	4 WTAE <
5 WWSW-F	5 WWSW-F>	5 WAMO-F	5 WDVE-F	5 KDKA	5 WNRJ-F>	5 KDKA	5 WTAE	KDKA >	5 WDSY-F
WMYG-F	6 WMYG-F	6 WHTX-F	6 WHTX-F	6 WHTX-F	6 WWSW-F>	6 WWSW-F	6 WWSW-F	6 WTAE	6 WBZZ-F
WLTJ-F	WHTX-F	7 WMYG-F<	7 WSHH-F	7	7 WWVA	7	7 WAMO-F	7 WAMO-F	7 WMYG-F<
8	8	8 WSHH-F	8	8	8 KDKA >	8	8 WHTX-F	8 WDSY-F	8 WSHH-F
	9	9 WMXP-F>	9	9	9	9	9	9	9
10	10	10 WDSY-F	10	10		10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		394 (3)	394 (3)	12.7	10.4
AOR/CLASSIC		416 (2)	416 (2)	13.4	14.6
AC/OLDIES/SOFT ROCK	30 (1)	553 (5)	583 (6)	18.8	21.4
MOR/VARIETY	499 (3)		499 (3)	16.1	16.8
COUNTRY	43 (3)	147 (2)	190 (5)	6.1	8.4
BLACK/URBAN	19 (1)	188 (1)	207 (2)	6.7	5.5
BEAUTIFUL/EASY		333 (1)	333 (1)	10.7	8.9
NEWS/TALK	72 (1)		72 (1)	2.3	7.8
NOSTALGIA	119 (1)		119 (1)	3.8	4.5
RELIGION/GOSPEL		37 (1)	37 (1)	1.2	1.0
SPANISH					
CLASSICAL					0.5
JAZZ/NEW AGE	234 (1)		234 (1)	7.5	
UNKNOWN/OTHERS	11 (1)	11 (1)	22 (2)	0.7	0.3
	1027 (12)	2079 (16)	3106 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAMO	860	Pittsburgh	0.5/1.2/ 19/ 243
WBVP	1230	Beaver Falls	0.5/1.4/ 17/ 289
WEEP	1080	Pittsburgh	0.4/1.5/ 19/ 352
WHJB	620	Greensburg	0.3/2.2/ 11/ 441
WIXZ	1360	McKeepprt/Ptsb	0.4/1.8/ 15/ 374
WPIT-F	101.5	Pittsburgh	1.1/4.5/ 51/1121
WSSZ-F	107.1	Greensburg/Pitt	0.3/1.5/ 13/ 330
WWKS-F	106.7	Beaver Falls	0.5/2.2/ 19/ 537
WWSW	970	Pittsburgh	0.9/3.2/ 30/ 639
WYTK-F	95.3	Washington	0.4/0.8/ 14/ 185
WVAQ-F	101.9	MORGANTOWN	0.3/0.6/ 59/ 699
WWVA	1170	WHEELING	0.4/1.0/ 62/1002

RADIO STATIONS

AM STATIONS

KDKA,	1020,	50 KW	, MOR	NBC,	$ 180.00	(Group W)	Westinghouse
KOV ,	1410,	5 KW (DA-2)	, NEWS	CBS, US 2,	$ 40.00	(Roslin	
WEEP,	1080,	50 KW (DAYS, DA)	, COUNTRY	US 2,	$ N/A	(Republic)	Entercom
WJAS,	1320,	5 KW (DA-N)	, NOSTALGIA	UPI, CNN,	$ 44.00	(Eastman)	Renda
WMBS,	590,	1 KW (DA-N)	, MOR	CBS,	$ 14.00	(Regional)	(UNIONTOWN)
WPIT,	730,	5 KW/24 W	, RELIGION	,	$ N/A	(---)	Pyramid
WTAE,	1250,	5 KW (DA-N)	, NEWS/TALK	ABC E, US 2,	$ 65.00	(Katz)	Hearst
WWSW,	970,	5 KW (DA-2)	, OLDIES	ABC I, ABC D,	$ N/A	(Mc-Guild)	Shamrock

FM STATIONS

WAMO,	105.9,	72 KW @ 420,	BLACK	SBN,	$ 56.00	(HNWH)	Sheridan
WBZZ,	93.7,	41 KW @ 547,	CHR	,	$ 144.00	(Banner)	EZ
WDSY,	107.9,	50 KW @ 500,	COUNTRY	US 1,	$ 59.00	(Republic)	Entercom
WDVE,	102.5,	55 KW @ 820,	AOR	SOURCE,	$ 104.00	(Christal)	Great American
WHTX,	96.1,	50 KW @ 500,	AC	ABC E,	$ 97.00	(Katz)	Hearst
WLTJ,	92.9,	47 KW @ 890,	SOFT AC	,	$ 53.00	(Durpetti)	
WMXP,	100.7,	20 KW @ 500,	AC	,	$ 40.00	(HNWH)	Signature
WMYG,	96.9,	45 KW @ 162,	CLASSIC AOR	,	$ 60.00	(MMR)	
WNRJ,	104.7,	50 KW @ 500,	EZ	ABC F,	$ 40.00	(Roslin)	
WPIT,	98.5,	48 KW @ 510,	RELIGION	,	$ N/A	(---)	Pyramid
WSHH,	99.7,	11 KW @ 930,	EZ/SOFT AC	UPI,	$ 75.00	(Eastman)	Renda
WWSW,	94.5,	50 KW @ 800,	OLDIES	ABC D,	$ 120.00	(Mc-Guild)	Shamrock

CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES
WAMO-A changes to WYJZ (Jan)	WNRJ changes from CHR to EZ in (Feb)...WSHH changes from EZ to SOFT AC...WYJZ changes from BLACK to JAZZ (Jan)...	

PORTLAND, ME

Arbitron Rank/Pop (12+): 158/198,500
MSA Rank/Pop: 183/236,000
ADI # 74
Average Person Ratings: 16.4
Market TSL: 22.25 hours

Stations: 18/16
Diaries: 591/336:1/57.2%
Sample Target: 560
% Below Line: 1.5
% Not Listed: 20.2

1989 Revenue: $11,900,000
HH Inc.: $28,748
Retail $: 3.2 Bil
Pop per Station: 12,406
#1 Biller: WPOR-AF $2,500,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPOR-AF (C)	46/14.1	16.6	14.7	14.5	15.8	----	84/1002	482/24.3	23.2	24.8	99	11.8	54	497	WPOR-AF
2. WBLM-F (AOR)	41/12.6	9.9	14.3	16.8	11.2	----	118/1556	490/24.7	23.1	24.4	101	17.1	87	963	WBLM-F
3. WMGX-F (O)	35/10.7	10.5	5.3	8.9	10.9	----	54/722	458/23.1	21.4	17.5	119	7.7	39	550	WMGX-F
4. WYNZ (BP)	19/ 5.8	6.3	6.7	8.9	9.1	----	22/352	209/10.5	12.5	11.6	21	1.6	8	216	WYNZ
5. WGAN (MOR)	18/ 5.5	3.6	5.3	4.9	4.6	----	21/406	237/11.9	12.9	15.0	84	4.7	24	342	WGAN
6. WKZS-F (AC)	17/ 5.2	3.9	5.7	5.9	4.6	----	68/986	262/13.2	12.9	15.3	123	8.1	41	537	WKZS-F
7. WCLZ-F (AC)	15/ 4.6	1.8	3.0	1.6	1.4	----	28/406	192/ 9.7	7.9	8.3	163	3.5	18	193	WCLZ-F
8. WWGT-F (CHR)	13/ 4.0	5.4	6.0	6.6	1.1	----	35/577	275/13.9	17.7	16.7	57	6.5	33	507	WWGT-F
WTHT-F (CHR)	13/ 4.0	6.3	5.3	5.9	11.9	----	66/1014	285/14.4	20.0	16.9	88	7.1	36	599	WTHT-F
10. WHOM-F (EZ)	12/ 3.7	5.4	5.0	3.3	5.6	----	59/875	212/10.7	10.8	14.1	32	3.5	18	241	WHOM-F
11. WYNZ-F (O)	9/ 2.8	3.3	4.7	5.3	3.5	----	15/305	220/11.1	11.7	14.8	143	4.1	21	220	WYNZ-F
WPKM-F (CL)	9/ 2.8	1.5	1.0	0.7	1.1	----	10/149	117/ 5.9	6.9	3.5	43	0.4	2	63	WPKM-F
13. WXGL-F (O)	4/ 1.2	1.8	1.0	1.6	1.8	----	22/493	128/ 6.4	6.0	3.6	142	2.0	10	200	WXGL-F

12+ FM SHARE (METRO): 82.69% (215 of 260) (FAL 88: 83.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLM-F>>	1 WBLM-F	1 WBLM-F<	1 WMGX-F	1 WPOR-AF	1 WPOR-AF>>	1 WPOR-AF>	1 WPOR-AF	1 WPOR-AF<	1 WBLM-F>	1 WMGX-F
2 WTHT-F	2 WMGX-F>>	2 WMGX-F>	WBLM-F	2 WMGX-F	2 WYNZ	2 WBLM-F<	2 WBLM-F	2 WBLM-F	2 WMGX-F<	2 WPOR-F
3 WWGT-F	3 WWGT-F	3 WPOR-AF	3 WPOR-AF>	WBLM-F>	WGAN >	3 WMGX-F>	3 WMGX-F>	3 WMGX-F>	3 WGAN	WGAN
4	WKZS-F	4 WKZS-F	4 WCLZ-F	4 WCLZ-F	4 WHOM-F	4 WYNZ	4 WYNZ <	4 WCLZ-F	4 WCLZ-F	WBLM-F
5	5 WTHT-F	5 WCLZ-F	5 WKZS-F	5 WKZS-F	5	5 WGAN	5 WKZS-F	5 WKZS-F	5 WTHT-F	5
	WCLZ-F								6 WPOR-AF	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMGX-F	1 WMGX-F>	1 WMGX-F>>	1 WMGX-F>	1 WPOR-AF	1 WBLM-F>	1 WBLM-F>>	1 WBLM-F>>	1 WBLM-F>	1 WBLM-F
WBLM-F	2 WBLM-F	2 WBLM-F	2 WBLM-F	2 WMGX-F>	2 WMGX-F>>	2 WMGX-F	2 WMGX-F>	2 WMGX-F>	2 WPOR-AF
3 WWGT-F	3 WKZS-F	3 WPOR-AF	3 WPOR-AF	3 WKZS-F	3 WWGT-F	3	3 WCLZ-F>>	3 WPOR-AF	3 WMGX-F>
WKZS-F>>	4 WWGT-F>	WTHT-F	WKZS-F>	WBLM-F	4	4	4	4 WCLZ-F	4 WCLZ-F
5	5 WTHT-F	WKZS-F	5 WWGT-F	5 WCLZ-F	5	5	5	5	5
		WCLZ-F							

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		29 (3)	29 (3)	11.2	16.1
AOR/CLASSIC		41 (1)	41 (1)	15.8	21.0
AC/OLDIES/SOFT ROCK		80 (5)	80 (5)	30.8	19.0
MOR/VARIETY	21 (2)		21 (2)	8.1	7.7
COUNTRY	5 (1)	41 (1)	46 (2)	17.7	17.7
BLACK/URBAN					7.0
BEAUTIFUL/EASY		14 (2)	14 (2)	5.4	6.9
NEWS/TALK					
NOSTALGIA	19 (1)		19 (1)	7.3	8.1
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		9 (1)	9 (1)	3.5	1.2
JAZZ/NEW AGE					
UNKNOWN/OTHERS		1 (1)	1 (1)	0.4	2.4
	45 (4)	215 (14)	260 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WIGY-F	105.9	Bath	0.9/4.7/ 21/ 545
WZPK-F	103.7	Berlin	0.3/3.1/ 24/ 295
WBZ	1030	Boston	0.9/4.2/ 13/ 369
WCME-F	96.7	BoothbayHrb/Bth	0.6/1.6/ 5/ 152

RADIO STATIONS

WGAN, 560, 5 KW (DA-1) , MOR	NBC, $	18.00 (Katz)	Sunshine	
WYNZ, 970, 5 KW (DA-N) , NOSTALGIA	CBS, $	19.00 (Eastman)	Buckley	
WBLM-F, 102.9, 100 KW @ 1470, AOR	, $	44.00 (Mc-Guild)	Fuller-Jeffrey	
WCLZ-F, 98.9, 50 KW @ 400, AC	, $	20.00 (Christal)		(BRUNSWICK)
WHOM-F, 94.9, 48 KW @ 3760, BTFL/EZ	, $	50.00 (Republic)	Barnstable	(MT WASHINGTON)
WIGY-F, 105.9, 50 KW @ 500, CHR	ABC F, $	17.00 (Durpetti)		(BATH)
WKZS-F, 99.9, 30 KW @ 650, SOFT AC	, $	32.00 (HNWH)		(AUBURN)
WMGX-F, 93.1, 50 KW @ 443, OLDIES	, $	35.00 (Katz)	Sunshine	
WPKM-F, 106.3, 3 KW @ 300, CLASSICAL	, $	20.00 (CMBS)		
WPOR-F, 101.9, 50 KW @ 492, COUNTRY	ABC E, $	57.00 (Mc-Guild)		
WTHT-F, 107.5, 35 KW @ 610, CHR	, $	31.00 (Banner)	Taylor	(LEWISTON)
WWGT-F, 97.9, 16 KW @ 900, CHR	, $	25.00 (Christal)	Porter	
WXGL-F, 93.9, 28 KW @ 640, OLDIES	, $	16.00 (Torbet)		(LEWISTON)
WYNZ-F, 100.9, 3 KW @ 225, OLDIES	, $	24.00 (Eastman)	Buckley	

MISCELLANEOUS COMMENTS: WBLM and WTHT exchanged frequencies in Dec...WBLM moved from 107.5 to 102.9 and WTHT moved the other way...WCLZ-F (Brunswick) sold to Doug Tanger for $2,175,000 (Chapman)...WTHT-F sold to Beacon for $2,600,000 (Kozacko-Horton)...

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,343,400
MSA Rank/Pop: 42/1,410,000
ADI # 26
Average Person Ratings: 15.4
Market TSL: 20.50 hours

Stations: 26/24
Diaries: 1543/871:1/52.7%
Sample Target: 1430
% Below Line: 0.8
% Not Listed: 9.5

1989 Revenue: $45,200,000
HH Inc.: $27,375
Retail $: 10.7 Bil
Pop per Station: 55,975
#1 Biller: KKCW-F $6,400,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKRZ-F	(CHR)	222/10.7	9.2	8.9	8.5	8.2	9.3	229/3202	2979/22.2	22.2	20.7	75	10.3	214	3348	KKRZ-F
2. KEX	(MOR)	170/ 8.2	5.5	7.5	4.7	5.5	6.5	180/2687	2346/17.5	15.7	12.6	105	6.2	128	1704	KEX
3. KKCW-F	(AC)	166/ 8.0	8.7	8.6	9.5	6.6	8.7	176/2739	2610/19.4	18.9	16.3	145	6.2	129	2053	KKCW-F
4. KUPL-F	(C)	143/ 6.9	6.2	6.5	6.5	5.2	6.5	190/2321	1918/14.3	10.3	11.2	113	7.6	157	1824	KUPL-F
5. KXYQ-F	(CHR)	137/ 6.6	7.0	6.2	6.2	7.3	6.5	186/2888	2198/16.4	15.3	17.0	80	8.5	177	2007	KXYQ-F
	(EZ)	137/ 6.6	6.2	[illegible]	.0	7.7	6.2	177/1822	1512/11.4	10.7	11.8	67	3.0	62	1085	KXL -F
7. KXL	(N/T)	130/ 6.3	6.0	6.3	6.5	6.2	6.3	138/2073	1851/13.8	14.4	15.9	48	5.8	121	1672	KXL
8. KGON-F	(AOR)	126/ 6.1	6.5	6.3	6.0	4.6	6.2	135/1887	1731/12.9	12.1	23.1	113	7.3	151	1422	KGON-F
9. KINK-F	(AOR)	113/ 5.5	4.0	6.8	6.4	7.1	5.7	122/1819	1626/12.1	15.2	14.2	156	7.5	155	1845	KINK-F
10. KMJK-F	(AOR)	87/ 4.2	3.7	3.8	3.5	4.3	3.8	95/1604	1505/11.2	9.0	10.1	148	5.7	118	1522	KMJK-F
KKSN-F	(O)	87/ 4.2	3.9	4.0	3.9	3.4	4.0	106/1958	1649/12.3	9.8	9.1	169	3.9	80	1615	KKSN-F
12. KWJJ-F	(C)	56/ 2.7	3.6	2.9	3.4	1.6	3.2	74/1223	1028/ 7.7	7.1	5.1	96	3.2	66	964	KWJJ-F
13. KKSN	(BB)	55/ 2.7	2.6	2.4	1.6	0.3	2.3	55/728	700/ 5.2	5.7	2.4	44	2.8	57	659	KKSN
14. KKCY-F	(AC)	47/ 2.3	2.2	1.7	2.7	3.6	2.2	51/906	849/ 6.3	5.0	11.0	109	1.7	35	676	KKCY-F
15. KGW	(T)	34/ 1.6	1.7	2.0	2.7	2.1	2.0	40/930	812/ 6.0	7.7	10.3	94	2.0	41	826	KGW
16. KUPL	(C)	33/ 1.6	1.1	0.8	1.0	1.0	1.1	35/618	572/ 4.3	2.7	2.5	38	1.8	38	502	KUPL
17. KPDQ-F	(REL)	29/ 1.4	1.5	1.8	2.1	2.2	1.7	34/604	503/ 3.7	4.6	6.1	100	1.8	37	614	KPDQ-F
18. KYTE	(CL)	20/ 1.0	1.4	1.0	1.1	3.4	1.1	23/371	362/ 2.7	3.0	7.2	80	0.7	15	403	KYTE
19. KWJJ	(C)	17/ 0.8	1.8	2.0	1.2	0.9	1.5	20/646	579/ 4.3	5.0	3.7	87	1.7	35	693	KWJJ
20. KZRC	(AOR)	16/ 0.8	1.7	1.0	2.0	2.6	1.4	26/142	92/ 0.7	1.9	1.8	13	0.7	15	265	KZRC

12+ FM SHARE (METRO): 72.97% (1366 of 1872) (FAL 88: 71.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRZ-F>>	1 KKRZ-F	1 KKRZ-F<	1 KKCW-F	1 KKCW-F>	1 KEX	1 KKRZ-F	1 KKCW-F<	1 KKRZ-F	1 KKRZ-F>	1 KKRZ-F
2 KXYQ-F	2 KGON-F	2 KKCW-F	2 KINK-F	2 KINK-F	2 KXL -F	KEX	2 KEX	2 KKCW-F	2 KXYQ-F	2 KXL
3	3 KXYQ-F<	3 KGON-F	3 KKRZ-F	KEX	3 KXL	3 KXL	3 KKRZ-F	3 KXYQ-F	3 KKCW-F	KKCW-F
4	4 KKCW-F	4 KINK-F	4 KEX	4 KKRZ-F<	4 KUPL-F>	4 KKCW-F	4 KXL -F	4 KEX <	KEX	4 KINK-F<
5	5 KMJK-F	5 KXYQ-F	5 KKSN-F<	5 KUPL-F	5 KKCW-F>	5 KXL -F	KUPL-F	5 KGON-F	5 KINK-F	5 KEX
6	KINK-F	6 KMJK-F	6 KGON-F	6 KKSN-F<	6 KKSN	6 KUPL-F	6 KGON-F	6 KUPL-F	6 KGON-F<	6 KXL -F
7	7	KEX <	7 KUPL-F<	7 KGON-F	7 KKSN-F	KINK-F	7 KXL <	7 KXL -F	7 KUPL-F<	7 KUPL-F
8	8	8 KKSN-F<	8 KMJK-F	8 KMJK-F	8	8	8 KXYQ-F	8	8 KXL -F	KGON-F
		9 KUPL-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRZ-F>	1 KKRZ-F>	1 KKRZ-F>	1 KKRZ-F	1 KKCW-F	1 KGON-F	1 KGON-F>	1 KGON-F>	1 KGON-F>	1 KGON-F
2 KXYQ-F>	2 KXYQ-F	2 KXYQ-F	2 KKCW-F>	2 KKRZ-F	2 KKRZ-F>	2 KKRZ-F<	2 KKCW-F<	2 KKCW-F	2 KKCW-F
3 KKCW-F>	3 KKCW-F	KKCW-F	3 KXYQ-F	3 KEX <	3 KXYQ-F>	3 KMJK-F	3 KMJK-F	3 KMJK-F	3 KINK-F
4 KINK-F	4 KINK-F>	4 KINK-F	4 KINK-F	4 KKSN-F<	4 KMJK-F	4 KKCW-F	4 KINK-F>	4 KINK-F	4 KEX
KGON-F	5 KKSN-F	5 KKSN-F	5 KKSN-F	5 KINK-F<	5	5 KXYQ-F	5 KKRZ-F	5 KKRZ-F	5 KUPL-F
6 KUPL-F	6 KMJK-F	6 KMJK-F	6 KUPL-F<	6 KUPL-F	6	6 KINK-F	6 KXYQ-F	6 KEX	KMJK-F
			7 KEX	7 KXYQ-F			KUPL-F	7 KXYQ-F	7 KKSN-F
				KXL -F			8 KEX	KUPL-F	

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		359 (2)	359 (2)	19.2	17.9
AOR/CLASSIC	25 (2)	326 (3)	351 (5)	18.8	21.3
AC/OLDIES/SOFT ROCK		300 (3)	300 (3)	16.0	14.8
MOR/VARIETY	170 (1)		170 (1)	9.1	6.3
COUNTRY	50 (2)	199 (2)	249 (4)	13.3	10.6
BLACK/URBAN					
BEAUTIFUL/EASY		137 (1)	137 (1)	7.3	8.8
NEWS/TALK	174 (3)		174 (3)	9.3	7.1
NOSTALGIA	55 (1)		55 (1)	2.9	3.9
RELIGION/GOSPEL	5 (1)	29 (1)	34 (2)	1.8	3.4
SPANISH					
CLASSICAL	20 (1)		20 (1)	1.1	4.1
JAZZ/NEW AGE					
UNKNOWN/OTHERS	7 (1)	16 (2)	23 (3)	1.2	1.9
	506 (12)	1366 (14)	1872 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBZY	1490	Salem	0.3/1.2/ 7/ 176
KFXX	1520	Oregon City	0.4/1.7/ 9/ 259
KKEY	1150	Portland	0.5/1.3/ 11/ 192
KPDQ	800	Portland	0.2/1.9/ 6/ 277
KHPE-F	107.9	Albany	0.4/1.3/ 18/ 274
KRKT-F	99.9	Albany/Corvalis	0.4/0.9/ 33/ 417

RADIO STATIONS

AM STATIONS

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KEX ,  1190,  50 KW (DA-1)      , MOR                   ABC I, $  85.00 (Katz)         Great American
KGW ,   620,   5 KW (DA-N)      , TALK                  ABC D, $  70.00 (MMR)          King
KKEY,  1150,   5 KW (DAYS, DA)  , TALK                    MBS, $        (---)
KKSN,   910,   5 KW (DA-2)      , NOSTALGIA              US 2, $  30.00 (Eastman)      Heritage
KPDQ,   800,   1 KW (DAYS,DA)   , RELIGION                   , $  25.00 (---)

KFXX,  1520,  50 KW/10KW (DA-1), CHR/AOR         CNN, TRNSTR, $  30.00 (HNWH)         Ackerly
KUPL,  1330,   5 KW (DA-1)      BASICALLY SIMULCASTED WITH KUPL-F
KWJJ,  1080,  50 KW/10KW (DA-N), COUNTRY               ABC E, $  34.00 (Republic)     Park
KXL ,   750,  50 KW/20KW (DA-1), NEWS/TALK               NBC, $  73.00 (Mc-Guild)     Alexander
KYTE,   970,   5 KW (DA-N)      , CLASSICAL                  , $  35.00 (Christal)     Henry
KZRC,  1010,   5 KW/500W (DA-N), AOR                     SMN, $  26.00 (Banner)
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FM STATIONS

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KGON,  92.3, 100 KW @  920, AOR                              , $  92.00 (HNWH)         Ackerly
KINK, 101.9, 100 KW @ 1611, AOR                              , $ 120.00 (MMR)          Kink
KKCW, 103.3, 100 KW @ 1654, AC                               , $  99.00 (Durpetti)     Trumper
KUFO, 101.1, 100 KW @ 1635, AOR                              , $  50.00 (Christal)     Henry
KKRZ, 100.3, 100 KW @ 1435, CHR                         ABC F, $  95.00 (Katz)         Great American
KKSN,  97.1, 100 KW @ 1266, OLDIES                       US 2, $  63.00 (Eastman)      Heritage

KMJK, 106.7,  94 KW @  877, CLASSIC AOR          NBC, SOURCE, $  56.00 (Christal)     Fairmont
KPDQ,  93.7, 100 KW @  930, RELIGION                         , $  24.00 (---)
KUPL,  98.5, 100 KW @ 1100, COUNTRY                      APR, $  70.00 (Banner)       Scripps-Howard
KWJJ,  99.5, 100 KW @  920, COUNTRY                    ABC E, $  47.00 (Republic)     Park
KXL ,  95.5, 100 KW @  990, BTFL/EZ                          , $  60.00 (Mc-Guild)     Alexander
KXYQ, 105.1, 100 KW @ 1099, CHR                        ABC C, $  61.00 (Banner)       First Cities  (SALEM)
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CALL LETTER CHANGES

KSGO changes to KFXX (Sep)
KKCY-F changes to KUFO-F (Jan)

FORMAT CHANGES

KUFO-F changes from JAZZ/NAC
to AOR...

STATION SALES

PORTSMOUTH-DOVER-ROCHESTER,NH

Arbitron Rank/Pop (12+): 112/325,600

MSA Rank/Pop: 141/340,000
Boston ADI
Average Person Ratings: 18.3
Market TSL: 23.75 hours

Stations: 33/10
Diaries: 943/345:1/58.8%
Sample Target: 710
% Below Line: 48.2
% Not Listed: 13.4

1989 Revenue: $9,400,000
HH Inc.: $33,922
Retail $: 3.5 Bil
Pop per Station: 32,560
#1 Biller: WOKQ-F $3,200,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHEB-AF (AOR)	68/11.4	6.5	9.2	8.6	5.2	----	70/781	695/21.3	18.1	17.3	82	14.7	82	1011	WHEB-A
2. WOKQ-F (C)	55/ 9.2	9.1	11.3	12.7	12.9	----	71/833	667/20.5	21.1	18.7	86	8.7	51	664	WOKQ-F
3. WERZ-F (CHR)	41/ 6.9	5.3	3.6	6.2	4.8	----	42/496	470/14.4	15.6	11.3	97	8.5	50	809	WERZ-F
4. WBZ (MOR)	35/ 5.9	4.1	4.0	4.3	6.9	----	37/518	448/13.8	11.4	9.6	88	2.4	14	330	WBZ
5. WSSH-F (AC)	33/ 5.5	7.9	5.8	5.3	7.9	----	37/490	409/12.6	17.6	17.0	105	2.2	13	293	WSSH-F
6. WRKO (T)	20/ 3.4	4.6	4.0	4.5	4.2	----	22/375	318/ 9.8	10.2	10.1	88	4.1	24	384	WRKO
WGIR-F (AC)	20/ 3.4	[illegible]	2.8	2.9	3.0	----	23/489	353/10.8	11.1	9.7	115	2.7	16	451	WGIR-F
WBCN-F (AOR)	20/ 3.4	2.4	3.2	4.5	4.8	----	21/335	311/ 9.6	10.7	9.2	141	4.6	27	390	WBCN-F
9. WTSN (MOR)	19/ 3.2	3.3	2.6	2.7	4.8	----	19/284	284/ 8.7	9.6	6.0	75	2.7	16	293	WTSN
WCQL-F (O)	19/ 3.2	1.2	3.6	0.4	0.8	----	25/243	193/ 5.9	3.4	6.8	150	0.9	5	70	WCQL-F
11. WHOM-F (EZ)	18/ 3.0	3.8	4.0	2.9	4.0	----	43/514	242/ 7.4	8.2	7.8	60	3.1	18	168	WHOM-F
12. WZID-F (EZ)	17/ 2.9	2.7	3.8	3.1	2.4	----	19/305	249/ 7.6	8.7	6.1	103	2.2	13	235	WZID-F
WCGY-F (AOR)	17/ 2.9	3.4	2.6	2.5	1.2	----	17/228	228/ 7.0	11.1	8.3	93	4.6	27	385	WCGY-F

12+ FM SHARE (METRO): 80.04% (413 of 516) (FAL 88: 81.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTHT-F<	1 WHEB-AF>>	1 WHEB-AF>	1 WHEB-AF>	1 WHEB-AF	1 WOKQ-F>	1 WHEB-AF	1 WHEB-AF	1 WHEB-AF	1 WHEB-AF	1 WBZ >>
2 WHEB-AF	2 WERZ-F>	2 WERZ-F>	2 WERZ-F	2 WOKQ-F	2 WBZ	2 WOKQ-F	2 WOKQ-F	2 WOKQ-F	2 WBZ >	2 WTSN
3 WHOB-F>	3 WCGY-F	3 WOKQ-F	3 WOKQ-F	3 WERZ-F	3 WSSH-F>	3 WBZ	3 WERZ-F>	3 WERZ-F>	3 WGIR-F>	3 WOKQ-F
4 WERZ-F	4 WGIR-F	4 WSSH-F	4 WSSH-F	4 WSSH-F	4 WRKO	4 WERZ-F	4 WSSH-F>	4 WSSH-F	4 WERZ-F	4 WHEB-F>>
5	5 WBCN-F	WBCN-F	5 WBCN-F	5 WBZ	5 WHOM-F	5 WSSH-F<	5 WBCN-F	5 WRKO	5 WSSH-F	5 WRKO
6	6	6	WCQL-F	6 WBCN-F	6	6 WTSN	6	WBZ	6	6 WERZ-F
				WCQL-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WHEB-AF	1 WHEB-AF	1 WHEB-AF>	1 WERZ-F	1 WERZ-F
2 WERZ-F>>	2 WERZ-F>>	2 WERZ-F>	2 WHEB-AF>	2 WSSH-F
3 WCGY-F>	3 WCGY-F>	3 WSSH-F	3 WSSH-F	3 WOKQ-F
4 WHOB-F	4 WHOB-F	4 WLYT-F	4 WOKQ-F	4 WHEB-AF
5	WCQL-F	WCGY-F	5 WZID-F	5 WZID-F
6	6	WBCN-F	6	WBZ
		WOKQ-F		
		WCQL-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHEB-AF>>	1 WHEB-AF>>	1 WHEB-AF>>	1 WHEB-AF>>	1 WHEB-AF>
2 WCGY-F	2 WGIR-F	2 WGIR-F>	2 WBCN-F	2 WOKQ-F
WERZ-F	3 WCGY-F	3 WBCN-F	3 WGIR-F	3 WGIR-F
4 WXKS-F	WBCN-F	WOKQ-F	4 WOKQ-F	WBCN-F
WGIR-F	WERZ-F	5 WCGY-F	5 WERZ-F	5 WCQL-F
WBCN-F	6	WERZ-F	6 WCQL-F	6 WBZ

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		87 (5)	87 (5)	16.9	14.3
AOR/CLASSIC	2 (1)	141 (8)	143 (9)	27.7	20.1
AC/OLDIES/SOFT ROCK		92 (7)	92 (7)	17.8	27.7
MOR/VARIETY	61 (3)		61 (3)	11.8	8.4
COUNTRY		55 (1)	55 (1)	10.7	13.6
BLACK/URBAN					
BEAUTIFUL/EASY		38 (3)	38 (3)	7.4	8.9
NEWS/TALK	37 (4)		37 (4)	7.2	6.9
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	3 (1)		3 (1)	0.6	
	103 (9)	413 (24)	516 (33)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCDQ-F	92.1	Sanford	1.3/4.2/ 11/ 224
WKOS	930	Rochester/Prtsm	1.2/4.5/ 11/ 202
WKOS-F	96.7	Rochester/Ports	1.5/6.8/ 11/ 270
WMYF	1540	Exeter	0.5/1.3/ 3/ 48
WBLM-F	102.9	Portland	0.5/1.5/ 20/ 351
WBOS-F	92.9	Brookline/Bostn	0.5/1.3/ 3/ 43
WEEI	590	Boston	0.5/5.2/ 4/ 199
WGIR	610	Manchester	0.7/2.0/ 4/ 87
WHDH	850	Boston	1.7/4.9/ 11/ 188
WHOB-F	106.3	Nashua	2.3/7.0/ 14/ 227
WJIB-F	96.9	Boston	0.5/2.3/ 3/ 75
WLYT-F	92.5	Haverhill/Bstn	1.2/5.9/ 7/ 192
WMGX-F	93.1	Portland	0.5/2.3/ 21/ 241
WODS-F	103.3	Boston	2.2/8.0/ 13/ 276
WROR-F	98.5	Boston	1.3/4.5/ 8/ 146
WTHT-F	107.5	Lewiston	2.0/6.6/ 41/ 656
WXKS-F	107.9	Medford/Boston	1.5/6.5/ 9/ 227
WZLX-F	100.7	Boston	0.7/4.3/ 4/ 144
WZOU-F	94.5	Boston	1.8/7.3/ 14/ 310

RADIO STATIONS

WKOS, 930, 5 KW (DA-2), COUNTRY CBS, $ 16.00 (Christal)
WTSN, 1270, 5 KW (DA-2), MOR ABC I, $ 21.00 (Torbet)

WCDQ-F, 92.1, 1 KW @ 526, CLASSIC ROCK, $ 15.00 (Roslin) (SANFORD, ME)
WERZ-F, 107.1, 2.5 KW @ 356, CHR, $ 40.00 (Mc-Guild) Precision
WHEB-F, 100.3, 32 KW @ 140, AOR, $ 58.00 (Banner) Knight
WKOS-F, 96.7, 3 KW @ 280, AC, $ 22.00 (Christal)
WOKQ-F, 97.5, 50 KW @ 500, COUNTRY, $ 75.00 (Mc-Guild) Fuller-Jeffrey
WLYT-F, 92.5, 25 KW @ 710, SOFT AC, $ 38.00 (Eastman) (HAVERHILL, MA)

OTHER RANKED STATIONS -- See Manchester, Boston, or Portland

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,268,500

MSA Rank/Pop: 58/912,000
ADI # 44
Average Person Ratings: 19.4
Market TSL: 25.30 hours

Stations: 42/24
Diaries: 1458/870:1/49.0%
Sample Target: 1390
% Below Line: 14.8
% Not Listed: 9.0

1989 Revenue: $26,200,000
HH Inc.: $28,456
Retail $: 6.9 Bil
Pop per Station: 52,854
#1 Biller: WPRO-F $5,400,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPRO-F	(CHR)	242/ 9.9	13.0	12.8	11.3	12.8	11.8	253/4050	3618/28.5	31.2	31.0	89	12.7	319	4052	WPRO-F
2. WLKW-F	(EZ)	194/ 7.9	10.6	9.5	9.5	8.9	9.4	201/2261	2033/16.0	16.8	17.4	51	7.4	185	2175	WLKW-F
3. WWLI-F	(AC)	179/ 7.3	6.8	6.4	7.1	6.1	6.9	196/2218	1909/15.0	13.9	13.7	162	4.9	124	1110	WWLI-F
4. WHJY-F	(AOR)	177/ 7.2	9.2	9.8	8.1	8.4	8.6	208/3123	2546/20.1	19.3	19.8	107	10.6	265	3028	WHJY-F
5. WPRO	(T)	166/ 6.8	5.0	5.0	6.3	3.6	5.8	167/2035	1996/15.7	15.6	12.5	71	4.3	107	1587	WPRO
6. WSNE-F	(AC)	151/ 6.2	5.1	4.3	6.1	6.1	5.4	159/1982	1821/14.4	13.0	14.8	155	3.8	96	1221	WSNE-F
7. WHJJ	(N/T)	148/ 6.0	4.0	5.3	7.6	5.3	5.7	149/1671	1629/12.8	12.0	13.9	48	4.2	105	1178	WHJJ
8. WWKX-F	(B)	80/ 3.3	3.0	4.4	2.2	1.8	3.2	80/1043	1019/ 8.0	8.8	4.6	45	7.0	175	1701	WWKX-F
9. WWRX-F	(AOR)	77/ 3.1	3.4	1.9	2.3	2.3	2.7	126/2076	1194/ 9.4	6.5	7.0	161	4.5	112	1263	WWRX-F
10. WHIM	(C)	76/ 3.1	2.2	2.2	2.2	2.6	2.4	78/757	727/ 5.7	4.5	4.1	97	2.4	61	513	WHIM
11. WCTK-F	(C)	75/ 3.1	2.3	2.1	2.4	3.0	2.5	105/1404	952/ 7.5	6.8	6.9	152	2.5	64	883	WCTK-F
12. WBRU-F	(AOR)	74/ 3.0	2.7	2.9	2.9	2.8	2.9	80/1445	1334/10.5	9.1	10.8	90	4.3	109	1259	WBRU-F
13.																
14.																
15.																

12+ FM SHARE (METRO): 71.90% (1607 of 2235) (FAL 88: 73.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRO-F>>	1 WHJY-F	1 WPRO-F<	1 WWLI-F	1 WWLI-F	1 WLKW-F	1 WPRO	1 WWLI-F	1 WPRO-F	1 WPRO-F>	1 WPRO
2 WWKX-F	2 WPRO-F>	2 WHJY-F	2 WSNE-F<	2 WSNE-F	2 WPRO	2 WPRO-F	2 WLKW-F	2 WHJY-F	2 WHJY-F	2 WHJJ >>
3	3 WSNE-F	3 WWLI-F<	3 WPRO-F	3 WPRO-F	3 WHJJ	3 WWLI-F<	3 WPRO <	3 WHJJ <	3 WWKX-F	3 WHJY-F<
4	4 WWLI-F	4 WSNE-F>	4 WHJY-F>	4 WHJY-F>	4 WWLI-F>	4 WHJJ	4 WSNE-F<	4 WWLI-F	4 WLKW-F	4 WSNE-F<
5	5 WBRU-F	5 WWRX-F	5 WWRX-F	5 WWRX-F<	5 WHIM <	5 WLKW-F	5 WPRO-F	5 WLKW-F<	5 WWLI-F	5 WCTK-F
6	6 WWKX-F<	6 WBRU-F	6	6 WPRO	6 WSNE-F	WHJY-F<	6 WHJY-F	6 WSNE-F	6 WHJJ-F	6 WWLI-F
7	7 WWRX-F	7	7	7 WCTK-F	WPRO-F	7 WSNE-F	7	7	7	WPRO-F
8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPRO-F>	1 WPRO-F	1 WWLI-F<	1 WPRO-F<	1 WWLI-F	1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F>	1 WHJY-F>	1 WHJY-F
2 WSNE-F<	2 WSNE-F>	2 WSNE-F>	2 WSNE-F	2 WSNE-F	2 WPRO-F>	2 WPRO-F	2 WWRX-F	2 WPRO-F	2 WWLI-F
3 WWKX-F	3 WWLI-F	3 WPRO-F	3 WWLI-F>	3 WPRO-F>	3 WWKX-F	3 WWRX-F	3 WPRO-F	3 WWLI-F	3 WPRO-F<
4 WHJY-F	4 WHJY-F	4 WHJY-F	4 WHJY-F	4 WLKW-F	WBRU-F>	4 WWLI-F	4 WWLI-F	4 WWRX-F>	4 WWRX-F
WBRU-F>>	5 WBRU-F<	5 WFHN-F>	5 WBRU-F	5 WPRO <	5 WWRX-F>	5 WBRU-F	5 WSNE-F>	5 WSNE-F	5 WSNE-F
6 WXKS-F	6 WWKX-F	6 WBRU-F	6	6 WCTK-F	6	6	6	6	6 WPRO
WJIB-F	7	7	7	7	7	7	7	7	WCTK-F

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FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		323 (4)	323 (4)	14.5	16.7
AOR/CLASSIC		395 (7)	395 (7)	17.7	20.9
AC/OLDIES/SOFT ROCK	16 (2)	425 (6)	441 (8)	19.7	22.3
MOR/VARIETY	45 (1)		45 (1)	2.0	7.9
COUNTRY	76 (1)	75 (1)	151 (2)	6.8	3.9
BLACK/URBAN		80 (1)	80 (1)	3.6	
BEAUTIFUL/EASY		213 (2)	213 (2)	9.5	10.6
NEWS/TALK	424 (8)		424 (8)	19.0	11.3
NOSTALGIA		48 (1)	48 (1)	2.1	4.6
RELIGION/GOSPEL					
SPANISH					
CLASSICAL	25 (1)	16 (1)	41 (2)	1.8	0.6
JAZZ/NEW AGE		14 (1)	14 (1)	0.6	
UNKNOWN/OTHERS	42 (3)	18 (2)	60 (5)	2.7	1.1
	628 (16)	1607 (26)	2235 (42)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WADK	1540	Newport	0.4/0.6/ 11/ 70
WALE	1400	Fall River	0.4/1.6/ 11/ 214
WBSM	1420	New Bedford	1.5/2.2/ 39/ 314
WFHN-F	107.1	Fairhaven/NBdfd	2.0/4.3/ 60/ 718
WHTB	1400	Fall River	0.6/1.4/ 14/ 188
WICE	550	Pawtucket/Prov	0.3/2.1/ 7/ 271
WNBH	1340	New Bedford	0.4/1.1/ 9/ 160
WNRI	1380	Woonsocket	1.1/1.7/ 27/ 220
WOTB-F	100.3	Middletown/Prov	0.6/2.8/ 14/ 351
WPEP	1570	Taunton	0.9/1.2/ 23/ 177
WWAZ	790	Providence	1.0/3.1/ 26/ 404
WWON	1240	Woonsocket	0.3/1.1/ 7/ 141
WAAF-F	107.3	Worcester/Bstn	0.7/2.8/ 29/ 729
WBCN-F	104.1	Boston	0.9/3.9/ 73/1090
WBOS-F	92.9	Brookline/Bosto	0.3/1.8/ 13/ 389
WBZ	1030	Boston	1.8/4.8/ 86/1089
WCAV-F	97.7	Brockton	0.4/1.4/ 26/ 339
WCIB-F	101.9	Falmouth/hyanni	0.3/0.7/ 29/ 426
WCRB-F	102.5	Waltham/Boston	0.7/2.0/ 31/ 454
WEEI	590	Boston	0.5/2.2/ 27/ 758
WJIB-F	96.9	Boston	0.8/1.8/ 48/ 631
WMJX-F	106.7	Boston	0.4/1.5/ 41/ 744
WODS-F	103.3	Boston	2.2/8.5/ 98/1746
WPLM-F	99.1	Plymouth/Boston	2.0/3.4/114/1057
WRKO	680	Boston	0.4/1.2/ 54/ 802
WROR-F	98.5	Boston	1.0/3.5/ 42/ 796
WVBF-F	105.7	Framington	0.3/1.6/ 40/ 624
WXKS-F	107.9	Medford/Boston	0.8/3.3/ 54/ 994
WZLX-F	100.7	Boston	0.9/3.5/ 41/ 918
WZOU-F	94.5	Boston	0.5/4.4/ 68/1421

RADIO STATIONS

AM STATIONS

WHIM, 1110, 5 KW (DAYS)	, COUNTRY	CBS, $ 24.00 (Durpetti)	
WHJJ, 920, 5 KW (DA-N)	, NEWS/TALK	NBC, $ 51.00 (Katz)	Merv Griffin
WPRO, 630, 5 KW (DA-N)	, TALK	ABC I, $ 75.00 (Banner)	Cap Cities/ABC

FM STATIONS

WBRU-F, 95.5, 20 KW @ 440, AOR	APR, $ 42.00 (MMR)	
WHJY-F, 94.1, 50 KW @ 415, AOR	, $ 95.00 (Katz)	Merv Griffin
WWBB-F, 101.5, 50 KW @ 500, OLDIES	, $ 74.00 (Christal)	Wilkes-Schwartz
WCTK-F, 98.1, 47 KW @ 470, COUNTRY	, $ 26.00 (Torbet)	Hall (NEW BEDFORD)
WPRO-F, 92.3, 39 KW @ 550, CHR	ABC C, $107.00 (Banner)	Cap Cities/ABC
WSNE-F, 93.3, 30 KW @ 590, AC	, $ 65.00 (Eastman)	Beck-Ross
WWKX-F, 106.3, 3 KW @ 196, BLACK	, $ 35.00 (Republic)	
WWLI-F, 105.1, 50 KW @ 500, SOFT AC	, $ 72.00 (Mc-Guild)	
WWRX-F, 103.7, 50 KW @ 500, CLASSIC AOR	ABC R, $ 37.00 (Durpetti)	

WODS - See Boston; WBSM - See New Bedford

CALL LETTER CHANGES

WMYS-F changes to WCTK-F (Aug)
WLKW-F changes to WWBB-F (Dec)

FORMAT CHANGES

WCTK-F changes from AC to COUNTRY (Aug)...WWBB-F changes from EZ to OLDIES (Jan)

STATION SALES

WICE (Pawtucket) sold for $688,000 (E)...WWON (Woonsocket) sold for $600,000...

RALEIGH

Arbitron Rank/Pop (12+): 60/592,600

MSA Rank/Pop: 70/700,000
ADI # 33
Average Person Ratings: 15.7
Market TSL: 20.50 hours

Stations: 24/21
Diaries: 1079/549:1/55.3%
Sample Target: 950
% Below Line: 1.7
% Not Listed: 17.6

1989 Revenue: $25,400,000
HH Inc.: $29,797
Retail $: 5.2 Bil
Pop per Station: 28,219
#1 Biller: WRDU-F $4,600,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRDU-F	(AOR)	76/ 8.2	8.7	10.1	7.4	10.5	8.6	170/2403	1174/19.8	20.1	21.3	102	11.3	117	1636	WRDU-F
2. WQOK-F	(B)	71/ 7.6	7.5	7.2	7.2	8.2	7.4	147/1526	880/14.8	14.3	14.0	101	7.4	77	1066	WQOK-F
3. WRAL-F	(AC)	67/ 7.2	6.0	8.1	7.3	6.8	7.2	164/2885	1062/17.9	18.9	18.8	128	7.4	77	943	WRAL-F
WDCG-F	(CHR)	67/ 7.2	7.1	8.1	9.0	8.5	7.8	134/2653	1262/21.3	21.2	23.1	79	9.6	100	1570	WDCG-F
5. WPTF	(N/T)	66/ 7.1	8.9	7.8	8.1	7.9	8.0	107/1688	1010/17.0	16.4	14.9	68	6.0	62	998	WPTF
6. WQDR-F	(C)	64/ 6.9	6.2	6.4	9.3	8.8	7.2	144/2018	755/12.7	12.6	15.2	109	5.8	60	824	WQDR-F
7. WFXC-F	(B)	61/ 6.6	5.6	5.8	9.2	5.5	6.8	62/863	818/13.8	15.0	14.7	73	11.3	117	1160	WFXC-F
8. WTRG-F	(O)	52/ 5.6	5.6	5.5	2.6	2.3	4.8	164/2611	808/13.6	15.5	10.7	137	4.5	47	666	WTRG-F
9. WYLT-F	(AC)	47/ 5.1	2.4	3.6	4.7	4.6	3.9	75/1371	806/13.6	10.9	12.4	104	3.2	33	453	WYLT-F
10. WZZU-F	(CHR)	40/ 4.3	6.5	3.0	2.7	2.8	4.1	112/1663	716/12.1	11.5	13.9	60	5.4	56	834	WZZU-F
11. WNND-F	(AC)	32/ 3.4	2.2	1.8	1.4	1.4	2.2	36/472	403/ 6.8	4.6	3.5	168	3.5	36	503	WNND-F
12. WDNC	(BB)	28/ 3.0	1.4	1.8	2.9	2.2	2.3	31/571	487/ 8.2	6.1	6.2	67	1.3	13	249	WDNC
13. WLLE	(B)	24/ 2.6	4.3	1.7	2.5	1.2	2.8	30/399	324/ 5.5	4.6	4.5	77	1.3	14	239	WLLE
14. WDUR	(B)	15/ 1.6	3.0	3.4	1.8	2.7	2.5	15/274	263/ 4.4	5.4	4.7	106	1.8	19	265	WDUR
15.																

12+ FM SHARE (METRO): 78.07% (598 of 766) (FAL 88: 75.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDCG-F>>	1 WRDU-F>	1 WRDU-F	1 WRDU-F	1 WRAL-F	1 WPTF >	1 WRAL-F	1 WRDU-F	1 WRDU-F	1 WDCG-F	1 WRAL-F
2 WFXC-F	2 WQOK-F>	2 WRAL-F<	WRAL-F	2 WRDU-F	2 WRAL-F	2 WPTF	2 WQDR-F	2 WDCG-F<	2 WQOK-F<	2 WPTF >
3 WZZU-F	3 WDCG-F	3 WQOK-F	3 WTRG-F	3 WTRG-F	WQDR-F>	3 WRDU-F	3 WRAL-F<	3 WQOK-F	3 WFXC-F>	3 WFXC-F
4 WQOK-F	4 WFXC-F	4 WTRG-F	WQOK-F	WQOK-F<	4 WTRG-F	4 WDCG-F<	4 WYLT-F<	4 WQDR-F<	4 WRDU-F	4 WQOK-F>
5	5 WZZU-F	WQDR-F	5 WQDR-F	5 WQDR-F	5 WYLT-F<	5 WQDR-F<	5 WPTF	5 WRAL-F	5 WZZU-F	5 WDCG-F
6	6 WRAL-F	6 WFXC-F	6 WNND-F<	6 WNND-F	6 WDNC	6 WQOK-F	6 WTRG-F<	6 WYLT-F<	6 WPTF	6 WNND-F
7	7	WDCG-F	7 WDCG-F	WDCG-F	7 WNND-F	7 WFXC-F	7 WQOK-F<	7 WTRG-F	7	WDNC
8	8	8 WYLT-F	8 WYLT-F	8 WYLT-F	8	8	8 WDCG-F	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRDU-F	1 WRDU-F	1 WQOK-F	1 WRAL-F	1 WRAL-F	1 WRDU-F>	1 WRDU-F>	1 WRDU-F>	1 WRDU-F>	1 WRDU-F
2 WFXC-F	2 WDCG-F<	2 WDCG-F	2 WQDR-F	2 WQDR-F	2 WZZU-F	2 WQOK-F	2 WQOK-F>	2 WTRG-F	2 WTRG-F
WDCG-F>	3 WQOK-F	3 WRDU-F	3 WRDU-F	3 WQOK-F	3 WQOK-F>	3 WZZU-F>	3 WZZU-F	3 WQOK-F	3 WNND-F
4 WQDR-F	4 WFXC-F	4 WRAL-F	WDCG-F	4 WDCG-F	4 WYLT-F	4 WFXC-F	4 WNND-F	4 WNND-F	4 WQOK-F
5 WZZU-F	5 WRAL-F	5 WFXC-F	5 WQOK-F	5 WRDU-F	WFXC-F>	5 WTRG-F	5 WTRG-F	5 WZZU-F<	5 WRAL-F
6 WRAL-F	6 WQDR-F	6 WTRG-F	6 WFXC-F	6 WYLT-F	6 WRAL-F>	6 WYLT-F	WDCG-F	6 WYLT-F	6 WQDR-F
WQOK-F	7	WQDR-F	7 WYLT-F	7 WTRG-F	7 WTRG-F	WDCG-F	7 WFXC-F	WFXC-F	WPTF
8 WYLT-F	8	8	8 WTRG-F	8	WQDR-F	8 WNND-F	8 WPTF	8 WRAL-F	8

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		107 (2)	107 (2)	14.0	13.7
AOR/CLASSIC		81 (2)	81 (2)	10.6	13.5
AC/OLDIES/SOFT ROCK	7 (1)	198 (4)	205 (5)	26.8	18.7
MOR/VARIETY					
COUNTRY	3 (1)	77 (3)	80 (4)	10.4	13.0
BLACK/URBAN	39 (2)	135 (3)	174 (5)	22.7	22.2
BEAUTIFUL/EASY					1.7
NEWS/TALK	66 (1)		66 (1)	8.6	9.6
NOSTALGIA	28 (1)		28 (1)	3.7	2.7
RELIGION/GOSPEL	13 (2)		13 (2)	1.7	2.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	12 (2)		12 (2)	1.6	2.9
	168 (10)	598 (14)	766 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCHL	1360	Chapel Hill	0.6/2.7/ 6/ 158
WCLY	1550	Raleigh	0.6/2.0/ 8/ 132
WKIX	850	Raleigh	0.8/4.2/ 9/ 297
WKTC-F	96.9	Tarboro/Rcky Mt	0.5/2.5/ 59/ 884
WPJL	1240	Raleigh	0.8/2.0/ 7/ 157
WSRC	1410	Durham	0.6/1.3/ 6/ 78
WTIK	1310	Durham	0.3/1.2/ 3/ 72
WJHM-F	102.1	Reidsvl/Grensb	0.3/1.2/ 13/ 338
WKRR-F	92.3	Asheboro/Greens	0.5/2.9/ 51/ 652
WPCM-F	101.1	Burlington	0.9/3.9/ 64/1007

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2) , NOSTALGIA	CBS, $ 25.00 (Republic)	
WDUR, 1490, 1 KW , GOSPEL	NBN, $ 17.00 (Eastman)	Pinnacle
WKIX, 850, 10 KW/5 KW (DA-N) , OLDIES	MBS, $ 20.00 (Christal)	Universal
WLLE, 570, 500 W/55 W , BLACK	SBN, $ 18.00 (---)	
WPTF, 680, 50 KW (DA-N) , MOR/TALK	ABC I, CNN, $ 73.00 (Mc-Guild)	Durham Life
WSRC, 1410, 5 KW (DA-2) , BLACK	SBN, $ 15.00 (Savalli)	Willis
WDCG-F, 95.1, 99 KW @ 1016, CHR	ABC F, $ 65.00 (Republic)	
WFXC-F, 107.1, 3 KW @ 300, BLACK	, $ 41.00 (Eastman)	Pinnacle
WNND-F, 103.9, 3 KW @ 300, JAZZ/NAC	, $ 23.00 (---)	(FUQUAY)
WQDR-F, 94.7, 99 KW @ 1025, COUNTRY	ABC E, $ 62.00 (Mc-Guild)	Durham Life
WQOK-F, 97.5, 100 KW @ 1020, BLACK	ABC C, $ 40.00 (HNWH)	Ragan Henry (S.BOSTON, VA)
WRAL-F, 101.5, 97 KW @ 1900, AC	, $ 103.00 (Katz)	Capitol-Goodman
WRDU-F, 106.1, 100 KW @ 1350, AOR	SOURCE, $ 88.00 (MMR)	Voyager
WTRG-F, 100.7, 100 KW @ 1950, OLDIES	, $ 56.00 (Banner)	Capitol-Johnson (ROCKY MOUNT)
WYLT-F, 96.1, 98 KW @ 930, SOFT AC	, $ 50.00 (Christal)	Universal
WZZU-F, 93.9, 100 KW @ 1280, CHR	, $ 47.00 (Torbet)	Village (BURLINGTON)

RENO

Arbitron Rank/Pop (12+): 136/247,400

MSA Rank/Pop: 180/246,000
ADI # 118
Average Person Ratings: 16.8
Market TSL: 22.50 hours

Stations: 17/17
Diaries: 656/377:1/52.5%
Sample Target: 620
% Below Line: 0.0
% Not Listed: 9.9

1989 Revenue: $ NA
HH Inc.: $29,780
Retail $: 2.4 Bil
Pop per Station: 14,552
#1 Biller: NA

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KWNZ-F (CHR)	45/10.8	11.7	10.3	10.7	9.3	----	65/916	607/24.5	29.4	21.8	85	14.7	54	571	KWNZ-F
2. KODS-F (O)	41/ 9.9	7.6	11.3	5.3	7.0	----	47/772	545/22.0	20.6	21.6	148	10.1	37	450	KODS-F
3. KRNO-AF (AC)	40/ 9.6	8.7	7.7	9.6	8.9	----	53/641	484/19.6	18.1	14.7	121	4.0	22	331	KRNO-AF
4. KNEV-F (EZ)	36/ 8.7	9.0	9.0	10.7	8.3	----	46/409	283/11.4	15.8	13.7	46	6.5	24	250	KNEV-F
5. KOZZ-F (AOR)	35/ 8.4	6.4	7.7	11.2	6.3	----	65/761	522/21.1	16.6	19.5	138	10.6	39	489	KOZZ-F
6. KIIQ-F (C)	29/ 7.0	3.2	5.1	8.5	5.0	----	40/487	311/12.6	11.0	10.7	109	4.4	16	211	KIIQ-F
7. KBUL-F (C)	26/ 6.3	4.6	5.6	5.3	4.6	----	40/567	348/14.1	11.3	11.4	108	6.3	23	354	KBUL-F
8. KOH (N/T)	22/ 5.3	4.4	6.9	7.5	8.6	----	26/414	377/15.2	9.8	15.3	68	4.1	15	308	KOH
9. KSXY-F (CHR)	21/ 5.1	7.8	3.3	3.7	4.6	----	21/380	365/14.8	16.2	9.1	39	6.5	24	313	KSXY-F
10. KRZQ-F (AOR)	20/ 4.8	7.1	6.2	5.9	8.9	----	34/469	293/11.8	17.9	14.2	125	10.9	40	322	KRZQ-F
KROW (C)	20/ 4.8	3.9	5.9	3.2	3.6	----	26/464	248/10.0	8.6	12.1	92	3.0	11	151	KROW
12. KONE (BB)	10/ 2.4	3.4	1.3	1.3	2.0	----	10/222	211/ 8.5	6.4	7.4	33	1.9	7	109	KONE
13. KPLY (MOR)	9/ 2.2	0.7	1.3	2.1	3.3	----	9/159	129/ 5.2	4.1	4.0	145	0.8	3	109	KPLY
14. KROI-F (J/NA)	7/ 1.7	2.8	3.3	2.4	3.0	----	7/146	146/ 5.9	7.6	9.1	141	3.5	13	199	KROI-F
KQLO (N/T)	7/ 1.7	2.8	1.5	0.8	4.0	----	8/170	133/ 5.4	6.1	3.7	71	1.4	5	82	KQLO
16. KLKT-F (AC)	6/ 1.4	2.3	2.6	0.8	----	----	9/158	110/ 4.4	5.1	4.6	143	0.8	3	113	KLKT-F

12+ FM SHARE (METRO): 81.02% (303 of 374) (FAL 88: 79.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWNZ-F>>	1 KOZZ-F	1 KODS-F	1 KODS-F>	1 KODS-F	1 KNEV-F	1 KWNZ-F<	1 KRNO-AF<	1 KODS-F<	1 KWNZ-F	1 KRNO-F
2 KSXY-F	2 KWNZ-F>	2 KWNZ-F<	2 KRNO-AF	2 KRNO-AF	2 KODS-F	2 KODS-F<	2 KODS-F<	2 KRNO-AF	2 KRNO-AF	KOZZ-F>
3	3 KRZQ-F	3 KRNO-AF	KOZZ-F	KOZZ-F	3 KRNO-AF	3 KRNO-AF<	3 KOZZ-F	KWNZ-F	3 KOZZ-F	3 KOH
4	4 KRNO-AF	4 KOZZ-F>	4 KWNZ-F>	4 KWNZ-F	4 KOH	4 KOZZ-F	4 KWNZ-F<	4 KOZZ-F	4 KSXY-F	4 KRZQ-F
5	5 KSXY-F	5 KIIQ-F	5 KIIQ-F	5 KIIQ-F	5 KROW	5 KOH	5 KNEV-F	5 KNEV-F	5 KNEV-F	KROW
6	6	6	6	6 KBUL-F	KIIQ-F	6	6	6	6	KBUL-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRNO-AF	1 KRNO-AF	1 KODS-F	1 KRNO-AF	1 KODS-F<	1 KWNZ-F	1 KOZZ-F>	1 KOZZ-F>	1 KOZZ-F	1 KOZZ-F
KWNZ-F	KWNZ-F	2 KOZZ-F	2 KODS-F	2 KRNO-AF>	2 KSXY-F>	2 KWNZ-F	2 KRZQ-F	2 KODS-F	2 KODS-F>
KSXY-F>>	3 KODS-F	3 KRNO-AF	3 KWNZ-F>	3 KWNZ-F>	3 KOZZ-F>	3 KRZQ-F>	3 KWNZ-F>	3 KWNZ-F	3 KRNO-AF
4 KIIQ-F>	4 KSXY-F	KWNZ-F	4 KSXY-F	4 KOZZ-F	4 KRZQ-F	4 KIIQ-F>	4 KIIQ-F>	4 KRZQ-F	KWNZ-F
5 KOZZ-F>>	KOZZ-F	5 KRZQ-F	KOZZ-F	KIIQ-F	KIIQ-F>	5 KSXY-F	5 KRNO-AF	5 KIIQ-F	KRZQ-F
6	6	KBUL-F>	KIIQ-F	6	6 KRNO-AF	6	KODS-F	6	KIIQ-F
	7	7	7	7	KBUL-F	7	KBUL-F>	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		66 (2)	66 (2)	17.6	15.1
AOR/CLASSIC		55 (2)	55 (2)	14.7	15.3
AC/OLDIES/SOFT ROCK	3 (1)	84 (3)	87 (4)	23.3	26.1
MOR/VARIETY	9 (1)		9 (1)	2.4	
COUNTRY	27 (2)	55 (2)	82 (4)	21.9	20.2
BLACK/URBAN					
BEAUTIFUL/EASY		36 (1)	36 (1)	9.6	9.9
NEWS/TALK	22 (1)		22 (1)	5.9	7.7
NOSTALGIA	10 (1)		10 (1)	2.7	1.4
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		7 (1)	7 (1)	1.9	2.8
UNKNOWN/OTHERS					1.4
	71 (6)	303 (11)	374 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KHIT	1590	Sun Valley	

RADIO STATIONS

KOH	630	5 KW/1 KW (DA-N)	NEWS/TALK	CBS, ABC T	$ 25.00	(Katz)	
KONE	1450	1 KW	NOSTALGIA	ABC C	$ 15.00	(HNWH)	Lotus
KPLY	1270	5 KW (DAYS)	MOR		$ 11.00	(Durpetti)	(SPARKS)
KQLO	920	5 KW/1 KW (DA-N)	TALK	NBC, MBS	$ 13.00	(Banner)	Pacific Telecom
KROW	780	50 KW	COUNTRY	ABC I	$ 20.00	(Mc-Guild)	John Price
KBUL-F	98.1	76 KW @ 2274	COUNTRY	MBS	$ 21.00	(Durpetti)	Marathon
KIIQ-F	104.5	25 KW @ 2930	COUNTRY		$ 18.00	(Christal)	
KLKT-F	100.1	.7 KW @ 600	SOFT AC		$ 16.00	(K & P)	(INCLINE VILLAGE)
KNEV-F	95.5	60 KW @ 2270	BTFL/EZ		$ 24.00	(Mc-Guild)	John Price
KODS-F	103.7	6 KW @ 2870	OLDIES		$ 30.00	(CBS)	Americom (CARNELIAN BAY)
KOZZ-F	105.7	75 KW @ 2120	AOR	SOURCE	$ 31.00	(HNWH)	Lotus
KRNO-F	106.9	37 KW @ 2956	SOFT AC		$ 40.00	(Torbet)	Roth
KROI-F	100.9	.3 KW @ 840	JAZZ/NAC		$ 19.00	(Durpetti)	(SPARKS)
KRZQ-F	96.5	85 KW @ 2350	AOR		$ 27.00	(MMR)	Pacific Tele. (TAHOE CITY)
KSXY-F	101.7	1 KW @ 150	CHR	TRNSTR	$ 24.[illegible]	(Katz)	
KWNZ-F	97.3	87 KW @ 2126	CHR		$ 30.00	(Banner)	(CARSON CITY)

MISCELLANEOUS COMMENTS: KCBN changes to KRNO (Sep) and now silumcasts with KRNO-F...KROI-F changed from AC to JAZZ/NAC... KQLO changes from COUNTRY to TALK...KSXY-F changes from AC to CHR...KNIS-F (Carson City) sold for $1,500,000 (Chapman)...KXTO (1550) comes out of silence with HISPANIC format...

RICHMOND

Arbitron Rank/Pop (12+): 55/712,500

MSA Rank/Pop: 62/854,000
ADI # 57
Average Person Ratings: 16.6
Market TSL: 22.00 hours

Stations: 20/18
Diaries: 1193/597:1/59.2%
Sample Target: 1050
% Below Line: 0.9
% Not Listed: 12.3

1989 Revenue: $28,800,000
HH Inc.: $31,707
Retail $: 7.1 Bil
Pop per Station: 39,583
#1 Biller: WRVA $6,000,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRVQ-F	(CHR)	148/12.5	12.2	9.4	11.7	13.0	11.4	183/2392	1953/27.4	25.2	29.1	92	11.8	155	2125	WRVQ-F
2. WRXL-F	(AOR)	143/12.1	9.7	9.9	11.6	11.2	10.8	156/1862	1619/22.7	20.9	20.4	121	16.2	212	1721	WRXL-F
3. WRVA	(MOR)	138/11.7	11.4	14.7	15.9	12.3	13.4	154/2011	1791/25.1	26.1	28.0	74	10.6	139	2305	WRVA
4. WCDX-F	(B)	113/ 9.6	10.2	11.1	7.9	10.4	9.7	126/1086	1011/14.2	17.4	18.0	95	15.9	208	1785	WCDX-F
5. WKHK-F	(C)	92/ 7.8	7.5	9.3	5.3	6.0	7.5	112/1266	1025/14.4	15.0	13.6	121	9.0	118	1122	WKHK-F
6. WPLZ-F	(B)	91/ 7.7	7.2	7.8	7.8	8.2	7.6	94/952	922/12.9	16.1	16.1	110	7.1	93	1259	WPLZ-F
7. WTVR-F	(EZ)	84/ 7.1	6.6	5.4	8.1	4.6	6.8	104/1352	966/13.6	12.0	11.9	70	3.7	48	616	WTVR-F
8. WMXB-F	(AC)	55/ 4.7	8.0	8.3	6.7	7.9	6.9	75/1223	1027/14.4	19.0	18.1	151	5.1	67	980	WMXB-F
9. WVGO-F	(O)	47/ 4.0	3.0	3.6	1.2	2.0	3.0	57/1069	900/12.6	9.2	7.6	148	5.3	70	994	WVGO-F
10. WQSF-F	(EZ)	22/ 1.9	1.0	1.3	2.6	3.3	1.7	28/646	515/ 7.2	5.2	9.2	126	1.3	17	250	WQSF-F
11. WTVR	(BB)	20/ 1.7	0.8	0.9	0.5	1.0	1.0	20/272	272/ 3.8	3.5	3.8	18	1.3	17	100	WTVR
12. WDYL-F	(REL)	15/ 1.3	0.9	1.1	1.2	0.6	1.1	15/310	310/ 4.4	2.8	3.2	138	1.4	18	224	WDYL-F
13. WANT	(B)	14/ 1.2	1.7	1.0	1.2	1.3	1.3	14/305	296/ 4.2	4.2	4.2	83	0.7	9	278	WANT
14.																
15.																

12+ FM SHARE (METRO): 79.32% (821 of 1035) (FAL 88: 75.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRVQ-F>>	1 WRXL-F>	1 WRXL-F>	1 WRXL-F>	1 WRXL-F	1 WRVA >	1 WRVA >	1 WRXL-F>	1 WRXL-F	1 WRVQ-F	1 WRVA
2 WCDX-F>	2 WRVQ-F	2 WRVQ-F	2 WRVQ-F	2 WRVQ-F	2 WTVR-F	2 WRVQ-F	2 WRVQ-F	2 WRVQ-F>	2 WCDX-F<	2 WCDX-F>>
3 WRXL-F	WCDX-F>	3 WCDX-F>	3 WCDX-F	3 WKHK-F<	3 WKHK-F>	3 WRXL-F	3 WTVR-F	3 WKHK-F<	3 WRVA	3 WPLZ-F
WPLZ-F	4 WPLZ-F>	4 WPLZ-F	4 WPLZ-F<	4 WCDX-F	4 WPLZ-F<	4 WCDX-F	4 WKHK-F	4 WCDX-F<	4 WPLZ-F>	4 WRVQ-F
5	5 WMXB-F<	5 WKHK-F	5 WKHK-F	5 WRVA <	5 WRVQ-F	5 WKHK-F	5 WCDX-F<	5 WRVA	5 WRXL-F	5
6	6 WKHK-F	6 WRVA	6 WMXB-F	6 WPLZ-F	6	6 WPLZ-F	6 WRVA	6 WTVR-F<	6	6
7	7	WMXB-F	7	7 WMXB-F	7	7 WTVR-F	7	7 WPLZ-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCDX-F	1 WRXL-F	1 WRXL-F>	1 WCDX-F	1 WRVQ-F	1 WRXL-F>	1 WRXL-F>>	1 WRXL-F>>	1 WRXL-F>	1 WRXL-F>
2 WRXL-F>	2 WCDX-F	2 WRVQ-F	2 WRXL-F<	2 WCDX-F<	2 WRVQ-F	2 WRVQ-F>	2 WRVQ-F>	2 WRVQ-F	2 WKHK-F
3 WRVQ-F	3 WRVQ-F	WMXB-F	3 WRVQ-F>	3 WRXL-F	WCDX-F>	3 WCDX-F>	3 WCDX-F	3 WCDX-F	3 WRVQ-F
4 WPLZ-F>>	4 WPLZ-F	WCDX-F	4 WPLZ-F	WMXB-F	4 WPLZ-F	4 WPLZ-F	4 WKHK-F	4 WKHK-F	4 WRVA
5 WRVA	5 WMXB-F	5 WPLZ-F	WMXB-F	5 WPLZ-F	5 WAFX-F	WKHK-F	5 WPLZ-F	5 WPLZ-F	5 WPLZ-F
6	6	6	6	6 WRVA	WKHK-F>>	6	6 WRVA >	6	6 WCDX-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		148 (1)	148 (1)	14.3	14.4
AOR/CLASSIC		150 (2)	150 (2)	14.5	12.5
AC/OLDIES/SOFT ROCK	8 (1)	102 (2)	110 (3)	10.6	11.9
MOR/VARIETY	138 (1)		138 (1)	13.3	13.7
COUNTRY		92 (1)	92 (1)	8.9	8.9
BLACK/URBAN	21 (2)	208 (3)	229 (5)	22.1	23.1
BEAUTIFUL/EASY		106 (2)	106 (2)	10.2	8.8
NEWS/TALK					
NOSTALGIA	20 (1)		20 (1)	1.9	2.9
RELIGION/GOSPEL	19 (2)	15 (1)	34 (3)	3.3	3.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	8 (1)		8 (1)	0.8	0.5
	214 (8)	821 (12)	1035 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WPTH	1590	Richmond	0.8/2.5/ 10/ 198
WGCV	1240	Petersburg	0.8/1.8/ 9/ 130
WKIE	1540	Richmond	0.6/2.7/ 7/ 192
WLEE	1320	Richmond	0.7/1.9/ 8/ 138
WRNL	910	Richmond	0.7/2.7/ 8/ 199
WAFX-F	106.9	Suffolk/Norfolk	0.6/2.8/ 31/ 370
WOWI-F	102.9	Norfolk	0.3/1.7/ 7/ 176

RADIO STATIONS

WANT, 990, 1 KW/16 W	, BLACK	NBN, $	15.00 (---)	
WPTH, 1590, 5 KW (DAYS)	, RELIGION	, $	15.00 (---)	
WRNL, 910, 5 KW (DA-N)	, OLDIES	MBS, $	29.00 (Katz)	Capitol-Goodman
WRVA, 1140, 50 KW (DA-1)	, MOR	NBC, CBS, $	97.00 (Christal)	Edens
WTVR, 1380, 5 KW (DA-2)	, NOSTALGIA	ABC E, $	20.00 (Republic)	Park
WCDX-F, 92.7, 2.8 KW @ 340	, BLACK	, $	40.00 (Eastman)	Sinclair
WDYL-F, 92.1, 3 KW @ 300	, RELIGION	, $	15.00 (---)	(CHESTER)
WKHK-F, 95.3, 1.6 KW @ 550	, COUNTRY	, $	35.00 (Banner)	ABS (COLONIAL HEIGHTS)
WMXB-F, 103.7, 20 KW @ 720	, AC	APR, $	72.00 (Durpetti)	Radio Ventures
WPLZ-F, 99.3, 3 KW @ 328	, BLACK	US 1, $	60.00 (Mc-Guild)	(PETERSBURG)
WQSF-F, 96.5, 50 KW @ 500	, SOFT AC	, $	34.00 (HNWH)	Keymarket (WILLIAMSBURG)
WRVQ-F, 94.5, 200 KW @ 355	, CHR	ABC C, $	101.00 (Christal)	Edens
WRXL-F, 102.1, 140 KW @ 320	, AOR	, $	93.00 (Katz)	Capitol-Goodman
WTVR-F, 98.1, 50 KW @ 840	, BTFL/EZ	ABC E, $	44.00 (Republic)	Park
WVGO-F, 106.5, 8 KW @ 240	, CHR/AOR	SOURCE, $	37.00 (Banner)	First Cities

MISCELLANEOUS COMMENTS: WVMX changes calls to WVGO (Aug)...WXGI changes to COUNTRY (Nov)...WPTH sold by Willis for $450,000, WDJK sold to Willis for $450,000...WPVA (Colonial Hts) sold by ABS for $130,000...

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 33/1,129,100

MSA Rank/Pop: 18/2,360,000
Los Angeles ADI
Average Person Ratings: 17.2
Market TSL: 25.25 hours

Stations: 44/17
Diaries: 1313/860:1/51.0%
Sample Target: 1290
% Below Line: 48.5
% Not Listed: 12.4

1989 Revenue: $17,900,000
HH Inc.: $29,022
Retail $: 14.0 Bil
Pop per Station: 66,417
#1 Biller: KGGI-F $3,800,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGGI-F (CHR)	195/10.1	8.5	7.0	8.9	7.7	8.6	219/3091	2493/22.1	18.1	20.1	68	16.3	318	2938	KGGI-F
2. KDUO-F (EZ)	135/ 7.0	7.5	8.2	10.0	8.0	8.2	185/1712	1254/11.1	13.9	10.5	64	3.3	65	679	KDUO-F
3. KLOS-F (AOR)	117/ 6.0	4.6	4.3	5.4	4.4	5.1	193/2314	1324/11.7	10.6	10.4	120	9.5	186	1492	KLOS-F
4. KQLZ-F (CHR)	89/ 4.6	6.1	6.7	1.1	1.4	4.6	177/1944	1185/10.5	14.0	3.7	63	5.7	112	1611	KQLZ-F
5. KOST-F (O)	81/ 4.2	4.5	4.6	4.4	3.5	4.4	134/1923	1221/10.8	12.5	11.9	133	3.2	62	972	KOST-F
6. KRTH-F (AC)	71/ 3.7	3.9	4.8	5.8	5.8	4.6	93/1825	1206/10.7	13.4	14.5	151	3.2	63	775	KRTH-F
7. KCKC (C)	66/ 3.4	3.7	2.8	2.4	2.3	3.1	70/562	509/ 4.5	6.2	5.0	53	3.6	70	526	KCKC
8. KODJ-F (AC)	65/ 3.4	3.3	2.8	1.0	2.0	2.6	74/1112	838/ 7.4	7.6	5.0	168	1.1	22	507	KODJ-F
KFI (N/T)	65/ 3.4	3.4	3.9	4.3	3.4	3.8	89/1574	1092/ 9.7	10.6	10.4	97	3.0	58	743	KFI
10. KIIS-F (CHR)**	52/ 2.7	3.2	3.3	4.4	5.3	3.4	137/2297	1244/11.0	13.2	15.3	85	4.8	93	1416	KIIS-F
11. KNTF-F (C)	51/ 2.6	1.5	1.6	1.7	1.0	1.9	89/1055	545/ 4.8	4.1	2.2	92	0.8	15	367	KNTF-F
KFGR-F (AC)	51/ 2.6	2.0	2.3	1.6	1.0	2.1	54/681	603/ 5.3	5.6	3.7	173				KFGR-F
13. KNX (N)	47/ 2.4	2.6	3.4	1.8	3.5	2.5	79/1721	1094/ 9.7	11.2	9.2	75	2.8	54	1224	KNX
14. KCAL-F (AOR)	45/ 2.3	3.9	3.5	2.9	4.7	3.2	73/1049	927/ 8.2	8.7	9.4	117	4.4	86	917	KCAL-F
15. KBIG-F (EZ)	39/ 2.0	2.3	2.2	2.7	2.4	2.3	60/960	708/ 6.3	6.8	7.5	105	1.7	33	406	KBIG-F

**STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY

12+ FM SHARE (METRO): 75.35% (1281 of 1700) (FAL 88: 73.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F>>	1 KLOS-F<	1 KGGI-F<	1 KLOS-F	1 KLOS-F<	1 KDUO-F>	1 KLOS-F<	1 KGGI-F	1 KGGI-F>	1 KGGI-F>	1 KNTF-F<
2 KQLZ-F	2 KGGI-F>	2 KLOS-F>	2 KGGI-F	2 KGGI-F	2 KCKC	2 KGGI-F	2 KDUO-F>	2 KDUO-F<	2 KDUO-F	2 KNX
3	3 KQLZ-F>	3 KQLZ-F	3 KRTH-F	3 KODJ-F<	3 KFI	3 KDUO-F	3 KLOS-F	3 KQLZ-F<	3 KQLZ-F	3 KGGI-F
4	4 KRTH-F<	KOST-F<	4 KODJ-F<	4 KRTH-F	4 KODJ-F<	4 KOST-F	4 KRTH-F<	4 KLOS-F	4 KLOS-F	4 KFI
5	5 KOST-F<	5 KRTH-F	5 KOST-F	KOST-F	5 KGGI-F	5 KFI	5 KOST-F	5 KOST-F	5 KOST-F	5 KQLZ-F
6	6 KCAL-F	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KGGI-F>>	1 KGGI-F>	1 KRTH-F	1 KGGI-F	1 KOST-F
2 KQLZ-F>	2 KLOS-F	2 KGGI-F	2 KOST-F	2 KGGI-F<
3 KOST-F	3 KRTH-F	3 KLOS-F>	3 KRTH-F	3 KRTH-F
4 KLOS-F>	4 KQLZ-F	4 KTWV-F	4 KLOS-F	4 KDUO-F
5 KCAL-F	KOST-F	5 KOST-F	5 KQLZ-F	5 KFGR-F
6 KIIS-F>	6	6	6	6
7	7		7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLOS-F>	1 KLOS-F>>	1 KLOS-F>	1 KLOS-F>	1 KLOS-F>
2 KQLZ-F	2 KGGI-F	2 KGGI-F	2 KGGI-F	2 KODJ-F
KGGI-F>>	3 KQLZ-F	3 KCAL-F	3 KQLZ-F	3 KGGI-F
4 KROQ-F	4 KCAL-F	4 KIIS-F	4 KODJ-F	4 KRTH-F
5 KDUO-F	5	5 KQLZ-F	5 KCAL-F	KFGR-F
6 KCAL-F	6	KOST-F	6	6
7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		368 (5)	368 (5)	21.6	18.8
AOR/CLASSIC		209 (4)	209 (4)	12.3	17.0
AC/OLDIES/SOFT ROCK		299 (6)	299 (6)	17.6	18.6
MOR/VARIETY	16 (1)		16 (1)	0.9	
COUNTRY	90 (2)	130 (4)	220 (6)	12.9	8.8
BLACK/URBAN	13 (1)		13 (1)	0.8	1.5
BEAUTIFUL/EASY		195 (4)	195 (4)	11.5	11.0
NEWS/TALK	171 (6)		171 (6)	10.1	9.9
NOSTALGIA	31 (1)		31 (1)	1.8	3.6
RELIGION/GOSPEL	20 (2)		20 (2)	1.2	1.3
SPANISH	71 (3)	27 (1)	98 (4)	5.8	5.5
CLASSICAL					1.1
JAZZ/NEW AGE		46 (2)	46 (2)	2.7	2.9
UNKNOWN/OTHERS	7 (2)	7 (1)	14 (3)	0.8	
	419 (18)	1281 (27)	1700 (45)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBON-F	103.9	Lake Arrowhead	1.0/3.1/ 34/ 475
KCAL	1410	Redlands	1.4/3.0/ 28/ 354
KDIF	1440	Riverside/SB	1.9/3.3/ 37/ 374
KHSJ	1320	Hemet	0.8/2.2/ 16/ 253
KHYE-F	105.7	Hemet	1.0/2.4/ 21/ 283
KLFE	1240	San Bernardino	0.4/1.3/ 7/ 147
KMEN	1290	San Bernardino	0.7/2.4/ 13/ 270
KOLA-F	99.9	San Bernardino	0.7/3.7/ 17/ 549
KRSO	590	San Bernardino	1.0/3.9/ 20/ 509
KWDJ-F	92.7	Riverside	1.9/4.4/ 42/ 627
KWRM	1370	Corona	0.4/0.7/ 8/ 107
KABC	790	Los Angeles	0.7/2.7/ 22/ 527
KBRT	740	Avalon	0.7/1.2/ 22/ 262
KFWB	980	Los Angeles	1.0/4.2/ 40/ 934
KIEV	870	Glendale	0.3/0.8/ 7/ 172
KJOI-F	98.7	Los Angeles	0.6/1.4/ 31/ 339
KKGO-F	105.1	Los Angeles	0.6/2.1/ 15/ 362
KLAC	570	Los Angeles	1.2/3.3/ 27/ 590
KLIT-F	101.9	Glendale	0.6/2.2/ 18/ 281
KLSX-F	97.1	Los Angeles	0.6/2.8/ 47/ 732
KLVE-F	107.5	Los Angeles	1.4/3.3/ 34/ 467
KMPC	710	Los Angeles	1.6/4.4/ 40/ 707
KPWR-F	105.9	Los Angeles	0.9/4.1/ 23/ 677
KROQ-F	106.7	Pasadena	1.8/4.2/ 69/ 886
KTNQ	1020	Los Angeles	0.3/1.1/ 13/ 223
KTWV-F	94.7	Los Angeles	1.8/5.4/ 54/ 973
KWVE-F	107.9	San Clemente	0.4/1.1/ 9/ 175
KWXT	1340	Cathedral City	0.0/0.1/ 0/ 0
KWXY-F	98.5	Cathedral city	0.5/0.9/ 17/ 174
KZLA-F	93.9	Los Angeles	1.2/2.5/ 37/ 513

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RADIO STATIONS

AM STATIONS

KCAL,	1410,	5 KW/4 KW (DA-N),	HISPANIC	,	$ 23.00	(Lotus)	
KCKC,	1350,	5 KW/500 W(DA-2),	COUNTRY	ABC I,	$ 33.00	(HNWH)	
KDIF,	1440,	1 KW (DA-1) ,	HISPANIC	UPI,	$ 19.00	(Katz Hisp.)	
KMEN,	1290,	5 KW (DA-2) ,	BLACK	,	$ 15.00	(Mc-Guid)	American
KRSO,	590,	1 KW (DA-2) ,	NEWS/TALK	ABC E,TALKNT,	$ 27.00	(Katz)	Henry

FM STATIONS

KBON-F,	103.9,	.4 KW @ 2500,	OLDIES	,	$ 26.00	(HNWH)	
KCAL-F,	96.7,	3 KW @ 300,	AOR	,	$ 45.00	(Torbet)	Anahieim
KDUO-F,	97.5,	72 KW @ 360,	BTFL/EZ	ABC D,	$ 65.00	(Katz)	Henry
KGGI-F,	99.1,	3 KW @ 1530,	CHR	,	$ 87.00	(Mc-Guild)	American
KHYE-F,	105.5,	3 KW @ -245,	COUNTRY	ABC E,	$ 15.00	(---)	
KNTF-F,	93.5,	3 KW @ -165,	COUNTRY	,	$ 37.00	(---)	
KOLA-F,	99.9,	31 KW @ 1630,	OLDIES	ABC R,	$ 42.00	(Banner)	Keymarket
KFGR-F,	95.1,	50 KW @ 330,	COUNTRY	MBS,	$ 40.00	(MMR)	
KWDJ-F,	92.7,	3 KW @ 300,	COUNTRY	MBS,	$ 28.00	(Banner)	

CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES
KQLH-F changes to KFRG-F	KFRG-F changes from AC to COUNTRY (Dec)...KOLA-F changes from AC to OLDIES (Dec)	

ROANOKE-LYNCHBURG

Arbitron Rank/Pop (12+): 94/371,900
ADI # 68
MSA Rank/Pop: 187 (Roanoke) 380,000
248 (Lynchburg)
Average Person Ratings: 18.4
Market TSL: 24.25 hours

Stations: 24/21
Diaries: 906/412:1/66.6%
Sample Target: 770
% Below Line: 2.3
% Not Listed: 12.0

1989 Revenue: $12,800,000
HH Inc.: $26,999
Retail $: 3.1 Bil
Pop per Station: 17,709
#1 Biller: WXLK-F $3,500,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WXLK-F	(CHR)	104/15.2	15.0	20.6	20.9	22.7	----	231/2833	1196/32.1	34.0	41.3	86				WXLK-F
2. WPVR-F	(EZ)	79/11.5	11.5	13.9	11.0	13.4	----	138/1608	883/23.7	21.2	23.2	74				WPVR-F
3. WYYD-F	(C)	73/10.7	14.5	10.0	12.7	11.0	----	98/948	706/18.9	22.0	18.8	110				WYYD-F
4. WROV-F	(AOR)	52/ 7.6	8.2	----	----	----	----	75/992	512/13.7	13.2	0.0	129				WROV-F
5. WJJS	(B)	39/ 5.7	6.9	3.6	[illegible]	3.4	----	39/289	289/ 7.7	8.3	5.8	93				WJJS
6. WSLQ-F	(AC)	38/ 5.5	4.0	8.5	8.2	6.5	----	85/1720	667/17.9	16.3	21.1	136				WSLQ-F
WJLM-F	(C)	38/ 5.5	3.4	2.6	4.6	3.8	----	40/446	420/11.3	9.5	7.2	109				WJLM-F
8. WSLC	(C)	35/ 5.1	3.5	5.1	5.1	4.8	----	53/503	364/ 9.8	8.4	10.5	104				WSLC
9. WFIR	(N/T)	28/ 4.1	2.7	3.6	2.6	3.3	----	28/347	340/ 9.1	6.0	9.2	68				WFIR
10. WROV	(O)	21/ 3.1	3.1	2.1	3.1	1.7	----	22/273	256/ 6.9	7.8	7.3	171				WROV
11. WGOL-F	(O)	15/ 2.2	1.1	2.1	1.8	2.1	----	15/328	319/ 8.5	5.2	7.0	127				WGOL-F
12. WKZZ-F	(CHR)	14/ 2.0	2.4	3.1	2.6	3.1	----	14/242	242/ 6.5	6.4	10.0	75				WKZZ-F
13. WTOY	(B)	12/ 1.8	1.8	3.9	4.6	3.6	----	12/166	155/ 4.2	4.0	6.2	139				WTOY
14. WXYU-F	(C)	10/ 1.5	0.9	1.1	1.3	1.0	----	11/203	170/ 4.6	4.2	5.8	120				WXYU-F
15.																

12+ FM SHARE (METRO): 74.96% (452 of 603) (FAL 88: 74.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXLK-F	1 WXLK-F	1 WXLK-F>	1 WXLK-F	1 WXLK-F	1 WPVR-F	1 WXLK-F>	1 WPVR-F	1 WXLK-F	1 WXLK-F>>	1 WPVR-F
2	2 WROV-F>	2 WYYD-F<	2 WYYD-F	2 WYYD-F	2 WYYD-F>	2 WYYD-F<	2 WXLK-F	2 WPVR-F<	2 WYYD-F<	2 WYYD-F
3	3 WSLQ-F	3 WROV-F>	3 WROV-F	3 WROV-F	3 WXLK-F>	3 WPVR-F>	3 WYYD-F	3 WYYD-F	3 WPVR-F	WXLK-F
4	4 WYYD-F	4 WSLQ-F	4 WSLQ-F	4 WPVR-F	4 WSLC	4 WSLC <	4 WROV-F	4 WROV-F>	4 WROV-F<	WROV-F
5	5 WJLM-F	5 WPVR-F	5 WPVR-F	5 WSLQ-F	5 WFIR	5 WJLM-F<	5 WSLQ-F	5 WSLQ-F	5 WJJS	5 WJJS
6	WJJS	6 WJJS	6	6	6	6 WROV-F	6	WJLM-F		6 WSLC >

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXLK-F>>	1 WXLK-F>	1 WXLK-F	1 WXLK-F>	1 WXLK-F	1 WXLK-F>>	1 WROV-F	1 WROV-F>	1 WXLK-F	1 WXLK-F
2 WJJS >	2 WROV-F	2 WSLQ-F	2 WYYD-F	2 WYYD-F	2 WROV-F	2 WXLK-F>>	2 WXLK-F>	2 WROV-F	WROV-F
3 WSLC	3 WJJS	3 WROV-F>	3 WSLQ-F	3 WPVR-F	3 WJLM-F	3 WYYD-F	3 WYYD-F	3 WYYD-F>	3 WYYD-F>
WROV-F	4 WSLQ-F>	4 WJJS	4 WJJS	4 WSLQ-F>	4 WYYD-F	WJLM-F	WROV	4 WSLQ-F	4 WROV
5 WPVR-F>	5 WSLC	5 WJLM-F	5 WROV-F	5 WROV-F	WSLQ-F>	5 WSLQ-F	5 WSLQ-F	WROV	5 WPVR-F
6	WPVR-F	6 WYYD-F	WPVR-F	WJJS	6 WFIR >	6	WJLM-F>	6 WJLM-F	6 WSLQ-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		118 (2)	118 (2)	19.6	28.5
AOR/CLASSIC		52 (1)	52 (1)	8.6	
AC/OLDIES/SOFT ROCK	21 (1)	63 (4)	84 (5)	13.9	15.9
MOR/VARIETY	4 (1)		4 (1)	0.7	6.0
COUNTRY	37 (2)	121 (3)	158 (5)	26.2	20.6
BLACK/URBAN	51 (2)	11 (2)	62 (4)	10.3	10.7
BEAUTIFUL/EASY		79 (1)	79 (1)	13.1	15.9
NEWS/TALK	28 (1)		28 (1)	4.6	
NOSTALGIA	7 (1)		7 (1)	1.2	0.9
RELIGION/GOSPEL	3 (1)	3 (1)	6 (2)	1.0	1.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		5 (1)	5 (1)	0.8	
	151 (9)	452 (15)	603 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBLT	1350	Bedford	0.6/1.6/ 4/ 61
WKHV-F	105.5	Altavista	0.4/1.8/ 6/ 129
WLLL	930	Lynchburg	1.0/2.5/ 9/ 105
WSAY	1480	Salem/Roanoke	0.4/1.2/ 3/ 44
WWOD	1390	Lynchburg	0.3/1.7/ 2/ 64
WZST-F	102.7	Lynchburg	1.0/2.5/ 11/ 151
WFLO-F	95.7	Farmville	0.7/1.4/ 17/ 362
WJMH-F	102.1	Reidsville	0.3/1.4/ 25/ 386
WQOK-F	97.5	So. Boston	1.3/2.4/ 37/ 395

RADIO STATIONS

WFIR, 960, 5 KW (DA-N)	, NEWS/TALK	CBS, $ 20.00 (HNWH)	Gibbons	
WJJS, 1320, 1 KW/24 W (DA-1)	, BLACK	ABC F, $ 18.00 (K & P)		(LYNCHBURG)
WROV, 1240, 1 KW	. OLDIES	ABC D, $ 16.00 (HNWH)	Joyner	
WSLC, 610, 5 KW/1 KW (DA-2)	, COUNTRY	NBC, $ 23.00 (Katz)	Mel Wheeler	
WTOY, 910, 1 KW/89 W (DA-1)	. BLACK	SBN, $ 15.00 (K & P)		
WGOL-F, 98.3, 3 KW @ 240,	OLDIES	, $ 13.00 (Roslin)		(LYNCHBURG)
WJLM-F, 93.5, 3 KW @ 97,	COUNTRY	MBS, US 2, $ 18.00 (Southern)		(SALEM)
WKZZ-F, 100.1, .7 KW @ 620,	CHR	US 1, CBS, $ 15.00 (Republic)	Bahakel	(LYNCHBURG)
WPVR-F, 94.9, 100 KW @ 1980,	BTFL/EZ	, $ 35.00 (HNWH)	Gibbons	
WROV-F, 96.3, 100 KW @ 600,	AOR	ABC R, $ 30.00 (HNWH)	Joyner	(MARTINSVILLE)
WSLQ-F, 99.1, 200 KW @ 1985,	AC	ABC F, $ 40.00 (Katz)	Mel Wheeler	
WXLK-F, 92.3, 93 KW @ 2050,	CHR	US 1, $ 80.00 (Torbet)	Coleman	
WXYU-F, 101.7, 3 KW @ 300,	AOR	TRNSTR, $ 13.00 (K & P)		(LYNCHBURG)
WYYD-F, 107.9, 20 KW @ 1720,	COUNTRY	MBS, $ 37.00 (Eastman)		(AMHERST)

ROCHESTER

Arbitron Rank/Pop (12+): 45/829,400
MSA Rank/Pop: 47/996,000
ADI # 73
Average Person Ratings: 17.2
Market TSL: 22.50 hours

Stations: 16/14
Diaries: 1303/637:1/54.8%
Sample Target: 1140
% Below Line: 1.8
% Not Listed: 14.5

1989 Revenue: $25,100,000
HH Inc.: $32,234
Retail $: 7.2 Bil
Pop per Station: 59,242
#1 Biller: WCMF-F $5,400,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCMF-F (AOR)	224/15.7	15.6	17.4	15.3	17.1	16.0	281/2629	2255/27.2	28.8	28.9	103	23.3	343	2816	WCMF-F
2. WPXY-AF (CHR)	158/11.1	10.8	11 6	10.9	12.5	11.1	178/2516	2299/27.7	28.8	29.3	92	11.7	172	2384	WPXY-AF
3. WBEE-F (C)	146/10.2	9.0	8.9	8.5	9.6	9.1	156/1705	1512/18.2	18.6	15.5	114	7.8	114	1083	WBEE-F
4. WVOR-F (AC)	116/ 8.1	10.1	11.0	9.0	9.2	9.6	130/2075	1780/21.5	23.9	22.2	144	6.3	92	1364	WVOR-F
5. WHAM (MOR)	109/ 7.6	7.4	8.7	9.5	8.5	8.3	112/1889	1679/20.2	20.4	19.1	75	10.0	147	1786	WHAM
6. WKLX-F (O)	108/ 7.6	7.0	5.8	6.0	4.3	6.6	117/1692	1473/17.8	18.6	14.4	132	3.8	56	1209	WKLX-F
7. WRMM-F (AC)	99/ 6.9	5.9	5.5	6.1	7.8	6.1	110/1684	1539/18.6	17.6	17.2	142	4.4	64	848	WRMM-F
8. WZSH-F (EZ)	94/ 6.6	6.7	4.7	7.4	5.9	6.3	125/1372	1110/13.4	11.4	10.9	61	3.7	55	667	WZSH-F
9. WDKX-F (B)	60/ 4.2	5.6	6.2	5.2	4.6	5.3	60/685	652/ 7.9	10.5	10.4	98	7.8	115	1177	WDKX-F
10. WEZO (BB)	51/ 3.6	2.7	2.9	3.0	3.4	3.0	51/639	624/ 7.5	7.5	6.6	25	2.9	42	562	WEZO

12+ FM SHARE (METRO): 84.51% (1031 of 1220) (FAL 88: 84.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXY-AF>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>	1 WCMF-F>	1 WBEE-F	1 WCMF-F>>	1 WCMF-F>	1 WCMF-F>	1 WCMF-F	1 WCMF-F
2 WCMF-F	2 WPXY-AF>	2 WPXY-AF	2 WVOR-F	2 WVOR-F<	2 WHAM	2 WPXY-AF<	2 WBEE-F	2 WPXY-AF<	2 WPXY-AF>	2 WHAM
3	3 WKLX-F	3 WVOR-F<	3 WPXY-AF<	3 WBEE-F	3 WZSH-F	3 WHAM	3 WVOR-F	3 WBEE-F	3 WHAM <	3 WKLX-F
4	4 WRMM-F	4 WKLX-F<	4 WBEE-F	4 WPXY-AF<	4 WVOR-F>	4 WVOR-F<	4 WRMM-F	4 WVOR-F	4 WBEE-F<	WBEE-F>
5	5 WDKX-F	5 WBEE-F	5 WKLX-F<	5 WKLX-F<	5 WRMM-F<	5 WBEE-F	WKLX-F	5 WKLX-F	5 WKLX-F	5 WDKX-F
6	6 WVOR-F	6 WRMM-F	6 WRMM-F	6 WRMM-F>	6 WKLX-F	6 WKLX-F	6 WPXY-AF	6 WRMM-F	6 WDKX-F	6 WRMM-F
7	7	7	7	7	7 WEZO	7	7	7 WHAM	7 WZSH-F	7 WPXY-F
8	8	8	8	8	8	8	8	8	WRMM-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCMF-F	1 WCMF-F	1 WPXY-AF	1 WPXY-AF	1 WVOR-F	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>
2 WPXY-AF>	2 WPXY-AF>	WCMF-F	2 WVOR-F	2 WRMM-F	2 WKLX-F	2 WPXY-AF	2 WPXY-AF	2 WKLX-F	2 WKLX-F
3 WDKX-F	3 WDKX-F<	3 WVOR-F	3 WRMM-F<	3 WPXY-AF	3 WPXY-AF>>	3 WKLX-F	3 WKLX-F>	3 WPXY-AF	WBEE-F
4 WVOR-F	4 WVOR-F	WRMM-F	4 WCMF-F	WBEE-F>	4 WRMM-F	4	4 WRMM-F	4 WBEE-F	4 WVOR-F<
WRMM-F	WRMM-F	5 WDKX-F	5 WBEE-F	5 WKLX-F	WBEE-F	5	5 WBEE-F	5 WVOR-F	5 WPXY-AF
6 WKLX-F	6 WKLX-F>	6 WKLX-F>	6 WKLX-F	6 WCMF-F	6 WDKX-F	6	6 WVOR-F	6 WRMM-F	6 WHAM
7	7 WBEE-F	7	7 WDKX-F	7	7	7	WDKX-F>	WHAM	7 WRMM-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	6 (1)	170 (2)	176 (3)	14.4	15.3
AOR/CLASSIC		224 (1)	224 (1)	18.4	19.7
AC/OLDIES/SOFT ROCK		323 (3)	323 (3)	26.5	24.5
MOR/VARIETY	109 (1)		109 (1)	8.9	9.7
COUNTRY	12 (1)	146 (1)	158 (2)	13.0	12.7
BLACK/URBAN		60 (1)	60 (1)	4.9	5.2
BEAUTIFUL/EASY		94 (1)	94 (1)	7.7	6.8
NEWS/TALK					
NOSTALGIA	51 (1)		51 (1)	4.2	3.9
RELIGION/GOSPEL	11 (1)		11 (1)	0.9	0.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		14 (2)	14 (2)	1.1	0.6
UNKNOWN/OTHERS					1.0
	189 (5)	1031 (11)	1220 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBBF	950	Rochester	0.8/3.7/ 12/ 318
WLKA-F	102.3	Canandaigua	0.5/1.3/ 8/ 127
WWWG	1460	Rochester	0.8/2.0/ 11/ 185
WBMW-F	107.7	Weathersfield	0.5/2.0/ 9/ 220
WMJQ-F	102.5	Buffalo	1.3/4.3/ 60/ 749

RADIO STATIONS

WBBF, 950, 1 KW (DA-2), COMBINATION WITH WBEE-F
WEZO, 990, 5 KW/2.5 KW (DA-2), NOSTALGIA, ABC I, $ 22.00 (Christal) Atlantic Ventures
WHAM, 1180, 50 KW, MOR, CBS, TALKNT, $ 59.00 (Mc-Guild) Lincoln
WWWG, 1460, 5 KW (DA-2), RELIGION, $ 12.00 (---) Brandon

WBEE-F, 92.5, 50 KW @ 500, COUNTRY, US 2, $ 60.00 (Katz) Heritage
WCMF-F, 96.5, 50 KW @ 457, AOR, $ 95.00 (Torbet) Stoner
WDKX-F, 103.9, 1 KW @ 500, BLACK, $ 26.00 (Roslin)
WKLX-F, 98.9, 37 KW @ 560, OLDIES, $ 48.00 (Durpetti)
WPXY-F, 97.9, 50 KW @ 456, CHR, $ 78.00 (MMR) Pyramid
WRMM-F, 101.3, 27 KW @ 637, SOFT AC, ABC E, $ 50.00 (Christal) Atlantic Ventures
WVOR-F, 100.5, 50 KW @ 490, AC, $ 106.00 (Mc-Guild) Lincoln
WZSH-F, 95.1, 11 KW @ 993, BTFL/EZ, $ 29.00 (Republic) (BRISTOL CENTER)

MISCELLANEOUS COMMENTS: WPXY "de-simulcasts" and programs NOSTALGIA (Jan)...

SACRAMENTO

Arbitron Rank/Pop (12+): 30/1195200	Stations: 23/20	1989 Revenue: $52,500,000
	Diaries: 1452/823:1/51.2%	HH Inc.: $30,536
MSA Rank/Pop: 34/1430,000	Sample Target: 1340	Retail $: 10.3 Bil
ADI # 20	% Below Line: 4.4	Pop per Station: 59,760
Average Person Ratings: 16.2	% Not Listed: 13.9	#1 Biller: KRAK-AF $9,600,000
Market TSL: 21.50 hours		

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRAK-F	(C)	180/ 9.3	6.7	7.0	7.6	7.1	7.7	236/2921	2116/17.7	14.2	15.0	105	7.5	148	2012	KRAK-F
2. KFBK	(N/T)	164/ 8.5	8.1	9.3	8.2	8.8	8.5	218/3049	2319/19.4	18.4	19.0	85	9.6	190	1759	KFBK
3. KXOA-F	(AC)	157/ 8.1	7.8	6.9	6.1	5.9	7.2	176/2621	2260/18.9	17.0	18.2	135	4.9	98	1398	KXOA-F
4. KCTC-F	(EZ)	143/ 7.4	7.6	7.9	8.3	7.0	7.8	187/2104	1547/12.9	13.8	14.5	55	3.7	73	1029	KCTC-F
5. KSFM-F	(CHR)	137/ 7.1	7.1	7.4	6.0	5.2	6.9	176/3164	2372/19.8	20.7	19.0	75	12.3	244	3115	KSFM-F
6. KZAP-F	(AOR)	133/ 6.9	6.4	6.0	5.5	5.2	6.2	191/2503	1849/15.5	14.6	13.5	133	6.6	132	1895	KZAP-F
KRXQ-F	(AOR)	133/ 6.9	5.6	5.8	7.1	5.8	6.3	143/1764	1512/12.7	13.7	13.6	87	9.3	185	1771	KRXQ-F
8. KHYL-F	(O)	90/ 4.7	5.5	5.1	3.8	5.1	4.8	111/1817	1466/12.3	13.1	13.4	145	5.2	104	1329	KHYL-F
9. KAER-F	(AC)	79/ 4.1	4.7	3.4	3.7	3.3	4.0	92/1644	1391/11.6	10.6	10.1	129	4.0	79	1249	KAER-F
10. KQPT-F	(J/NA)	76/ 3.9	4.9	4.1	6.4	7.0	4.8	92/1493	1240/10.4	11.4	14.1	144	4.0	80	1029	KQPT-F
11. KROY-F	(CHR)	64/ 3.3	3.3	3.1	4.8	5.5	3.6	72/1631	1466/12.3	12.6	15.2	82	4.9	98	2289	KROY-F
12. KRAK	(C)	54/ 2.8	3.5	4.3	4.1	4.2	3.7	127/1640	831/ 7.0	8.0	9.5	89	3.4	67	939	KRAK
13. KWOD-F	(CHR)	49/ 2.5	3.4	3.8	3.7	4.1	3.3	64/1864	1333/11.2	12.7	15.1	40	3.9	77	1549	KWOD-F
14. KSAC	(CL)	33/ 1.7	0.4	1.0	0.7	0.6	0.9	36/436	405/ 3.4	2.9	2.8	41	0.3	5	170	KSAC
15. KFRC	(BB)	32/ 1.7	2.4	1.5	1.4	1.0	1.8	83/1012	438/ 3.7	3.6	2.3	18	1.1	21	246	KFRC
16. KNBR	(MOR)	30/ 1.6	1.7	1.8	1.1	0.7	1.5	94/1872	588/ 4.9	5.6	3.4	112	1.2	23	549	KNBR
17. KSMJ	(O)	26/ 1.3	0.8	0.3	0.6	1.3	0.8	27/364	312/ 2.6	2.2	4.3	146	1.1	22	447	KSMJ
18. KGO	(N/T)	23/ 1.2	1.4	1.8	0.8	1.6	1.3	111/1683	540/ 4.5	4.5	5.2	33	1.8	36	497	KGO
19. KGNR	(O)	21/ 1.1	0.8	1.9	1.2	1.4	1.3	25/644	590/ 4.9	5.4	5.9	136	0.9	17	466	KGNR
20.																

12+ FM SHARE (METRO): 74.81% (1247 of 1667) (FAL 88: 71.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFM-F>>	1 KRXQ-F<	1 KXOA-F	1 KXOA-F	1 KXOA-F	1 KFBK	1 KFBK >	1 KXOA-F<	1 KXOA-F	1 KSFM-F	1 KFBK >>
2 KRXQ-F	2 KZAP-F	2 KZAP-F	2 KZAP-F<	2 KRAK-F	2 KRAK-F<	2 KRAK-F	2 KRAK-F	2 KRAK-F	2 KRXQ-F	2 KRAK-F
3 KWOD-F	3 KXOA-F	3 KRAK-F<	3 KRAK-F>	3 KZAP-F	3 KCTC-F>>	3 KXOA-F<	3 KCTC-F	3 KZAP-F<	3 KFBK <	3 KXOA-F>
4 KROY-F	4 KSFM-F	4 KRXQ-F	4 KHYL-F	4 KFBK	4 KXOA-F>	4 KSFM-F	4 KFBK	4 KCTC-F	4 KRAK-F<	4 KAER-F
5	5 KRAK-F	5 KSFM-F	5 KRXQ-F	5 KHYL-F	5 KHYL-F	5 KRXQ-F	5 KZAP-F	5 KRXQ-F	5 KZAP-F<	5 KZAP-F<
6	KAER-F	6 KHYL-F	6 KQPT-F<	6 KRXQ-F	6 KRAK	6 KCTC-F	6 KRXQ-F	6 KSFM-F	6 KCTC-F	6 KRXQ-F
7	7	7	7 KFBK <	7 KQPT-F	7	7 KZAP-F	7	7 KHYL-F<	7 KXOA-F	7 KWOD-F<
8	8	8	8 KAER-F<	8 KSFM-F	8	8	8	8 KFBK	8	8 KRAK
9	9	9	9 KSFM-F	KAER-F	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KSFM-F	1 KXOA-F>	1 KXOA-F>	1 KXOA-F>	1 KXOA-F>
2 KXOA-F	2 KSFM-F<	2 KAER-F>	2 KSFM-F<	2 KRAK-F
3 KRXQ-F>	3 KAER-F	3 KHYL-F	3 KRAK-F	3 KAER-F<
4 KWOD-F	4 KRXQ-F	4 KZAP-F	4 KAER-F	4 KHYL-F
KROY-F	5 KZAP-F	5 KQPT-F	5 KHYL-F	5 KFBK <
KRAK-F	6 KRAK-F	6 KRXQ-F	6 KZAP-F	6 KSFM-F
7 KZAP-F	7 KROY-F	7 KRAK-F	KQPT-F	KCTC-F
8 KAER-F	KQPT-F	8 KSFM-F	8	8
9	KHYL-F	9	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRXQ-F>>	1 KZAP-F<	1 KZAP-F	1 KZAP-F	1 KZAP-F
2 KZAP-F>	2 KRXQ-F>>	2 KRXQ-F>>	2 KRXQ-F	2 KRAK-F
3 KSFM-F>	3 KSFM-F<	3 KRAK-F	3 KRAK-F	3 KRXQ-F<
4 KWOD-F	4 KXOA-F	4 KXOA-F	4 KXOA-F	4 KFBK<
5 KXOA-F	5 KRAK-F	5 KSFM-F	5 KFBK	5 KXOA-F
6 KROY-F>	6	6 KHYL-F	6 KHYL-F<	6 KHYL-F
7 KFBK	7	7 KQPT-F	7 KSFM-F	7 KQPT-F
8 KHYL-F	8	8 KAER-F	8	8
KAER-F>	9	9	9	9
10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		250 (3)	250 (3)	15.0	17.2
AOR/CLASSIC		266 (2)	266 (2)	16.0	12.5
AC/OLDIES/SOFT ROCK	47 (2)	326 (3)	373 (5)	22.4	20.0
MOR/VARIETY	30 (1)		30 (1)	1.8	0.8
COUNTRY	54 (1)	180 (1)	234 (2)	14.0	12.8
BLACK/URBAN					
BEAUTIFUL/EASY		143 (1)	143 (1)	8.6	8.4
NEWS/TALK	195 (3)		195 (3)	11.7	12.3
NOSTALGIA	32 (1)		32 (1)	1.9	4.2
RELIGION/GOSPEL	11 (1)		11 (1)	0.7	0.8
SPANISH	18 (1)		18 (1)	1.1	2.3
CLASSICAL	33 (1)		33 (1)	2.0	0.7
JAZZ/NEW AGE		76 (1)	76 (1)	4.6	7.9
UNKNOWN/OTHERS		6 (1)	6 (1)	0.4	
	420 (11)	1247 (12)	1667 (23)		

OTHER RATED STATIONS/			METRO CUME TSA TSA SHARE/RATING/AQH/CUME
KFIA	710	Carmichael	0.6/2.1/13/316
KRCX	1110	Roseville/Scrmn	0.9/1.4/31/254
KRLT-F	93.9	SL Tahoe	0.3/0.9/6/135
KXOA	1470	Sacramento	0.4/2.3/8/276

RADIO STATIONS

AM STATIONS

KFBK,	1530,	50 KW (DA-2)	, NEWS	APR, ABC I,	$ 100.00	(Group W)	Westinghouse
KFIA,	710,	10 KW/250 W(DA-2)	, RELIGION	,	$ 24.00	(---)	
KGNR,	1320,	5 KW (DA-2)	, SOFT AC	CBS,	$ 30.00	(Christal)	Tribune Co.
KRAK,	1140,	50 KW (DA-2)	, COUNTRY	,	$ 72.00	(Katz)	EZ
KRCX,	1100,	5 KW/500 W(DA-2)	, HISPANIC	,	$ 42.00	(Lotus)	Fuller-Jeffrey
KSAC,	1240,	1 KW	, CLASSICAL	,	$ 32.00	(CMBS)	
KSMJ,	1380,	5 KW (DA-2)	, OLDIES	SMN,	$ 28.00	(MMR)	Booth/Genesis
KXOA,	1470,	5 KW/1 KW (DA-2)	, NEWS/TALK	,	$ 35.00	(Banner)	Brown

FM STATIONS

KAER,	92.5,	50 KW @ 500,	AC	,	$ 55.00	(Group W)	Westinghouse
KYMX,	96.1,	50 KW @ 476,	EZ/SOFT AC	,	$ 88.00	(Christal)	Tribune Co.
KHYL,	101.1,	36 KW @ 567,	OLDIES	,	$ 40.00	(Eastman)	Parker (PAUBURN)
KQPT,	100.5,	115 KW @ 380,	JAZZ/NAC	SOURCE,	$ 95.00	(Republic)	Duchossois
KRAK,	105.1,	50 KW @ 500,	COUNTRY	,	$ 110.00	(Katz)	EZ
KROY,	96.9,	50 KW @ 500,	CHR	ABC R,	$ 60.00	(Christal)	Great American
KRXQ,	93.7,	25 KW @ 306,	AOR	,	$ 70.00	(Torbet)	Fuller-Jeffrey
KSFM,	102.5,	50 KW @ 500,	CHR	,	$ 90.00	(MMR)	Booth/Gen. (WOODLAND)
XWOD,	106.5,	50 KW @ 310,	CHR	RADRAD ABC F,	$ 59.00	(CBS)	
KXOA,	107.9,	50 KW @ 420,	AC/OLDIES	,	$ 124.00	(Banner)	Brown
KZAP,	98.5,	50 KW @ 495,	AOR	,	$ 94.00	(Mc-Guild)	Nationwide

CALL LETTER CHANGES

KCTC-F changes to KYMX (Jan)

FORMAT CHANGES

KYMX changes from EZ to SOFT AC (Jan)...KGNR changes from OLDIES to SOFT AC (Jan)...

STATION SALES

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 111/327,100

MSA Rank/Pop: 116/407,000
ADI # 58 (w/Flint)
Average Person Ratings: 17.6
Market TSL: 20/11 hours

Stations: 19/12
Diaries: 755/433:1/56.8%
Sample Target: 740
% Below Line: 6.4
% Not Listed: 10.2

1989 Revenue: $10,000,000
HH Inc.: $28,265
Retail $: 3.1 Bil
Pop per Station: 27,258
#1 Biller: WIOG-F $3,700,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIOG-F	(CHR)	103/17.9	24.1	30.1	24.3	29.9	----	273/3361	1321/40.4	41.9	51.2	80	26.2	175	1566	WIOG-F
2. WSGW	(MOR)	71/12.3	10.6	10.8	13.3	15.0	----	77/1032	824/25.2	19.4	20.4	71	8.1	54	563	WSGW
3. WKCQ-F	(C)	70/12.1	9.4	12.5	10.8	8.7	----	122/1486	696/21.3	20.5	25.8	118	7.9	53	642	WKCQ-F
4. WKQZ-F	(AOR)	60/10.4	8.6	7.8	8.3	7.3	----	90/955	652/19.9	16.3	14.4	87	10.3	69	602	WKQZ-F
5. WHNN-F	(AC)	53/ 9.2	11.1	11.0	13.7	7.7	----	119/1642	844/25.8	24.2	26.6	139	10.6	71	836	WHNN-F
6. WTLZ-F	(B)	45/ 7.8	8.2	3.4	2.5	2.8	----	53/559	337/10.3	9.1	6.1	119	8.1	54	518	WTLZ-F
7. WGER-F	(EZ)	42/ 7.3	5.6	6.1	6.6	8.9	----	51/696	509/15.6	13.6	12.6	127	7.0	47	440	WGER-F
8. WKNX	(BB)	17/ 2.9	0.8	0.3	1.2	0.9	----	27/213	162/ 5.0	2.9	2.0	41	2.1	14	137	WKNX
9. WJR	(MOR)	10/ 1.7	2.2	2.2	1.8	3.8	----	82/1278	289/ 8.8	7.1	5.6	112	1.3	9	195	WJR
10. WXOX	(O)	9/ 1.6	1.3	1.0	0.9	1.0	----	10/295	201/ 6.1	4.1	3.9	175	1.0	7	156	WXOX
11. WFDF	(MOR)	8/ 1.4	0.7	1.2	1.6	1.0	----	49/690	188/ 5.7	2.4	2.7	0	1.0	7	134	WFDF
12. WSAM	(O)	7/ 1.2	1.5	1.5	2.1	1.6	----	9/251	196/ 6.0	5.4	6.2	183	2.1	14	192	WSAM

12+ FM SHARE (METRO): 76.45% (396 of 518) (FAL 88: 80.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOG-F>>	1 WKQZ-F	1 WIOG-F	1 WIOG-F	1 WKCQ-F	1 WSGW >	1 WIOG-F	1 WIOG-F	1 WIOG-F>	1 WIOG-F	1 WIOG-F<
2 WTLZ-F	WIOG-F>>	2 WKQZ-F	2 WKCQ-F	WIOG-F	2 WKCQ-F>	2 WSGW >	WKCQ-F>	2 WKCQ-F	2 WKQZ-F	2 WSGW
3	3 WHNN-F	3 WKCQ-F<	3 WHNN-F	3 WHNN-F	3 WGER-F	3 WKCQ-F	3 WSGW	3 WKQZ-F<	3 WTLZ-F	3 WKQZ-F
4	4 WKCQ-F	4 WHNN-F	4 WTLZ-F	4 WTLZ-F	4 WHNN-F	4 WHNN-F<	4 WHNN-F	4 WSGW<	4 WKCQ-F	4 WTLZ-F>>
5	5 WTLZ-F	5 WTLZ-F	WKQZ-F	WGER-F	5 WIOG-F	5 WKQZ-F<	5 WKQZ-F<	5 WHNN-F	5 WSGW	5 WGER-F
6	6	6 WGER-F	6 WGER-F	6 WKQZ-F	6	6 WGER-F	6 WGER-F	6	6 WHNN-F	6
7	7	7	7	7 WSGW	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F	1 WIOG-F>	1 WIOG-F
2 WKQZ-F	2 WHNN-F>	2 WHNN-F>	2 WHNN-F	2 WKCQ-F
WHNN-F>	3 WKQZ-F	3 WKCQ-F	3 WKCQ-F	3 WHNN-F
4 WUPS-F	WKCQ-F	4 WTLZ-F	4 WGER-F	WGER-F
WTLZ-F	5 WTLZ-F	WGER-F	5 WTLZ-F	5 WTLZ-F
WKCQ-F>	6	6 WKQZ-F>	6	6
7	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKQZ-F>>	1 WKQZ-F>>	1 WKQZ-F	1 WKQZ-F>	1 WKCQ-F<
2 WIOG-F>>	2 WIOG-F>>	2 WIOG-F>	2 WIOG-F	2 WKQZ-F<
3 WKCQ-F>>	3 WTLZ-F	3 WTLZ-F>	3 WKCQ-F	3 WIOG-F<
4 WSGW	WKCQ-F	4 WKCQ-F	4 WHNN-F>	4 WHNN-F<
WHNN-F	5 WHNN-F	WHNN-F>	5 WTLZ-F	5 WSGW
6	6	6 WSGW >	WSGW	6 WTLZ-F
7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		106 (2)	106 (2)	20.5	33.0
AOR/CLASSIC		63 (2)	63 (2)	12.2	8.9
AC/OLDIES/SOFT ROCK	16 (2)	60 (3)	76 (5)	14.7	16.3
MOR/VARIETY	89 (3)		89 (3)	17.2	15.6
COUNTRY		75 (3)	75 (3)	14.5	14.1
BLACK/URBAN		45 (1)	45 (1)	8.7	3.7
BEAUTIFUL/EASY		45 (2)	45 (2)	8.7	7.1
NEWS/TALK					
NOSTALGIA	17 (1)		17 (1)	3.3	
RELIGION/GOSPEL					0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		2 (1)	2 (3)	0.4	0.9
	122 (8)	396 (14)	518 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WLFS-F	100.9	Pinconning/Sag	0.7/2.8/ 9/ 142
WCEN-F	94.5	Mt. Pleasant	0.5/3.7/ 49/ 508
WCFX-F	95.3	Clare/Mt Pleasn	0.3/1.9/ 13/ 279
WCRZ-F	107.9	Flint	0.5/3.0/139/1511
WGMZ-F	101.7	Tuscola/Flint	0.5/2.0/ 14/ 313
WUPS-F	98.5	Houghton Lake	0.5/2.4/ 22/ 304
WWCK-F	105.5	Flint	0.5/2.7/ 87/1091
WWWW-F	106.7	Detroit	0.3/1.8/ 3/ 135

RADIO STATIONS

WSAM, 1400, 1 KW (DA-2) , OLDIES	ABC D, $ 16.00 (Christal)	MacDonald
WSGW, 790, 5 KW/1 KW (DA-2) , MOR	NBC, MBS, $ 39.00 (Katz)	Booth
WXOX, 1250, 1 KW (DAYS) , OLDIES	, $ 14.00 (---)	
WGER-F, 106.3, 3 KW @ 325, EZ	MBS, $ 30.00 (Mc-Guild)	
WHNN-F, 96.1, 100 KW @ 1032, AC	US 2, $ 43.00 (Republic)	Liggett
WIOG-F, 102.5, 86 KW @ 870, CHR	ABC C, SOURCE, $ 80.00 (Katz)	Booth
WKCQ-F, 98.1, 50 KW @ 500, COUNTRY	ABC D, $ 42.00 (Christal)	MacDonald
WKQZ-F, 93.5, 3 KW @ 300, AOR	US 1, ABC R, $ 31.00 (Eastman)	
WTLZ-F, 107.1, 2 KW @ 360, BLACK	SBN, $ 21.00 (Banner)	

MISCELLANEOUS COMMENTS: WBCM changes from RELIGION to COUNTRY (Dec)...

ST. LOUIS

Arbitron Rank/Pop (12+): 15/2,052,400

MSA Rank/Pop: 13/2,490,000
— ADI # 18
Average Person Ratings: 18.1
Market TSL: 23.30 hours

Stations: 26/26
Diaries: 1830/1121:1/60.1%
Sample Target: 1760
% Below Line: 0.0
% Not Listed: 6.9

1989 Revenue: $69,000,000
HH Inc.: $30,906
Retail $: 18.3 Bil
Pop per Station: 78,938
#1 Biller: KMOX $21,700,000

12+ METRO			1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	KMOX	(N/T)	696/18.8	22.3	21.2	18.7	17.1	20.3	806/9296	7693/37.5	39.9	34.3	72	19.4	732	7923	KMOX
2.	KEZK-F	(EZ)	353/ 9.5	6.4	8.1	7.7	8.4	7.9	399/4026	3432/16.7	15.8	17.4	74	3.8	142	2138	KEZK-F
3.	KSHE-F	(AOR)	312/ 8.4	9.3	9.7	8.3	9.9	8.9	393/5248	4100/20.0	21.3	20.9	99	12.8	482	5185	KSHE-F
4.	KMJM-F	(B)	258/ 7.0	7.6	5.7	5.5	6.5	6.4	260/2513	2450/11.9	10.3	10.8	90	12.5	471	3064	KMJM-F
5.	WKBQ-F	(CHR)	250/ 6.7	8.5	6.1	6.4	3.6	6.9	279/4542	3884/18.9	17.9	14.2	57	8.7	328	4301	WKBQ-F
6.	KSD -F	(AOR)	223/ 6.0	4.9	5.1	4.7	6.8	5.2	236/3597	3342/16.3	15.0	16.4	132	7.4	280	3228	KSD -F
7.	KYKY-F	(AC)	205/ 5.5	5.5	4.7	5.0	5.1	5.2	221/3476	3269/15.9	14.5	13.2	135	4.2	160	2785	KYKY-F
8.	WIL -F	(C)	199/ 5.4	4.4	5.8	4.9	5.8	5.1	246/3200	2584/12.6	12.9	13.2	126	4.4	166	2912	WIL -F
9.	KLOU-F	(O)	161/ 4.3	3.5	5.2	7.0	5.8	5.0	200/3209	2639/12.9	16.1	17.8	174	2.9	110	1995	KLOU-F
10.	WKKX-F	(C)	131/ 3.5	1.7	1.8	3.0	2.4	2.5	145/1948	1549/ 7.5	6.5	6.2	117	2.0	76	1243	WKKX-F
11.	KRJY-F	(AC)	93/ 2.5	2.5	2.5	3.0	3.5	2.6	96/1880	1742/ 8.5	7.2	11.1	164	1.4	54	888	KRJY-F
12.	KUSA	(C)	85/ 2.3	1.5	2.0	1.8	1.4	1.9	142/1943	1119/ 5.5	5.6	5.2	87	0.8	32	753	KUSA
13.	KATZ	(B)	74/ 2.0	1.6	2.1	1.6	2.0	1.8	74/1036	1036/ 5.0	4.6	3.9	135	1.8	68	773	KATZ
14.	KATZ-F	(B)	59/ 1.6	1.1	1.4	1.0	1.0	1.3	60/1010	979/ 4.8	5.7	3.9	156	1.8	69	1478	KATZ-F
15.	WSNL-F	([illegible])	55/ 1.5	1.2	0.6	1.4	1.6	1.2	61/1387	1341/ 6.5	3.4	5.3	167	1.2	45	970	WSNL-F
16.	WEW	(BB)	47/ 1.3	1.3	1.0	1.4	0.7	1.3	50/463	392/ 1.9	2.2	2.0	8	0.9	35	261	WEW
17.	KFUO-F	(CL)	46/ 1.2	2.0	1.6	1.2	1.3	1.5	51/1243	1174/ 5.7	5.1	5.0	108	2.0	76	1210	KFUO-F
18.																	
19.																	
20.																	

12+ FM SHARE (METRO): 70.75% (2445 of 3456) (FAL 88: 69.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKBQ-F>>	1 KSHE-F	1 KSHE-F	1 KMOX	1 KMOX >	1 KMOX >>	1 KMOX >>	1 KMOX	1 KMOX >	1 KMOX >	1 KMOX >>
2 KMJM-F>	2 KSD -F	2 KSD -F<	2 KSHE-F	2 KSHE-F	2 KEZK-F>>	2 KSD -F	2 KEZK-F>	2 KEZK-F	2 KMJM-F	2 WKBQ-F<
3 KSHE-F	3 KYKY-F<	3 KMOX	3 KSD -F	3 KSD -F	3 WIL -F	3 KSHE-F	3 KSHE-F	3 KSHE-F	3 WKBQ-F	3 KMJM-F
4	4 KMJM-F	4 KYKY-F	4 KYKY-F<	4 KLOU-F<	4 KLOU-F	4 KEZK-F	4 KSD -F<	4 WKBQ-F	4 KSHE-F	4 WIL -F
5	5 WKBQ-F>	5 KMJM-F	5 KLOU-F	5 KYKY-F	5 WKKX-F	5 WIL -F<	5 KYKY-F	5 KMJM-F	5 KEZK-F	5 KSHE-F
6	6 KMOX	6 WIL -F	6 WIL -F<	6 KEZK-F<	6	6 KYKY-F	6 KLOU-F	6 KSD -F	6	6 KYKY-F
7	7 WIL -F	KLOU-F	7 KMJM-F	7 WIL -F	7	7 WKBQ-F	7 KMJM-F<	7 KYKY-F<	7	7 KEZK-F
8	8	8 WKBQ-F	8	8 KMJM-F	8	8 KMJM-F	8 WIL -F	8 WIL -F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMJM-F	1 KMJM-F	1 KYKY-F	1 KMJM-F<	1 KMOX >
2 WKBQ-F	2 KYKY-F<	2 WKBQ-F	2 KYKY-F	2 KYKY-F
3 KSHE-F	3 WKBQ-F	KMJM-F<	3 WKBQ-F	3 KEZK-F
4 KSD -F	4 KSHE-F	4 KSHE-F	KSHE-F	4 KMJM-F<
5 KYKY-F>>	5 KSD -F	5 KSD -F	5 KMOX	5 WIL -F<
6	6	6 KRJY-F	6 KSD -F<	6 KLOU-F
7	7	7	7 WIL -F	7 KSHE-F
8	8	8	8 KLOU-F	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSHE-F>>	1 KSHE-F>	1 KSD -F	1 KSHE-F	1 KMOX >
2 KSD -F	2 KSD -F>	2 KSHE-F>	2 KSD -F	2 KSD -F<
3 WKBQ-F>	3 KYKY-F	3 KMOX	3 KMOX >	3 KSHE-F>
4 KYKY-F>	4 KMOX	4 KYKY-F	4 KYKY-F	4 KLOU-F
5 KMJM-F	KMJM-F	5 KMJM-F	5 KLOU-F	5 WIL -F
6 WIL -F	6 WKBQ-F	6 KLOU-F	6 WIL -F	KYKY-F
7	7 KLOU-F	7 KATZ-F	7	7 KEZK-F
8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		286 (2)	286 (2)	8.3	3.8
AOR/CLASSIC		535 (2)	535 (2)	15.5	19.7
AC/OLDIES/SOFT ROCK	23 (1)	550 (5)	573 (6)	16.6	19.2
MOR/VARIETY					
COUNTRY	99 (2)	330 (2)	429 (4)	12.4	11.1
BLACK/URBAN	74 (1)	317 (2)	391 (3)	11.3	10.2
BEAUTIFUL/EASY		353 (1)	353 (1)	10.2	8.9
NEWS/TALK	712 (2)		712 (2)	20.6	19.6
NOSTALGIA	47 (1)		47 (1)	1.4	1.2
RELIGION/GOSPEL	35 (2)	28 (1)	63 (3)	1.8	3.1
SPANISH					
CLASSICAL		46 (1)	46 (1)	1.3	1.4
JAZZ/NEW AGE					
UNKNOWN/OTHERS	21 (1)		21 (1)	0.6	1.8
	1011 (10)	2445 (16)	3456 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA /SHARE/RTG/ AQH/CUME
KGLD	1380	St. Louis	0.6/2.5/23/546
KHTK-F	97.1	Florissant/St L	1.0/4.9/49/1139
KSIV	1320	Clayton/St. L.	0.4/1.5/23/342
KSTZ-F	105.7	Ste. Genve/St.L	1.0/5.2/56/1396
KXOK	630	St. Louis	0.4/3.0/20/710
WCBW-F	104.9	Columbia/St. L.	0.8/2.2/28/485
WESL	1490	E. St. Louis	0.5/1.3/20/268
WGNU	920	Granite City	0.6/1.8/27/369
WIL	1430	St. Louis	0.4/2.7/14/586

RADIO STATIONS

AM STATIONS

KATZ,	1600,	5 KW (DA-N)	, BLACK	NBN,	$ 45.00 (K & P)	Interurban
KGLD,	1380,	5 KW/1 KW (DA-2),	OLDIES	US 1,	$ 35.00 (Katz)	Chase
KMOX,	1120,	50 KW	, TALK	CBS,	$ 325.00 (CBS)	CBS
KSIV,	1320,	5 KW/125 W(DA-2),	RELIGION	,	$ 18.00 (---)	Bott
KUSA,	550,	5 KW (DA-N)	, COUNTRY OLDIES	MBS,	$ 50.00 (Mc-Guild)	Gannett
KXOK,	630,	5 KW (DA-2)	, TALK	ABC D,	$ 35.00 (HNWH)	
WESL,	1490,	1 KW/250 W(DA-1),	BLACK	SBN,	$ 25.00 (K & P)	
WEW ,	770,	1 KW (DAYS)	, NOSTALGIA	,	$ 27.00 (---)	
WIL ,	1430,	5 KW (DA-2)	, COUNTRY OLDIES	ABC I,	$ N/A (Banner)	Heritage

FM STATIONS

KATZ,	100.3,	50 KW @ 495,	BLACK	NBN,	$ 37.00 (K & P)	Interurban	
KEZK,	102.5,	100 KW @ 500,	BTFL/EZ	,	$ 93.00 (MMR)	Adams	
KFUO,	99.1,	100 KW @ 557,	CLASSICAL	MBS,	$ 46.00 (CMBS)		
KLOU,	103.3,	100 KW @ 900,	OLDIES	CBS,	$ 85.00 (CBS)	CBS	
KHTK,	97.1,	100 KW @ 560,	JAZZ/NAC	,	$ 45.00 (HNWH)		
KMJM,	107.7,	100 KW @ 575,	BLACK	,	$ 95.00 (Christal)	Noble	
KRJY,	96.3,	100 KW @ 540,	SOFT AC	NBC,	$ 54.00 (Banner)		
KSD ,	93.7,	100 KW @ 850,	CLASSIC AOR	,	$ 100.00 (Mc-Guild)	Gannett	
KSHE,	94.7,	100 KW @ 1019,	AOR	,	$ 155.00 (HNWH)	Emmis	
KSTZ,	105.7,	100 KW @ 285,	AC	SOURCE,	$ N/A (---)		(ST. GENEVIEVE)
KYKY,	98.1,	100 KW @ 580,	AC	,	$ 125.00 (MMR)	EZ	
WCBW,	104.9,	3 KW @ 235,	RELIGION	,	$ 20.00 (---)	Universal	
WIL ,	92.3,	97 KW @ 900,	COUNTRY	ABC E,	$ 75.00 (Banner)	Heritage	
WKBQ,	106.5,	93 KW @ 1015,	CHR	,	$ 73.00 (Katz)	Chase	
WKKX,	104.1,	50 KW @ 500,	COUNTRY	,	$ 41.00 (Roslin)		(JERSEY)
WSNL,	101.1,	50 KW @ 550,	AC	,	$ 40.00 (Torbet)		

CALL LETTER CHANGES

KLTH-F changes to KHTK-F (Aug)

FORMAT CHANGES

KHTK-F changes from JAZZ/NAC to CONTEMP.

STATION SALES

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 75/494,900
ADI # 106
MSA Rank/Pop: 133 (Sal/Mont) 594,000
NA (Santa Cruz)
Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 35/20
Diaries: 964/513:1/49.5%
Sample Target: 880
% Below Line: 31.5
% Not Listed: 16.1

1989 Revenue: $12,400,000
HH Inc.: $30,643
Retail $: 3.8 Bil
Pop per Station: 24,745
#1 Biller: KWAV-F $1,900,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGO	(N/T)	59/ 7.1	7.4	6.6	7.9	7.5	7.3	64/916	876/17.7	16.2	14.4	56	10.5	87	941	KGO
KDON-F	(CHR)	59/ 7.1	7.5	11.2	8.7	8.7	8.6	64/1165	1095/22.1	28.0	22.0	62	14.7	122	1468	KDON-F
3. KMBY-F	(AOR)	49/ 5.9	5.6	4.8	5.3	5.0	5.4	49/636	626/12.6	12.1	11.9	110	4.9	41	576	KMBY-F
4. KWAV-F	(AC)	46/ 5.6	5.0	3.8	5.3	5.9	4.9	48/674	626/12.6	14.9	14.2	148	4.0	33	589	KWAV-F
5. KTOM-AF	(C)	44/ 5.3	7.3	6.0	7.4	5.8	6.5	47/677	658/13.3	16.2	10.7	117	6.2	52	762	KTOM-A
6. KWSS-F	(CHR)	42/ 5.1	5.3	5.8	6.3	6.8	5.6	46/858	795/16.1	20.9	19.4	88	7.1	59	1135	KWSS-F
7. KBAY-F	(EZ)	37/ 4.5	5.1	4.9	5.9	3.4	5.1	38/508	452/ 9.1	10.2	9.3	44	3.3	27	391	KBAY-F
8. KOCN-F	(AC)	34/ 4.1	2.5	3.8	4.0	5.2	3.6	34/459	459/ 9.3	8.4	8.7	120	2.9	24	279	KOCN-F
9. KCTY	(SP)	31/ 3.7	2.7	3.1	2.1	3.3	2.9	31/356	356/ 7.0	7.5	5.4	122	1.3	11	217	KCTY
10. KRAY-F	(SP)	29/ 3.5	1.2	1.2	2.0	2.2	2.0	29/273	273/ 5.5	3.9	4.7	83	1.3	11	191	KRAY-F
11. KBOQ-F	(CL)	28/ 3.4	3.9	2.8	3.8	3.4	3.5	28/368	360/ 7.3	7.6	8.8	85	4.0	33	385	KBOQ-F
12. KCBS	(N/T)	26/ 3.1	2.1	2.7	2.8	2.9	2.7	27/553	518/10.5	8.0	9.5	52	2.4	20	357	KCBS
13. KLRS-F	(J/NA)	22/ 2.7	2.9	2.4	2.3	1.6	2.6	24/472	452/ 9.1	9.0	5.7	159				KLRS-F
14. KTGE	(SP)	20/ 2.4	1.3	2.0	1.4	1.1	1.8	20/244	244/ 4.9	3.8	3.1	129	1.4	12	181	KTGE
15. KLFA-F	(SP)	18/ 2.2	2.2	3.8	2.7	1.5	2.7	23/160	148/ 3.0	4.7	2.8	50	1.9	16	137	KLFA-F

12+ FM SHARE (METRO): 69.64% (484 of 695) (FAL 88: 73.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KMBY-F>	1 KMBY-F	1 KWAV-F	1 KWAV-F	1 KGO>	1 KGO	1 KMBY-F	1 KMBY-F<	1 KGO <	1 KGO >>
2 KWSS-F>	2 KWSS-F<	2 KWAV-F	2 KMBY-F	2 KMBY-F<	2 KBAY-F	2 KDON-F	2 KGO <	2 KDON-F	2 KWSS-F	2 KCTY >>
3 KRAY-F	3 KDON-F	3 KDON-F	3 KTOM-AF<	3 KTOM-AF	3 KTOM-AF	3 KTOM-AF<	3 KDON-F<	3 KTOM-AF	3 KRAY-F	3 KLFA-F
4 KZXR	4 KWAV-F	4 KWSS-F	4 KOCN-F	4 KOCN-F	4 KBOQ-F	4 KWAV-F	4 KTOM-AF<	4 KGO	4 KDON-F	4 KSJO-F
KLFA-F	5 KRAY-F	5 KOCN-F	5 KWSS-F<	5 KWSS-F	5 KCBS	5 KWSS-F	5 KWAV-F	5 KOCN-F	5 KMBY-F<	KFRC >
6	KOCN-F	6 KTOM-AF	KDON-F	KCTY	6 KCTY	6 KMBY-F	6	6	6 KOCN-F<	6
7	7	7	7 KLRS-F	KDON-F	KWAV-F	7	7	7	7 KBOQ-F<	7
8	8	8	8	8	8	8	8	8	8 KLFA-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KWSS-F	1 KWSS-F	1 KWAV-F>	1 KWAV-F	1 KWAV-F>
KOCN-F	KWAV-F	2 KWSS-F	2 KOCN-F	2 KTOM-AF
KDON-F>	3 KOCN-F	3 KOCN-F	3 KDON-F	3 KOCN-F
4 KWAV-F	4 KDON-F	4 KMBY-F	4 KWSS-F	4 KCTY
KRAY-F	5 KMBY-F	5 KLRS-F>	5 KTOM-AF	5 KDON-F
KLFA-F	6	6	6	6
7	7		7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMBY-F>	1 KMBY-F>	1 KMBY-F>>	1 KMBY-F>>	1 KMBY-F>
2 KDON-F>	2 KDON-F	2 KLRS-F	2 KDON-F	2 KWAV-F
3 KWSS-F	3 KWSS-F	3 KWSS-F	3 KTOM-AF	KTOM-AF
KZXR	4 KRAY-F	KWAV-F	KWSS-F	KGO
KRAY-F	5 KTGE	KDON-F	5 KGO	KLRS-F
6 KTOM-AF	6	6 KTGE	KWAV-F	6
KSJO-F	7	7 KRAY-F>	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		114 (4)	114 (4)	16.4	20.0
AOR/CLASSIC	13 (1)	77 (4)	90 (5)	12.9	11.7
AC/OLDIES/SOFT ROCK		101 (4)	101 (4)	14.5	13.6
MOR/VARIETY	19 (2)		19 (2)	2.7	1.3
COUNTRY	14 (2)	43 (2)	57 (4)	8.2	10.4
BLACK/URBAN					
BEAUTIFUL/EASY	3 (1)	48 (2)	51 (3)	7.3	9.7
NEWS/TALK	85 (2)		85 (2)	12.2	13.0
NOSTALGIA	15 (2)		15 (2)	2.2	2.1
RELIGION/GOSPEL					1.1
SPANISH	62 (4)	47 (2)	109 (6)	15.7	10.0
CLASSICAL		28 (1)	28 (1)	4.0	4.0
JAZZ/NEW AGE		22 (1)	22 (1)	3.2	1.9
UNKNOWN/OTHERS		4 (1)	4 (1)	0.6	1.0
	211 (14)	484 (21)	695 (35)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KHIP-F	93.5	Hollister	1.6/6.6/ 15/ 351
KOMY	1340	Watsonville	1.3/4.5/ 13/ 229
KPIG-F	107.5	Freedom	1.2/4.2/ 10/ 210
KPUP	540	Salinas	0.4/1.5/ 3/ 72
KSCO	1080	Santa Cruz/Mont	1.0/3.6/ 8/ 176
KSUR-F	99.5	Greenfield	0.5/1.7/ 4/ 84
KZXR	1460	Salinas	1.6/3.5/ 13/ 172
KARA-F	105.7	Santa Clara/SJ	1.0/2.8/ 8/ 138
KAZA	1290	Gilroy	0.5/2.2/ 4/ 111
KFOG-F	104.5	San Francisco	0.4/2.1/ 3/ 102
KFRC	610	San Francisco	0.5/2.2/ 6/ 116
KLOK	1170	San Jose/SF	0.8/2.2/ 9/ 119
KMEL-F	106.1	San Francisco	1.2/3.0/ 10/ 150
KNBR	680	San Francisco	1.3/6.3/ 17/ 395
KOME-F	98.5	San Jose/SF	1.6/5.7/ 13/ 287
KSJO-F	92.3	San Jose	1.4/5.8/ 12/ 308
KXXX-F	99.7	San Francisco	0.4/1.3/ 3/ 70

RADIO STATIONS

KCTY, 980, 1 KW/247 W (DA-1), HISPANIC , $ 23.00 (Lotus)
KOMY, 1340, 1 KW , NOSTALGIA MBS, $ 12.00 (Radio Time) (WATSONVILLE)
KTGE, 1570, 250 W/8 W , HISPANIC , $ 13.00 (---)

KBOQ-F, 92.7, 1 KW @ 570, CLASSICAL , $ 22.00 (Durpetti)
KDON-F, 102.5, 19 KW @ 2270, CHR , $ 39.00 (Katz) Henry
KHIP-F, 93.5, 1 KW @ 1500, CLASSIC AOR , $ 17.00 (Eastman) (HOLLISTER)
KLFA-F, 93.9, 5 KW @ 667, HISPANIC , $ 16.00 (Caballero) (KING CITY)
KMBY-F, 107.1, 1 KW @ 1570, AOR , $ 32.00 (Banner)
KOCN-F, 104.9, 1 KW @ 500, AC MBS,TRNSTR, $ 24.00 (Torbet)
KPIG-F, 95.9, 3 KW @ 335, COUNTRY , $ 17.00 (Republic) (WATSONVILLE)
KRAY-F, 103.9, 3 KW @ 165, HISPANIC , $ 23.00 (Lotus)
KTOM-F, 100.7, 1 KW @ 2575, COUNTRY ABC E, $ 30.00 (MMR) Comm. Service
KWAV-F, 96.9, 18 KW @ 2500, AC APR, $ 35.00 (HNWH) Buckley
KXDC-F, 101.7, 1 KW @ 590, BTFL/EZ , $ 15.00 (Christal)
KLRS-F, 99.1, 1 KW @ 2618, JAZZ/NAC , $ 28.00 (Mc-Guild) Fuller-Jeffrey

OTHER RANKED STATIONS -- See San Francisco or San Jose...KLRS-A changes back to KSCO (Oct)...

American Radio Fall 1989, Copyright 1990

SALT LAKE CITY

Arbitron Rank/Pop (12+): 38/1,004,800	Stations: 31/31	1989 Revenue: $30,500,000
	Diaries: 1375/731:1/57.4%	HH Inc.: $28,337
MSA Rank/Pop: 45/1,090,000	Sample Target: 1250	Retail $: 6.9 Bil
ADI # 42	% Below Line: 0.0	Pop per Station: 32,412
Average Person Ratings: 15.7	% Not Listed: 7.7	#1 Biller: KSL $4,500,000
Market TSL: 20.5 hours		

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KSFI-F (EZ)	179/11.3	9.4	7.3	9.8	10.0	9.4	211/2434	2004/19.9	18.8	19.6	99	4.1	69	1206	KSFI-F
2. KKAT-F (C)	167/10.6	9.1	9.3	8.6	9.6	9.4	204/2486	2001/19.9	18.9	19.7	115	11.8	196	2055	KKAT-F
3. KSL (MOR)	124/ 7.8	4.6	6.7	7.0	7.0	6.5	153/2748	2244/22.3	22.0	24.2	87	7.7	128	2318	KSL
4. KISN-F (CHR)	108/ 6.8	8.0	7.3	6.9	7.9	7.3	127/2561	2141/21.3	23.4	20.0	100	7.5	125	2142	KISN-F
5. KLZX-AF (AOR)	99/ 6.2	3.0	5.0	3.6	4.8	4.4	99/1343	1293/12.9	13.4	12.5	159	6.8	111	1274	KLZX-AF
6. KSOP-AF (C)	95/ 6.0	5.6	8.3	8.0	4.2	7.0	131/2038	1543/15.4	18.1	12.8	110	7.4	116	1313	KSOP-AF
7. KBER-F (AOR)	92/ 5.8	5.3	5.0	4.5	4.1	5.2	97/1298	1179/11.7	9.3	9.4	64	6.9	115	1229	KBER-F
8. KCPX-F (CHR)	77/ 4.9	6.9	7.2	7.9	7.3	6.7	93/2183	1863/18.5	23.0	22.1	76	6.3	105	2227	KCPX-F
9. KMGR-F (AC)	65/ 4.1	2.9	2.6	3.2	4.0	3.2	67/979	930/ 9.3	7.4	8.3	117	2.3	39	788	KMGR-F
10. KALL (AC)	46/ 2.9	2.4	2.4	2.3	3.7	2.5	47/916	901/ 9.0	7.8	10.3	110	2.0	34	640	KALL
11. KLCY-F (AC)	43/ 2.7	2.2	3.7	3.0	3.2	2.9	70/1147	825/ 8.2	10.2	9.5	144	2.4	40	665	KLCY-F
12. KLVV-F (AC)	40/ 2.5	2.2	1.2	0.5	0.6	1.6	40/937	906/ 9.0	5.0	2.0	116	2.4	40	563	KLVV-F
13. KDYL (BB)	38/ 2.4	2.4	2.3	1.6	1.0	2.2	42/462	432/ 4.3	3.8	2.8	33	2.2	36	376	KDYL
14. KZHT-F (CHR)	36/ 2.3	4.9	2.6	1.7	0.8	2.9	36/914	892/ 8.9	8.0	2.8	43	4.2	70	1358	KZHT-F
15. KRSP-F (AOR)	32/ 2.0	3.7	5.3	5.6	6.3	4.2	42/1124	943/ 9.4	15.4	18.4	100	2.6	44	1425	KRSP-F
KJQN-F (AOR)	32/ 2.0	3.8	2.2	3.3	3.2	2.8	34/677	646/ 6.4	6.3	5.7	55	4.2	70	973	KJQN-F
17. KKWY-F (AC)	28/ 1.8	2.1	2.2	1.0	1.1	1.8	28/757	725/ 7.2	7.5	4.4	89	0.8	13	354	KKWY-F
18. KZOL-F (O)	22/ 1.4	2.5	2.2	1.3	1.1	1.9	22/677	639/ 6.4	8.7	6.3	157	1.6	27	459	KZOL-F
19. KTKK (T)	21/ 1.3	3.0	1.7	3.1	3.4	2.3	21/410	407/ 4.1	3.2	5.8	77	2.9	48	533	KTKK
KRPN-F (O)	21/ 1.3	1.0	0.5	0.8	1.2	0.9	24/441	334/ 3.3	2.9	3.6	154	0.7	12	188	KRPN-F

12+ FM SHARE (METRO): 77.79% (1135 of 1459) (FAL 88: 75.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCPX-F>	1 KKAT-F<	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KSFI-F>	1 KSFI-F	1 KSFI-F>	1 KKAT-F	1 KKAT-F	1 KKAT-F>>
2 KISN-F	2 KLZX-AF	KSFI-F<	2 KSFI-F	2 KSFI-F	2 KSL	2 KSL <	2 KKAT-F>	2 KSFI-F>	2 KBER-F	2 KSFI-F
3 KBER-F	3 KBER-F	3 KLZX-AF	3 KLZX-AF	3 KLZX-AF	3 KKAT-F>	3 KKAT-F	3 KISN-F	3 KISN-F	3 KSFI-F	3 KSOP-F<
4 KZHT-F>	4 KISN-F>	4 KISN-F	4 KISN-F	4 KSL	4 KSOP-AF	4 KLZX-AF<	KBER-F<	4 KSL	KCPX-F	4 KSL >
5 KJQN-F	5 KMGR-F	5 KBER-F	5 KSOP-AF<	KISN-F<	5	5 KISN-F>	5 KLZX-AF<	KBER-F	5 KSL	5 KLZX-F
6 KKAT-F	6 KSFI-F<	6 KSOP-AF<	6 KSL	6 KSOP-AF>	6	6 KSOP-AF	6 KSOP-AF	6 KSOP-AF	6 KISN-F	6 KISN-F
7	7 KSOP-AF	7 KMGR-F	7 KMGR-F	7 KMGR-F	7	7 KALL	7 KMGR-F<	7 KLZX-AF	7 KLZX-AF	7 KUTR
8	KCPX-F	8	8	8	8	8	8 KSL	8	8 KSOP-AF	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMGR-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KSFI-F
2 KKAT-F	2 KISN-F>	2 KISN-F	2 KISN-F<	2 KKAT-F
KISN-F	3 KMGR-F	3 KLZX-AF	3 KSFI-F>	3 KISN-F>
4 KBER-F>	4 KLZX-AF	4 KSOP-AF	4 KMGR-F	4 KSOP-AF
5 KCPX-F	5 KSFI-F	KSFI-F>	5 KCPX-F	5 KMGR-F<
6 KZHT-F	6 KBER-F	6 KMGR-F	6 KLZX-AF<	6 KBER-F<
KSFI-F	7 KCPX-F	7 KCPX-F	7 KSOP-AF	7 KLZX-AF
KLVV-F	8	8	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBER-F>	1 KBER-F<	1 KLZX-AF>	1 KLZX-AF	1 KLZX-AF
2 KKAT-F	2 KLZX-AF>	2 KBER-F>	KKAT-F	2 KKAT-F
3 KLZX-AF>	3 KKAT-F>	3 KKAT-F	3 KBER-F	3 KSL <
4 KSOP-AF	4 KISN-F	4 KSL	4 KSFI-F	4 KSFI-F>
KJQN-F	5 KSOP-AF	5 KISN-F	5 KSL <	5 KSOP-AF
6 KRSP-F	KRSP-F	6 KMGR-F	6 KSOP-AF	6 KBER-F
KISN-F	7 KKWY-F	KKWY-F	7	7
8	KJQN-F	8	8	8

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	16 (1)	221 (3)	237 (4)	16.2	16.2
AOR/CLASSIC	2 (1)	262 (5)	264 (6)	18.1	21.5
AC/OLDIES/SOFT ROCK	75 (5)	219 (6)	294 (11)	20.2	17.1
MOR/VARIETY	124 (1)		124 (1)	8.5	7.5
COUNTRY	8 (1)	254 (2)	262 (3)	18.0	14.9
BLACK/URBAN					
BEAUTIFUL/EASY	9 (1)	179 (1)	188 (2)	12.9	10.7
NEWS/TALK	21 (1)		21 (1)	1.4	3.6
NOSTALGIA	38 (1)		38 (1)	2.6	2.5
RELIGION/GOSPEL	12 (1)		12 (1)	0.8	2.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					2.2
UNKNOWN/OTHERS	19 (1)		19 (1)	1.3	1.5
	324 (14)	1135 (17)	1459 (31)		

OTHER RATED STATIONS			METRO CUME TSA TS SHARE/RTG/AQH/CUME
KANN	1120	Ogden	0.8/1.6/ 12/ 165
KDAB-F	101.1	Ogden/Slt.Lk.Ct	0.6/2.0/ 9/ 206
KFAM	700	N Salt Lake Cit	0.6/1.8/ 9/ 210
KFMY	960	Provo/Salt Lake	0.1/0.7/ 2/ 80
KISN	570	Salt Lake City	1.0/6.3/ 18/ 677
KLO	1430	Ogden	0.8/1.6/ 13/ 176
KRSP	1060	S Salt Lake	0.6/3.4/ 11/ 395
KSRR	1400	Provo	0.4/1.9/ 6/ 194
KUTR	1320	Salt Lake City	1.2/3.2/ 19/ 317

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RADIO STATIONS

AM STATIONS

KALL	910	5 KW/1 KW (DA-N)	AC	ABC I, MBS	$ 30.00	(Eastman)	Hatch
KDYL	1280	5 KW/500 W (DA-N)	NOSTALGIA	SMN	$ 22.00	(CBS)	
KISN	570	5 KW (DA-1)	??		$ 26.00	(Mc-Guild)	
KRSP	1060	10 KW/1 KW (DA-N)	OLDIES	ABC D	$ 20.00	(Durpetti)	
KSL	1160	50 KW	MOR	CBS	$ 90.00	(MMR)	Bonneville
KTKK	630	1 KW/500 W (DA-2)	TALK	ABC T	$ 23.00	(K & P)	
KLZX	860	50 KW/196 W	AOR	SOURCE	$ 20.00	(Christal)	Citadel

FM STATIONS

KQOL	106.3	7 KW @ 2710	COUNTRY ROCK		$ 26.00	(Torbet)		
KCPX	98.7	27 KW @ 2930	CHR		$ 60.00	(Katz)	John Price	
KBER	101.1	25 KW @ 3740	AOR		$ 33.00	(HNWH)		(OGDEN)
KZOL	96.1	55 KW @ 2620	OLDIES	TRNSTR	$ 27.00	(HNWH)	Cook Inlet	(PROVO)
KISN	97.1	26 KW @ 3650	CHR		$ 60.00	(Mc-Guild)		
KJQN	95.5	100 KW @ 680	AOR		$ 27.00	(---)		(OGDEN)
KKAT	101.9	26 KW @ 3740	COUNTRY		$ 74.00	(Banner)	Brown	(OGDEN)
KKWY	97.9	26 KW @ 3770	AOR	TRNSTR	$ 20.00	(CBS)		(OGDEN)
KLCY	94.1	24 KW @ 3030	AC	ABC E	$ 46.00	(Eastman)	Hatch	
KLVV	99.5	40 KW @ 2953	AC		$ 21.00	(K & P)		(BOUNTIFUL)
KLZX	93.3	26 KW @ 3740	CLASSIC AOR		$ 30.00	(Christal)	Citadel	
KMGR	107.5	49 KW @ 2850	SOFT AC		$ 34.00	(HNWH)		(OREM)
KRPN	107.9	67 KW @ 2383	OLDIES		$ N/A	(Christal)	Bonneville	(ROY)
KRSP	103.5	27 KW @ 3630	AOR	ABC R	$ 58.00	(Durpetti)		
KSFI	100.3	26 KW @ 3740	BTFL/EZ		$ 65.00	(CBS)		
KSOP	104.3	25 KW @ 3650	COUNTRY		$ 56.00	(MMR)		
KSOS	106.9	68 KW @ 2369	??		$ 20.00	(Moore)		(BRIGHMAN)
KZHT	94.9	47 KW @ 2730	CHR		$ 31.00	(Durpetti)		(PROVO)

CALL LETTER CHANGES

KUTR changes to KLZX (Jan)
KEMX changes to KUTR (Sep)
KBER changes to KQOL (Jan)
KDAB changes to KBER (Jan)

FORMAT CHANGES

KLZX changes from RELIGION to AOR...KQOL change to COUNTRY ROCK (Jan)...KBER changes from JAZZ/NAC to AOR (Jan)...KMGR-A changes from BLACK to AC...

STATION SALES

KDAB-F (Ogden) sold by Albimar $1,850,000...KBER-F (Spanish Fork) sold for $1,000,000...KKAT-F sold by Brown to Appollo for $12,000,000 (Americom)

KFMY, KZOL_F (Provo) sold by Cook Inlet for $972,000

SAN ANTONIO

Arbitron Rank/Pop (12+): 36/1,054,000
MSA Rank/Pop: 38/1,320,000
ADI # 43
Average Person Ratings: 18.4
Market TSL: 24.00 hours

Stations: 28/28
Diaries: 1407/749:1/53%
Sample Target: 1260
% Below Line: 0.0
% Not Listed: 7.0

1989 Revenue: $38,500,000
HH Inc.: $24,968
Retail $: 8.0 Bil
Pop per Station: 37,642
#1 Biller: KKYX, KCYY-F $5,500,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KCYY-F	(C)	200/10.3	9.0	8.4	9.5	10.3	9.3	261/2685	2075/19.7	20.2	21.5	120	11.3	211	2014	KCYY-F
2. KTFM-F	(B)	150/ 7.7	6.6	6.0	7.2	5.7	6.9	160/2684	2439/23.1	21.3	17.9	87	9.0	168	2104	KTFM-F
3. KITY-F	(CHR)	126/ 6.5	7.6	6.8	6.2	7.0	6.8	138/2211	1937/18.4	19.2	19.5	63	10.4	194	2670	KITY-F
4. WOAI	(N/T)	111/ 5.7	4.7	6.0	7.9	6.4	6.1	168/2279	1604/15.2	14.1	14.9	61	4.3	80	1162	WOAI
5. KMMX-F	(AC)	106/ 5.5	4.5	5.1	4.4	3.4	4.9	108/1418	1339/12.7	13.9	9.9	149	2.8	53	819	KMMX-F
6. KCOR	(SP)	99/ 5.1	3.6	5.2	5.6	7.0	4.9	102/819	778/ 4.7	7.6	8.7	90	3.4	64	753	KCOR
7. KAJA-F	(C)	98/ 5.0	5.3	5.6	5.1	5.5	5.3	106/1802	1569/14.9	13.8	15.3	116	5.4	100	1787	KAJA-F
8. KSAQ-F	(CHR)	94/ 4.8	4.4	3.1	3.3	3.4	3.9	101/1700	1611/15.3	13.1	12.9	40	5.0	94	1463	KSAQ-F
9. KKYX	(C)	90/ 4.6	5.1	5.4	4.2	3.9	4.8	196/2260	1009/ 9.6	8.6	8.9	104	3.6	67	1078	KKYX
10. KSMG-F	(O)	88/ 4.5	7.3	6.4	3.9	5.4	5.5	109/1624	1370/13.0	17.3	13.8	160	6.7	124	1335	KSMG-F
11. KISS-F	(AOR)	86/ 4.4	5.5	5.1	5.0	4.7	5.0	96/1631	1369/13.0	16.0	14.4	95	7.7	144	1611	KISS-F
12. KQXT-F	(EZ)	85/ 4.4	4.2	4.7	6.3	7.6	4.9	108/1376	1154/10.9	13.1	14.6	66	3.1	57	847	KQXT-F
13. KTSA	(MOR)	81/ 4.2	4.2	3.4	2.5	3.5	3.6	119/1422	968/ 9.2	9.5	9.8	60	1.8	34	590	KTSA
14. KZEP-F	(AOR)	69/ 3.6	4.2	3.1	3.5	4.5	3.6	76/1161	1082/10.3	10.4	11.0	142	3.6	67	984	KZEP-F
15. KONO	(O)	48/ 2.5	3.3	3.1	3.3	2.9	3.0	53/927	801/ 7.6	8.6	9.1	148	2.6	48	671	KONO
16. KZVE-F	(SP)	42/ 2.2	3.0	3.1	2.1	2.2	2.6	50/596	445/ 4.2	5.3	4.3	123	1.6	30	436	KZVE-F
17. KFAN-F	(AC)	38/ 2.0	1.7	0.8	1.3	1.1	1.5	47/711	588/ 5.6	5.1	4.1	110	0.9	16	340	KFAN-F
18. KEDA	(SP)	32/ 1.6	1.9	2.8	2.2	2.0	2.1	33/512	490/ 4.6	3.7	5.7	112	1.6	29	378	KEDA
19. KSLR	(REL)	31/ 1.6	1.0	1.1	1.6	1.3	1.3	32/493	444/ 4.2	3.7	3.8	125	1.8	34	478	KSLR
20. KSAH	(SP)	26/ 1.3	1.3	1.0	----	1.0	0.9	31/369	302/ 2.9	2.2	3.3	115	0.6	11	260	KSAH
21. KCHL	(J/NA)	24/ 1.2	0.9	1.1	1.0	0.7	1.0	24/230	230/ 2.2	2.4	1.8	175	1.2	22	247	KCHL
22. KXTN	(SP)	[illegible].2	1.1	3.1	1.2	0.8	1.6	25/483	437/ 4.1	5.2	3.0	125	1.1	20	315	KXTN
23.																
24.																
25.																

12+ FM SHARE (METRO): 65.48% (1182 of 1805) (FAL 88: 65.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KITY-F	1 KCYY-F	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 WOAI	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 KTFM-F	1 KITY-F>>
2 KTFM-F	2 KTFM-F	2 KTFM-F	2 KMMX-F	2 KMMX-F	2 KCYY-F	2 WOAI	2 KMMX-F	2 KTFM-F>	KITY-F	2 WOAI
3 KSAQ-F	3 KITY-F<	3 KMMX-F	3 KSMG-F	3 KSMG-F	3 KCOR	3 KTFM-F	3 KAJA-F<	3 KITY-F	3 KSAQ-F	3 KTFM-F
4	4 KISS-F	4 KSMG-F	4 KTFM-F	4 KTFM-F	4 KTSA	4 KCOR <	4 KTFM-F<	4 KAJA-F	4 KISS-F	4 KCYY-F
5	5 KMMX-F	KITY-F	5 KAJA-F<	5 KAJA-F	5 KQXT-F	5 KKYX	5 KSMG-F<	5 KMMX-F	5 KCYY-F	5 KRNS <
6	6 KSAQ-F	6 KISS-F	6 KZEP-F	6 KZEP-F<	KKYX >	6 KITY-F	6 KKYX	6 KSMG-F	6 KTSA	6 KMMX-F<
7	7 KAJA-F<	7 KAJA-F	7 KISS-F<	7 KKYX	7 KAJA-F	7 KAJA-F	7 KQXT-F	KKKYX-F	7 KMMX-F	7
8	8 KZEP-F<	8 KZEP-F	8 KKYX	8	8	8	WOAI	8	KCOR	
9	9 KSMG-F	9	9	9	9	9		9	9 KAJA-F	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KCYY-F>	1 KCYY-F
2 KITY-F	2 KTFM-F	2 KTFM-F<	2 KTFM-F<	2 KMMX-F
3 KTFM-F	3 KITY-F	3 KMMX-F>	3 KMMX-F>	3 KTFM-F
4 KSAQ-F>	4 KMMX-F	4 KITY-F	4 KITY-F	4 KAJA-F
5 KAJA-F	5 KAJA-F	5 KSMG-F	KAJA-F	5 KSMG-F
6 KFAN-F	6 KSAQ-F	6 KAJA-F	6 KSMG-F>	KCOR >
7 KMMX-F	7 KSMG-F	7 KZVE-F	7 KCOR	7 KITY-F
KISS-F	8 KZEP-F	8 KZEP-F	8	8
9	9	KCOR >	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSAQ-F	1 KISS-F	1 KCYY-F	1 KCYY-F	1 KCYY-F>
KISS-F	2 KCYY-F<	2 KISS-F	2 KISS-F	2 KSMG-F
3 KTFM-F	3 KTFM-F	3 KTFM-F	3 KTFM-F<	3 KZEP-F
4 KITY-F>	4 KSAQ-F	4 KZEP-F	4 KSMG-F<	4 KMMX-F<
5 KCYY-F	5 KITY-F	KMMX-F	5 KZEP-F	5 KISS-F
6 KSJL >	6 KZEP-F	6 KSMG-F>	6 KMMX-F	6 KKYX <
7 KZEP-F	KMMX-F	7 KITY-F	KITY-F	7 KTFM-F
KMMX-F	8	KAJA-F	8	8
9	9	9	9	9
	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	16 (1)	220 (2)	236 (3)	13.1	12.1
AOR/CLASSIC		155 (2)	155 (2)	8.6	9.8
AC/OLDIES/SOFT ROCK	60 (3)	232 (3)	292 (6)	16.2	13.8
MOR/VARIETY	81 (1)		81 (1)	4.5	4.2
COUNTRY	90 (1)	298 (2)	388 (3)	21.5	21.4
BLACK/URBAN		150 (1)	150 (1)	8.3	6.9
BEAUTIFUL/EASY		85 (1)	85 (1)	4.7	8.2
NEWS/TALK	123 (2)		123 (2)	6.8	6.8
NOSTALGIA					
RELIGION/GOSPEL	41 (2)		41 (2)	2.3	1.3
SPANISH	180 (4)	42 (1)	222 (5)	12.3	14.9
CLASSICAL					
JAZZ/NEW AGE	24 (1)		24 (1)	1.3	
UNKNOWN/OTHERS	8 (1)		8 (1)	0.4	0.4
	623 (16)	1182 (12)	1805 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDRY	1100	Alamo Heights	0.5/2.4/ 15/ 310
KFHM	1160	San Antonio	0.4/2.1/ 8/ 218
KRIA	930	Terrll Hills	0.3/1.1/ 7/ 116
KRNS	1250	San Antonio	0.6/2.3/ 14/ 268
KSJL	760	San Antonio	0.8/3.5/ 19/ 469
KWED	1580	Seguin	0.3/1.1/ 6/ 119

RADIO STATIONS

AM STATIONS

KCHL, 1480, 2.5 KW (DAYS, DA) , BLACK	, $ 20.00 (Mc-Guild)	
KCOR, 1350, 5 KW (DA-N) , HISPANIC	, $ 67.00 (Katz Hisp.)	Tichenor
KDRY, 1100, 11 KW/1 KW (DA-N) , RELIGION	, $ 12.00 (---)	
KEDA, 1540, 5 KW/1 KW (DA-N) , HISPANIC	, $ 38.00 (Caballero)	
KFHM, 1160, 10 KW/1 KW (DA-2) , HISPANIC	$ 19.00 (---)	
KKYX, 680, 50 KW/10 KW (DA-N), COUNTRY	ABC I, $ 53.00 (Katz)	NewCity
KONO, 860, 5 KW/1 KW , OLDIES	NBC, $ 36.00 (Christal)	Genesis/Booth
KRIA, 930, 5 KW/1 KW (DA-N) , OLDIES	CRC, $ 26.00 (Lotus)	Adams
KRNS, 1250, 1 KW (DA-N) , NEWS/TALK	CNN, MBS, $ 35.00 (Torbet)	Lotus
KSAH, 720, 10 KW/1 KW (DA-2) , HISPANIC	, $ 22.00 (Caballero)	
KSJL, 760, 50 KW/1 KW (DA-1) , AOR	SMN, NBC, $ N/A (Eastman)	Inner City
KSLR, 630, 5 KW (DA-2) , RELIGION	, $ 19.00 (---)	
KTSA, 1310, 5 KW (DA-N) , MOR	ABC D, $ 29.00 (Banner)	
KXTN, 1310, 5 KW/280 W (DA-1), HISPANIC	, $ 29.00 (Lotus)	TK
WOAI, 1200, 50 KW , NEWS/TALK	CBS, $ 80.00 (Christal)	Clear Channel

FM STATIONS

KAJA, 97.3, 100 KW @ 472, COUNTRY	, $ 65.00 (Christal)	Clear Channel
KCYY, 100.3, 98 KW @ 570, COUNTRY	, $ 84.00 (Katz)	NewCity
KFAN, 101.1, 100 KW @ 620, AC	, $ N/A (Eastman)	(FREDERICKSBURG)
KISS, 99.5, 100 KW @ 1084, AOR	SOURCE, $ 70.00 (MMR)	Adams
KITY, 92.9, 100 KW @ 1016, CHR	, $ 64.00 (Christal)	Genesis/Booth
KMMX, 106.7, 100 KW @ 1030, SOFT AC	, $ 58.00 (Mc-Guild)	
KQXT, 101.9, 100 KW @ 700, BTFL/EZ	, $ 59.00 (Group W)	Westinghouse
KSAQ, 96.1, 100 KW @ 480, CHR	NBC, US 1, $ 45.00 (Eastman)	Inner City
KSMG, 105.3, 100 KW @ 1240, OLDIES	US 1, $ 60.00 (CBS)	Rusk
KTFM, 102.7, 100 KW @ 670, CHR	, $ 70.00 (Banner)	
KZEP, 104.5, 100 KW @ 660, CLASSIC AOR	MBS, $ 50.00 (Torbet)	Lotus
KZVE, 107.5, 100 KW @ 1514, HISPANIC	, $ 44.00 (Eastman)	TK

CALL LETTER CHANGES

FORMAT CHANGES

KTSA reclassified as NOST.

STATION SALES

KSMG-F from Rusk to Jaco for $10,000,000 (E) (MVP Americom)...

SAN DIEGO

Arbitron Rank/Pop (12+): 16/2,046,800
MSA Rank/Pop: 16/2,4300600
ADI # 24
Average Person Ratings: 17.1
Market TSL: 22.25 hours

Stations: 39/30
Diaries: 2092/978:1/49.1%
Sample Target: 1740
% Below Line: 6.1
% Not Listed: 9.2

1989 Revenue: $84,300,000
HH Inc.: $31,832
Retail $: 17.6 Bil
Pop per Station: 68,226
#1 Biller: KFMB $10,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKLQ-AF (CHR)	316/ 9.0	9.6	8.8	8.9	9.5	9.1		4336/21.2	22.3	22.1	72	13.0	411	4704	KKLQ-AF
2. KGB -F (AOR)	244/ 7.0	5.0	8.8	6.5	7.0	6.8		3356/16.4	16.0	16.8	99	9.9	324	3193	KGB -F
3. KJQY-F (EZ)	228/ 6.5	5.4	6.6	8.3	6.2	6.7		2189/10.7	13.3	13.2	52	3.8	124	1656	KJQY-F
4. KSON-AF (C)	200/ 5.7	6.1	7.0	6.1	7.1	6.2		2548/12.4	14.4	12.0	114	7.4	226	2021	KSON-AF
5. KSDO (N/T)	170/ 4.9	6.2	6.0	5.6	6.2	5.7		2335/11.4	12.9	14.1	84	4.6	152	1738	KSDO
6. XTRA-F (AOR)	168/ 4.8	5.6	4.6	5.0	5.1	5.0		2718/13.3	14.3	15.8	69	6.9	226	3009	XTRA-F
7. KPOP (BB)	154/ 4.4	3.0	2.5	3.7	4.3	3.4		1610/ 7.9	6.9	6.1	36	2.7	90	1052	KPOP
8. KYXY-F (AC)	150/ 4.3	3.6	3.6	5.2	3.6	4.2		2114/10.3	10.2	8.8	151	4.7	153	2094	KYXY-F
9. KFMB (MOR)	148/ 4.2	8.3	6.7	4.4	5.3	5.9		2417/11.8	17.8	12.6	114	5.1	169	2802	KFMB
10. KFMB-F (AC)	145/ 4.1	5.4	5.7	5.2	6.3	5.1		3018/14.7	18.7	20.3	129	4.4	143	2343	KFMB-F
11. KFSD-F (CL)	136/ 3.9	3.0	2.6	3.4	2.8	3.2		1942/ 9.5	6.9	7.4	92	1.8	58	1014	KFSD-F
12. KIFM-F (J/NA)	130/ 3.7	3.5	3.1	3.2	2.9	3.4		1849/ 9.0	10.7	9.2	154	3.2	105	1564	KIFM-F
13. XHRM-F (B)	114/ 3.3	3.2	3.2	3.8	2.8	3.4		1671/ 8.2	8.5	8.8	82		181	2672	XHRM-F
14. KKYY-F (AC)	113/ 3.2	3.1	3.5	3.8	3.2	3.4		2041/10.0	9.3	9.6	147	2.1	70	1206	KKYY-F
15. KGMG-F (AOR)	74/ 2.1	2.3	1.8	2.0	2.0	2.0		1193/ 5.8	5.1	5.9	157	3.4	112	1336	KGMG-F
KCBQ-F (O)	74/ 2.1	3.2	2.5	3.0	2.6	2.7		1522/ 7.4	11.8	9.0	167	2.2	72	1325	KCBQ-F
17. KSDO-F (AOR)	61/ 1.7	2.0	1.9	1.8	1.6	1.9		1532/ 7.5	6.9	5.6	159	2.7	88	980	KSDO-F
18. KNX (N/T)	55/ 1.6	1.1	1.6	1.6	1.4	1.5		1100/ 5.4	6.4	5.8	50	1.1	35	1073	KNX
XTRA (N)	55/ 1.6	1.1	0.8	0.9	1.0	1.1		1470/ 7.2	4.5	6.3	94	1.1	37	960	XTRA
20. XHTZ-F (AOR)	50/ 1.4	1.9	1.1	1.3	1.5	1.4		1354/ 6.6	7.4	6.9	129	1.1	37	1009	XHTZ-F
21. XLTN-F (SP)	49/ 1.4	0.6	1.3	0.3	0.7	0.9		490/ 2.4	2.6	2.1	100	0.7	23	423	XLTN-F
22. KCBQ (O)	44/ 1.3	0.6	0.5	0.5	0.3	0.7		687/ 3.4	2.1	1.5	162	0.6	21	410	KCBQ
23.															
24.															
25.															

NOTE: San Diego's Metro and TSA are the same.

12+ FM SHARE (METRO): 73.78% (2344 of 3177) (FAL 88: 71.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKLQ-AF>>	1 KGB -F	1 KGB -F	1 KGB -F	1 KGB -F	1 KJQY-F>	1 KKLQ-AF<	1 KGB -F	1 KKLQ-AF>	1 KKLQ-AF>	1 KSDO >>
2 XTRA-F	2 KKLQ-AF	2 KKLQ-AF>	2 KKLQ-AF	2 KKLQ-AF	2 KPOP	2 KGB -F	2 KKLQ-AF<	2 KGB -F	2 XTRA-F	2 KGB -F<
3 XHRM-F	3 XTRA-F>	3 XTRA-F	3 KYXY-F<	KSON-AF	3 KSDO	KSDO <	3 KJQY-F	3 KJQY-F	3 KFMB	3 KSON-F
4	4 KKYY-F	4 KFMB-F<	4 KSON-AF	KYXY-F	4 KSON-AF<	4 KSON-AF	4 KSON-AF	4 XTRA-F	4 KGB -F	KFMB >>
5	5 KFMB-F	5 KSON-AF<	KIFM-F	5 KIFM-F	5 KFMB	5 KFMB	5 KYXY-F	5 KSON-AF	5 KJQY-F<	5 KNX
6	6 KSON-AF<	6 KYXY-F<	6 KFMB-F	6 KFMB-F	6 KFSD-F	6 KJQY-F	6 KSDO	6 KYXY-F	6 XHRM-F	6 KFI
7	7 XHRM-F	7 KIFM-F	7 KKYY-F	7 KFMB	7 KYXY-F	7 KYXY-F<	KPOP <	KSDO	KFSD-F	7 KFMB-F<
8	8 KIFM-F	8 KKYY-F	8 KFMB	8 KKYY-F	8	8 KFMB-F	8 XTRA-F	KFMB-F	8 KSDO	8 KKLQ-F
	KGMG-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKLQ-AF>>	1 KKLQ-AF>	1 KKLQ-AF	1 KKLQ-AF	1 KYXY-F
2 XTRA-F	2 KFMB-F	KKYY-F	2 KFMB-F	2 KFMB-F
3 KGB -F	3 KGB -F	3 KFMB-F	3 KYXY-F	3 KKLQ-AF
4 KFMB-F>>	4 KKYY-F	4 KSON-AF	4 KKYY-F	4 KSON-AF
5 XLTN-F	5 XTRA-F>	5 KGB -F>	5 KGB -F<	5 KKYY-F<
KKYY-F	6 KSON-AF>	6 KYXY-F	6 KSON-AF	6 KIFM-F
7 XHTZ-F	7 XHRM-F	KIFM-F	7 KIFM-F	7 KJQY-F
XHRM-F>	8 KYXY-F	8	8 XTRA-F	8 KFSD-F
				KFMB

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGB -F>	1 KGB -F>	1 KGB -F>	1 KGB -F>	1 KGB -F>
2 XTRA-F	2 XTRA-F	2 KGMG-F	2 KKLQ-AF	2 KSON-AF<
3 KKLQ-AF>	3 KKLQ-AF>	3 KKLQ-AF	3 XTRA-F>	3 KKLQ-AF
4 XHRM-F>	4 XHRM-F<	4 XTRA-F	4 KSON-AF<	KIFM-F
5 KSON-AF>	5 KGMG-F	5 KIFM-F	5 KIFM-F	5 KFMB
6 XLTN-F	6 KSON-AF	6 KKYY-F	6 KGMG-F	6 KGMG-F<
7	7 KIFM-F	7 KSDO-F	7 XHRM-F	7 KSDO
8	8 KKYY-F	8 KSON-AF	8 KFMB	8 XTRA-F
		9 KCBQ-F		

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	25 (1)	333 (3)	358 (4)	11.3	17.9
AOR/CLASSIC	39 (1)	619 (6)	658 (7)	20.7	17.7
AC/OLDIES/SOFT ROCK	44 (1)	524 (7)	568 (8)	17.9	11.4
MOR/VARIETY	148 (1)		148 (1)	4.7	5.8
COUNTRY	31 (2)	190 (2)	221 (4)	7.0	8.5
BLACK/URBAN		114 (1)	114 (1)	3.6	3.1
BEAUTIFUL/EASY		228 (1)	228 (1)	7.2	7.1
NEWS/TALK	312 (4)		312 (4)	9.8	10.8
NOSTALGIA	154 (1)		154 (1)	4.8	5.7
RELIGION/GOSPEL	13 (1)		13 (1)	0.4	
SPANISH	30 (1)	49 (1)	79 (2)	2.5	0.7
CLASSICAL		136 (1)	136 (1)	4.3	3.1
JAZZ/NEW AGE		130 (1)	130 (1)	4.1	4.9
UNKNOWN/OTHERS	37 (2)	21 (1)	58 (3)	1.8	3.2
	833 (15)	2344 (24)	3177 (39)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGMG	1320	OCEANSIDE	1.1/1.8/ 39/ 374
KKOS-F	95.9	CARLSBAD	0.5/2.1/ 16/ 432
KOWA	1450	Escondido/SD	0.1/0.5/ 5/ 96
KOWF-F	92.1	ESCONDIDO/SNDGO	0.5/1.4/ 16/ 289
KPRZ	1210	SAN MARCOS/SD	0.4/1.4/ 13/ 296
XEMO	860	TIJUANA	0.9/2.3/ 30/ 465
XHKY-F	95.7	TIJUANA/SD	0.6/1.7/ 21/ 354
KBIG-F	104.3	LOS ANGELES	0.3/1.1/ 11/ 219
KFI	640	LOS ANGELES	0.9/3.0/ 32/ 621
KLOS-F	95.5	LOS ANGELES	0.6/2.6/ 22/ 523
KPWR-F	105.9	LOS ANGELES	0.4/2.3/ 14/ 468
KQLZ-F	100.3	Los Angeles	0.8/2.0/ 28/ 417
KRTH-F	101.1	Los Angeles	0.4/1.9/ 15/ 384
XEAZ	1270	San Ysidro	0.4/0.8/ 15/ 154
XPRS	1090	TIJUANA	0.6/0.5/ 5/ 106

AM STATIONS

KCBQ,	1170,	50 KW/1.5 KW (DA-2),	OLDIES	,	$ N/A	(Republic)	Adams
KFMB,	760,	5 KW (DA-N)	, MOR	CBS,	$ 170.00	(Mc-Guild)	Midwest TV
KKLQ,	600,	5 KW (DA-1)	, CHR	APR, MBS,	$ N/A	(Christal)	Edens
KPOP,	1360,	5 KW/ 1 KW	, NOSTALGIA	NBC,	$ 43.00	(Katz)	Brown
KSDO,	1130,	10 KW (DA-2)	, NEWS/TALK	ABC I,	$ 128.00	(Durpetti)	Gannett
KSON,	1240,	1 KW	, COUNTRY	,	$ N/A	(Banner)	Jeff-Pilot
XTRA,	690,	50 KW (DS-2)	, NEWS	ABC E, CNN,	$ 40.00	(MMR)	Noble

FM STATIONS

KCBQ,	105.3,	29 KW @	620,	OLDIES	,	$ 75.00	(Republic)	Adams
KFMB,	100.7,	30 KW @	620,	CONTEMP/AC	CBS,	$ 128.00	(Mc-Guild)	Midwest TV
KFSD,	94.1,	100 KW @	641,	CLASSICAL	,	$ 71.00	(HNWH)	Lotus
KGB ,	101.5,	50 KW @	470,	AOR	,	$ 153.00	(Katz)	Brown
KGMG,	102.1,	10 KW @	980,	CLASSIC AOR	SOURCE,	$ 44.00	(Banner)	
KIFM,	98.1,	28 KW @	640,	JAZZ/NAC	,	$ 79.00	(CBS)	
KJQY,	103.7,	36 KW @	650,	EZ	,	$ 90.00	(Group W)	Westinghouse
KKLQ,	106.5,	50 KW @	442,	CHR	,	$ 128.00	(Christal)	Edens
KKOS,	95.9,	3 KW @	305,	AOR	,	$ 40.00	(---)	
KKYY,	94.9,	22 KW @	710,	AC	,	$ 70.00	(Torbet)	Sandusky
KSON,	97.3,	50 KW @	442,	COUNTRY	,	$ 99.00	(Banner)	Jeff-Pilot
KSDO,	102.9,	32 KW @	590,	CLASSIC AOR	,	$ 60.00	(Durpetti)	Gannett
KYXY,	96.5,	41 KW @	540,	AC	,	$ 70.00	(HNWH)	
XHRM,	92.5,	50 KW @	600,	BLACK	ABC F,	$ 49.00	(K & P)	
XHTZ,	90.3,	100 KW @	1000,	AOR	ABC C,	$ 40.00	(---)	
XLTN,	104.5,	60 KW @	1200,	HISPANIC	,	$ 35.00	(Katz Hisp.)	
XTRA,	91.1,	100 KW @	1000,	AOR	,	$ 92.00	(MMR)	Noble

CALL LETTER CHANGES

KSWV-F changes to KSDO-F (Sep)

FORMAT CHANGES

KSDO-F changes from JAZZ/NAC to to CLASSIC AOR (Sep)

STATION SALES

KJQY-F: From Command to to Westwood One for $19,000,000 (THIS DEAL W CANCELLED)...KMJC (El Cajon) sold to Famil stations for $2,400,000

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,017,400
ADI # 4
MSA Rank/Pop: 28 (San Francisco) 4,700,000
22 (Oakland)
Average Person Ratings: 16.5
Market TSL: 21.75 hours

Stations: 50/49
Diaries: 3858/1300:1/48.1%
Sample Target: 2720
% Below Line: 0.5
% Not Listed: 11.1

1989 Revenue: $173,200,000
HH Inc.: $37,970
Retail $: 39.9 Bil
Pop per Station: 102,395
#1 Biller: KGO $21,500,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 89	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGO	(N/T)	680/ 8.2	7.6	7.0	8.3	8.3	7.8	824/12388	9923/19.8	17.1	20.5	74	8.8	712	7856	KGO
2. KCBS	(N/T)	509/ 6.1	5.3	4.6	4.6	5.0	5.2	600/12095	10078/20.1	15.2	17.0	90	4.5	366	5784	KCBS
3. KMEL-F	(CHR)	407/ 4.9	4.8	5.6	5.0	5.6	5.1	463/7810	6742/13.4	15.4	13.4	71	7.5	608	7691	KMEL-F
4. KOIT-AF	(AC)	404/ 4.8	4.0	4.9	3.8	4.2	4.4	409/6795	6562/13.1	13.3	12.8	121	2.9	217	3067	KOIT-A
5. KABL-AF	(EZ)	382/ 4.6	3.6	4.5	5.0	4.7	4.6	392/5684	5453/10.9	9.9	10.2	70	3.6	225	2107	KABL-A
6. KNBR	(MOR)	309/ 3.7	5.0	3.5	2.6	2.2	3.7	433/9266	6606/13.2	12.0	7.7	97	3.5	284	4910	KNBR
7. KFRC	(BB)	294/ 3.6	3.1	3.5	3.7	3.4	3.5	359/5597	4726/ 9.4	9.3	7.8	33	2.6	208	3101	KFRC
8. KSOL-F	(B)	236/ 2.9	3.0	2.7	2.7	2.8	2.8	257/4583	4238/ 8.4	8.9	8.9	79	3.6	293	4378	KSOL-F
KRQR-F	(AOR)	236/ 2.9	2.9	3.0	2.8	2.9	2.9	250/4341	3898/ 7.8	8.6	7.7	117	3.3	271	3820	KRQR-F
10. KKSF-F	(J/NA)	224/ 2.7	2.8	2.3	3.0	2.7	2.7	226/3229	3176/ 6.3	7.2	7.0	156	2.9	238	3066	KKSF-F
11. KXXX-F	(CHR)	221/ 2.7	2.7	2.8	2.8	2.2	2.8	230/5014	4878/ 9.7	10.2	8.0	67	3.3	270	4033	KXXX-F
12. KIOI-F	(AC)	217/ 2.6	3.6	3.9	3.6	3.9	3.4	223/5185	4894/ 9.8	11.2	11.8	131	3.0	246	4184	KIOI-F
13. KSAN-F	(C)	216/ 2.6	2.7	3.4	3.2	2.2	3.0	226/3881	3667/ 7.3	8.7	6.8	119	3.7	303	3469	KSAN-F
14. KDFC-AF	(CL)	215/ 2.6	2.3	2.3	2.8	2.9	2.5	222/3942	3814/ 7.6	7.3	6.9	112	1.3	109	1773	KDFC-A
15. KOME-F	(AOR)	169/ 2.0	1.6	2.0	1.4	1.6	1.8	182/2540	2229/ 4.4	5.2	4.5	120	1.7	139	2357	KOME-F
16. KSFO	(O)	166/ 2.0	2.9	2.4	1.7	2.1	2.3	177/4541	4112/ 8.2	9.5	8.4	135	1.7	135	2957	KSFO
17. KBAY-F	(EZ)	165/ 2.0	2.1	2.0	2.2	2.0	2.1	206/2704	2137/ 4.3	4.8	5.0	85	1.1	90	1044	KBAY-F
18. KFOG-F	(AOR)	164/ 2.0	2.1	2.0	2.0	1.8	2.0	171/3845	3663/ 7.3	7.2	5.6	140	2.0	162	3242	KFOG-F
19. KBLX-F	(J/NA)	157/ 1.9	1.9	2.3	2.3	2.8	2.1	160/2961	2805/ 5.6	6.4	7.8	142	2.7	218	2995	KBLX-F
20. KKHI-AF	(CL)	156/ 1.9	2.1	2.0	2.3	3.0	2.1	161/3272	3118/ 6.2	5.6	6.4	84	1.5	86	2122	KKHI-A
21. KITS-F	(CHR)	152/ 1.8	2.3	2.7	2.6	3.0	2.3	159/3337	3209/ 6.4	7.2	7.1	89	3.0	247	3260	KITS-F
22. KBRG-F	(SP)	127/ 1.5	1.1	0.8	1.0	0.8	1.1	131/1077	1051/ 2.1	1.8	1.6	120	1.1	88	946	KBRG-F
23. KNEW	(C)	123/ 1.5	1.1	1.4	1.3	1.1	1.3	126/2019	1958/ 3.9	4.0	3.8	100	1.3	107	1875	KNEW
24. KDIA	(B)	106/ 1.3	1.0	1.1	0.8	0.8	1.0	107/1560	1541/ 3.1	3.1	2.6	131	1.8	148	1732	KDIA
25. KHQT-F	(CHR)	99/ 1.2	1.7	1.2	1.7	1.2	1.5	102/2010	1973/ 3.9	4.2	3.8	58	2.4	195	2700	KHQT-F
26. KYA -F	(AC)	94/ 1.1	1.5	1.7	1.5	1.6	1.5	98/2518	2384/ 4.8	5.9	6.4	155	1.1	90	2130	KYA -F
KJAZ-F	(J/NA)	94/ 1.1	1.3	0.7	1.1	0.8	1.0	95/1868	1818/ 3.6	2.3	2.5	118	1.3	106	1711	KJAZ-F
28. KARA-F	(AC)	91/ 1.1	1.4	1.3	1.1	1.0	1.2	99/1971	1794/ 3.6	3.9	3.5	136	1.0	84	1343	KARA-F
29. KSJO-F	(AOR)	88/ 1.1	1.1	1.1	1.4	1.6	1.2	99/2368	2036/ 4.1	4.2	4.7	100	1.6	131	2328	KSJO-F
30. KLOK	(SP)	87/ 1.1	0.5	0.6	0.5	0.5	0.7	98/1274	1129/ 2.3	1.9	1.6	91	0.6	46	846	KLOK

12+ FM SHARE (METRO): 60.74% (4471 of 7361) (FAL 88: 65.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMEL-F>	1 KMEL-F>	1 KOME-F<	1 KOIT-AF	1 KGO	1 KGO >	1 KGO	1 KGO	1 KGO >	1 KGO	1 KGO >>
2 KXXX-F	2 KRQR-F<	2 KOIT-AF<	KGO	2 KOIT-AF<	2 KCBS	2 KCBS >	2 KOIT-AF	2 KCBS <	2 KNBR	2 KCBS
3 KSOL-F	3 KOIT-AF	3 KMEL-F	3 KCBS	3 KCBS	3 KABL-AF	3 KMEL-F	3 KABL-AF	3 KOIT-AF	3 KMEL-F	3 KNBR >>
4	4 KKSF-F	4 KGO	4 KKSF-F	4 KKSF-F	4 KFRC	4 KOIT-AF	KCBS >	4 KMEL-F	4 KCBS >	4 KMEL-F>
5	5 KOME-F	5 KCBS	5 KMEL-F	5 KNBR <	5 KOIT-AF	5 KABL-AF	5 KMEL-F	5 KABL-AF	5 KSOL-F<	5 KOIT-F
6	6 KSOL-F	6 KRQR-F	6 KIOI-F<	6 KMEL-F<	6 KNBR >	6 KNBR >	KFRC	6 KFRC	6 KABL-AF	6 KKSF-F
7	7 KIOI-F<	7 KKSF-F	7 KRQR-F	7 KRQR-F	7 KDFC-AF	7 KFRC	7 KRQR-F	7 KIOI-F	KXXX-F	7 KSAN-F
8	8 KITS-F	8 KIOI-F	8 KNBR	KIOI-F	~~8 KS~~AN-F	8 KRQR-F	KKSF-F	8 KKSF-F<	8 KDFC-AF	8 KABL-F
9	9	9 KNBR	9	9 KABL-AF	KBAY-F	9 KXXX-F	9 KIOI-F	9 KXXX-F	9	9 KDFC-F<
10	10	10	10	10 KSAN-F	10 KKHI-AF	KSOL-F	10 KDFC-AF	KRQR-F	10	10 KRQR-F
							KSAN-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMEL-F>	1 KMEL-F	1 KOIT-AF	1 KOIT-AF	1 KOIT-AF>	1 KMEL-F	1 KMEL-F	1 KKSF-F<	1 KGO	1 KGO
2 KXXX-F	2 KOIT-AF	2 KKSF-F	2 KMEL-F	2 KCBS	2 KRQR-F	2 KOME-F	2 KOME-F	2 KRQR-F<	2 KCBS
3 KSOL-F	3 KSOL-F	3 KIOI-F	3 KIOI-F	3 KGO	3 KOME-F	3 KRQR-F	3 KMEL-F	3 KMEL-F<	3 KKSF-F
KITS-F	4 KXXX-F<	4 KSOL-F	4 KSOL-F	4 KABL-AF<	4 KNBR	4 KKSF-F	4 KRQR-F<	4 KCBS	4 KRQR-F
5 KOIT-AF>	5 KIOI-F	5 KXXX-F	5 KCBS	5 KIOI-F	5 KOIT-AF	5 KFOG-F	5 KGO <	5 KOME-F	5 KOIT-AF
6 KIOI-F	6 KKSF-F	KMEL-F<	6 KXXX-F	6 KKSF-F<	KITS-F	6 KGO	6 KFOG-F>	KNBR	KNBR
7 KRQR-F	7 KRQR-F	7 KRQR-F	7 KGO	7 KBLX-F<	7 KSOL-F	7 KOIT-AF	7 KOIT-AF<	KKSF-F<	7 KFOG-F
KHQT-F	8 KITS-F	8 KCBS	8 KKSF-F	8 KSOL-F	8 KXXX-F	8 KITS-F	8 KCBS	8 KOIT-AF	8 KOME-F
9	9	9	KBLX-F	KSAN-F	9 KSJO-F	9 KNBR	9 KITS-F	9 KFOG-F	9
10	10	10	10 KSAN-F	10 KMEL-F	10 KWSS-F	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		989 (6)	989 (6)	13.4	15.7
AOR/CLASSIC		657 (4)	657 (4)	8.9	9.8
AC/OLDIES/SOFT ROCK	297 (3)	915 (7)	1212 (10)	16.5	18.2
MOR/VARIETY	309 (1)		309 (1)	4.2	3.0
COUNTRY	206 (3)	242 (2)	448 (5)	6.1	4.9
BLACK/URBAN	106 (1)	236 (1)	342 (2)	4.6	4.1
BEAUTIFUL/EASY	101 (1)	446 (2)	547 (3)	7.4	7.5
NEWS/TALK	1189 (2)		1189 (2)	16.2	14.8
NOSTALGIA	336 (2)		336 (2)	4.6	4.6
RELIGION/GOSPEL	47 (1)		47 (1)	0.6	1.1
SPANISH	237 (4)	127 (1)	364 (5)	4.9	2.2
CLASSICAL	62 (2)	309 (2)	371 (4)	5.0	6.5
JAZZ/NEW AGE		475 (3)	475 (3)	6.5	7.1
UNKNOWN/OTHERS		75 (2)	75 (2)	1.0	0.4
	2890 (20)	4471 (30)	7361 (50)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAZA	1290	Gilroy	0.4/0.6/ 39/ 431
KEEN	1370	San Jose	0.5/1.4/ 43/ 737
KEZR-F	106.5	San Jose	0.8/3.0/ 70/1611
KFAX	1100	San Francisco	0.6/1.7/ 53/ 899
KHTT-F	92.9	Healdsbrg/SnRsa	0.5/1.2/ 38/ 650
KIQI	1010	San Francisco	0.9/1.9/ 76/ 998
KKIS-F	92.1	Walnut Creek	0.4/1.4/ 38/ 760
KLIV	1590	San Jose	0.5/1.4/ 43/ 729
KNTA	1430	Santa Clara/SJ	0.5/0.6/ 45/ 324
KOFY	1050	San Mateo/SF	0.8/2.5/ 72/1270
KOFY-F	98.9	San Francisco	0.6/2.9/ 52/1477
KWSS-F	94.5	Gilroy	0.9/3.5/119/2652
KXFX-F	101.7	Santa Rosa	0.5/1.0/ 38/ 492
KYAY-F	95.3	Los Gatos	0.3/1.2/ 28/ 649
KZST-F	100.1	Santa Rosa	0.6/1.0/ 50/ 710
KRAK	1140	Sacramento	0.5/0.9/146/1938

RADIO STATIONS

KABL,	960,	5 KW (DA-1)	, EZ/SOFT AC	,	$ N/A (Christal)	Shamrock
KCBS,	740,	50 KW (DA-2)	, NEWS/TALK	CBS,	$ 225.00 (CBS)	CBS
KDIA,	1310,	5 KW (DA-1)	, BLACK	,	$ 50.00 (---)	Ragan Henry
KFAX,	1100,	50 KW (DA-1)	, RELIGION	,	$ 45.00 (---)	Salem
KFRC,	610,	5 KW	, NOSTALGIA	MBS,TRNSTR,	$ 60.00 (Republic)	RKO
KGO ,	810,	50 KW	, NEWS/TALK	ABC I,	$ 340.00 (Banner)	Cap Cities/ABC
KIQI,	1010,	10 KW/500W (DA-1)	, HISPANIC	,	$ 57.00 (Caballers)	
KNBR,	680,	50 KW	, MOR	NBC,	$ 190.00 (Eastman)	Susquehanna
KNEW,	910,	5 KW (DA-N)	, COUNTRY	,	$ 70.00 (Katz)	Malrite
KOFY,	1050,	50 KW/1KW (DA-2)	, OLDIES	,	$ 55.00 (K & P)	
KSFO,	560,	5 KW (DA-N)	, OLDIES	US 2,	$ 100.00 (MMR)	King

FM STATIONS

KABL,	98.1,	100 KW @ 940,	EZ/SOFT AC	,	$ 160.00 (Christal)	Shamrock
KBLX,	102.9,	7 KW @ 1285,	JAZZ/URBAN	,	$ 145.00 (HNWH)	Inner City
KBRG,	104.9,	3 KW @ 300,	HISPANIC	,	$ 55.00 (Lotus)	
KDFC,	102.1,	33 KW @ 1000,	CLASSICAL	,	$ 75.00 (CMBS)	
KFOG,	104.5,	8 KW @ 1370,	AOR	SOURCE,	$ 125.00 (Eastman)	Susquehanna
KIOI,	101.3,	125 KW @ 1160,	AC	,	$ 140.00 (Durpetti)	Fairmont
KITS,	105.3,	15 KW @ 1200,	AOR/CHR	ABC F,	$ 100.00 (Republic)	Entercom
KJAZ,	92.7,	2 KW @ 550,	JAZZ	,	$ 80.00 (Roslin)	
KKHI,	95.7,	9 KW @ 1473,	CLASSICAL	,	$ 80.00 (HNWH)	Buckley
KKSF,	130.7,	8 KW @ 1470,	JAZZ/NAC	,	$ 140.00 (Banner)	Brown
KMEL,	106.1,	69 KW @ 1240,	CHR	,	$ 180.00 (Christal)	Century
KOFY,	98.9,	6 KW @ 1350,	AC	,	$ 70.00 (K & P)	Viacom
KOIT,	96.5,	33 KW @ 1410,	SOFT AC	,	$ 137.00 (Torbet)	Bonneville
KRQR,	97.3,	82 KW @ 1100,	AOR	CBS,	$ 135.00 (CBS)	CBS
KSAN,	94.9,	35 KW @ 1290,	COUNTRY	,	$ 170.00 (Katz)	Malrite
KYA ,	93.3,	31 KW @ 593,	OLDIES	US 2,	$ 90.00 (MMR)	King
KSOL,	107.7,	9 KW @ 1590,	BLACK	APR,	$ 135.00 (MMR)	United
KXXX,	99.7,	45 KW @ 1240,	CHR	,	$ 140.00 (Mc-Guild)	John Hayes

CALL LETTER CHANGES

FORMAT CHANGES

KABL A/F changes to SOFT

STATION SALES

KOFY A/F sold to Viacom for $20,000,000 (LaRue)...KXXX-F from Emmis to John Hayes for $25,000,000.

MISCELLANEOUS COMMENTS: Many stations had reduced power or off the air for several days following the 17 October, 1989 earthquake.
AC/EZ (Dec)

SAN JOSE

Arbitron Rank/Pop (12+): 29/1,211,400

MSA Rank/Pop: 30/1,460,000
San Francisco ADI
Average Person Ratings: 16.7
Market TSL: 21.75 hours

Stations: 41/16
Diaries: 1540/787:1/46.5%
Sample Target: 1400
% Below Line: NA
% Not Listed: NA

1989 Revenue: $29,400,000
HH Inc.: $44,492
Retail $: 12.3 Bil
Pop per Station: 75,712
#1 Biller: KOME-F $4,800,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KBAY-F (EZ)	125/ 6.2	6.3	6.6	6.9	6.2	6.5	202/2557	1489/12.3	14.2	13.1	79	4.2	86	720	KBAY-F
2. KOME-F (AOR)	97/ 4.8	4.8	5.0	4.2	4.3	4.7	155/2355	1509/12.5	13.2	11.7	121	5.9	121	1746	KOME-F
3. KHQT-F (CHR)	91/ 4.5	6.2	4.1	6.3	4.4	5.3	102/2012	1721/14.2	14.1	12.4	58	8.3	170	2189	KHQT-F
4. KARA-F (AC)	84/ 4.2	5.2	5.2	3.7	3.5	4.6	97/1849	1566/12.9	13.3	10.9	131	3.6	73	1058	KARA-F
5. KWSS-F (CHR)	70/ 3.5	4.2	4.4	3.8	3.6	4.0	117/2583	1591/13.1	13.2	12.5	69	4.3	88	1530	KWSS-F
6. KEZR-F (AC)	63/ 3.1	3.7	4.4	2.8	3.6	3.5	67/1514	1273/10.5	11.4	9.7	132	2.8	58	981	KEZR-F
7. KLOK (SP)	48/ 2.4	1.2	1.1	1.1	1.2	1.5	71/927	500/ 4.1	2.9	3.3	92	0.6	12	345	KLOK
8. KSJO-F (AOR)	44/ 2.2	3.4	3.9	3.5	4.7	3.3	95/2148	1289/10.6	12.3	11.7	105	4.3	87	1473	KSJO-F
9. KLIV (BB)	39/ 1.9	1.3	2.3	1.7	2.5	1.8	43/702	627/ 5.2	5.8	4.8	47	1.6	32	342	KLIV
10. KDFC-AF (CL)	38/ 1.9	2.0	1.4	1.4	2.0	1.7	100/2176	959/ 7.9	5.1	5.8	121	0.9	19	450	KDFC-AI
11. KNTA (SP)	35/ 1.7	0.4	0.8	1.1	0.6	1.0	35/286	286/ 2.4	2.0	2.6	94	0.3	6	191	KNTA
12. KAZA (SP)	34/ 1.7	0.4	0.8	1.1	0.7	1.0	39/427	321/ 2.6	1.7	1.6	53	0.5	15	407	KAZA
13. KEEN (C)	26/ 1.3	2.3	3.4	2.4	1.7	2.3	33/663	510/ 4.2	5.5	4.5	108	1.9	39	377	KEEN
14. KYAY-F (C)	21/ 1.1	1.3	1.3	2.2	1.3	1.5	28/636	517/ 4.3	6.7	6.7	136				KYAY-F
15. KLRS-F (J/NA)	12/ 0.6	0.6	0.9	1.1	1.1	0.8	46/814	296/ 2.4	3.1	3.3	150	0.7	14	225	KLRS-F

12+ FM SHARE (METRO): NA (FAL 88: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F>	1 KOME-F>	1 KOME-F	1 KOME-F	1 KOME-F	1 KBAY-F>>	1 KBAY-I<	1 KBAY-F>	1 KBAY-F	1 KHQT-F	1 KBAY-F>
2 KWSS-F	2 KHQT-F>	2 KARA-F	2 KARA-F	2 KARA-F	2 KARA-F	2 KARA-F<	2 KOME-F	2 KOME-F	2 KOME-F	2 KNTA
3	3 KWSS-F	3 KHQT-F	3 KEZR-F	3 KBAY-F	3 KLIV >	3 KOME-F	3 KARA-F	3 KHQT-F	KBAY-F	KARA-F<
4	4 KSJO-F	KEZR-F	4 KBAY-F	4 KEZR-F>	4 KDFC-AF	4 KHQT-F	4 KHQT-F	4 KAPA-F	4 KWSS-F>	4 KOME-F
5	KEZR-F	5 KWSS-F	5 KHQT-F	5 KHQT-F	5 KEZR-F	5 KEZR-F	5 KEZR-F	5 KWSS-F	5 KLOK	KHQT-F
6	6 KARA-F	6	6	6 KWSS-F	6	6 KWSS-F	6	6	KEZR-F	6 KEZR-F>
7	7	7	7	7	7	7	7	7	7 KARA-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KHQT-F>	1 KHQT-F	1 KEZR-F	1 KARA-F	1 KARA-F
2 KLOK	2 KARA-F<	2 KOME-F	2 KEZR-F	2 KEZR-F
KARA-F	3 KOME-F	KARA-F	3 KHQT-F	KBAY-F>
4 KWSS-F	KEZR-F>	4 KHQT-F>	4 KOME-F	4 KOME-F
KSJO-F	5 KLOK	5 KWSS-F	5 KWSS-F	KHQT-F
KOME-F>	6 KWSS-F	KSJO-F	6 KBAY-F	6 KWSS-F
7	KSJO-F	KLOK >	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWSS-F	1 KOME-F>>	1 KOME-F>>	1 KOME-F>>	1 KOME-F>
KHQT-F	2 KHQT-F	2 KSJO-F>	2 KHQT-F	2 KARA-F
3 KOME-F>>	3 KWSS-F	3 KLOK	KARA-F	3 KBAY-F>
4 KSJO-F	4 KSJO-F>	KHQT-F	4 KWSS-F	4 KSJO-F
KEZR-F	5 KEZR-F	5 KEZR-F	5 KSJO-F	5 KEZR-F
KAZA >>	6	6 KWSS-F	6 KEZR-F	6 KDFC-AF
7	7	7	7	KLOK

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP					
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK					
MOR/VARIETY					
COUNTRY					
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					

OTHER RATED STATIONS — METRO CUME TSA TSA SHARE/RTG/AQH/CUME

See San Francisco for more about the following:

KABL-AF	2.1/5.3	KIOI-F	2.1/9.2	KOFY	.6/2.4
KBLX-F	1.0/3.7	KTTS-F	2.1/5.8	KOIT-AF	3.4/10.1
KBRG-F	4.2/4.8	KKHI-F	1.4/5.8	KRQR-F	.5/3.0
KCBS	5.4/18.3	KKSF-F	2.0/7.7	KSAN-F	2.4/5.9
KFOG-F	1.2/4.6	KMEL-F	2.0/7.7	KSFO	1.2/5.6
KFRC	1.8/5.2	KNBR	3.7/12.2	KYA-F	.5/3.8
KGO	1.8/157	KNEW	.4/1.8	KSOL-F	1.8/5.4
				KXXX-F	2.4/9.2
				KDON-F	.4/1.6

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS,DA) , HISPANIC	CRC,	$ 36.00 (Caballero)	
KEEN, 1370, 5 KW (DA-2) , COUNTRY	UPI,	$ 45.00 (MMR)	
KLIV, 1590, 5 KW (DA-N) , NOSTALGIA	,	$ 40.00 (Eastman)	Empire
KLOK, 1170, 5 KW (DA-2) , HISPANIC	,	$ 40.00 (Katz Hisp.)	
KNTA, 1430, 1 KW (DA-1) , HISPANIC	,	$ 37.00 (Lotus)	
KARA-F, 105.7, 50 KW @ 500, AC	,	$ 80.00 (Eastman)	Empire
KYAY-F, 95.3, .4 KW @ 860, COUNTRY	,	$ 47.00 (Durpetti)	
KBAY-F, 100.3, 15 KW @ 2580, BTFL/EZ	,	$ 85.00 (MMR)	Crown
KEZR-F, 106.5, 50 KW @ 430, AC	,	$ 62.00 (Christal)	
KHQT-F, 97.7, 1.7 KW @ 875, CHR	,	$ 50.00 (HNWH)	Anaheim
KOME-F, 98.5, 13 KW @ 880, AOR	,	$100.00 (Torbet)	Infinity
KSJO-F, 92.3, 50 KW @ 464, AOR	ABC R,	$ 82.00 (Katz)	Narragansett
KWSS-F, 94.5, 1 KW @ 2580, CHR	,	$ 93.00 (Mc-Guild)	Nationwide

KLRS - See Monterey-Santa Cruz

MISCELLANEOUS COMMENTS: KATD-F changes to KYAY-F (Dec)...KSJX changes from BUSINESS NEWS to simulcast with KSJO (Jan)...KLOK/KBRG-F sold for $15,000,000 (Blackburn)...KNTA sold for $2,000,000...

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 14/2,186,300
MSA Rank/Pop: 26 (Seattle) 2,450,000
MSA Rank/Pop: 91 (Tacoma)
ADI # 14
Average Person Ratings: 16.6
Market TSL: 22.0 hours

Stations: 31/31
Diaries: 1895/1154:1/52.4%
Sample Target: 1800
% Below Line: 0.0
% Not Listed: 10.0

1989 Revenue: $80,400,000
HH Inc.: $32,286
Retail $: 19.4 Bil
Pop per Station: 70,525
#1 Biller: KIRO $17,000,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KPLZ-F	(CHR)	331/ 9.1	7.2	7.0	8.6	5.8	8.0	378/5070	4461/20.4	19.6	16.5	46	10.2	355	4802	KPLZ-F
2. KIRO	(N/T)	317/ 8.7	9.7	9.6	10.0	11.0	9.5	352/6493	5831/26.7	25.3	29.1	97	8.0	279	4580	KIRO
3. KUBE-F	(CHR)	218/ 6.0	8.7	7.0	6.9	8.1	7.2	239/4151	3807/17.4	19.6	22.3	92	8.8	307	4631	KUBE-F
4. KMPS-AF	(C)	212/ 5.8	7.4	5.0	5.7	5.5	6.0	256/3126	2740/12.5	10.2	12.3	122	7.3	233	2508	KMPS-AI
5. KOMO	(MOR)	193/ 5.3	4.5	6.0	5.5	5.5	5.3	222/4446	3844/17.6	16.0	16.7	77	5.6	194	2749	KOMO
6. KBRD-F	(EZ)	191/ 5.3	4.4	4.7	4.6	4.2	4.8	227/2431	2078/ 9.5	9.6	7.7	64	2.8	98	1276	KBRD-F
7. KISW-F	(AOR)	171/ 4.7	6.0	4.7	4.2	4.1	4.9	188/2879	2544/11.6	11.5	11.6	102	6.5	227	2563	KISW-F
8. KXRX-F	(AOR)	153/ 4.2	4.6	4.1	3.8	4.3	4.2	169/2515	2253/10.3	9.8	11.5	131	4.5	155	2751	KXRX-F
9. KIXI	(BB)	134/ 3.7	4.6	2.8	3.1	4.2	3.5	167/2215	1889/ 8.6	6.5	8.6	46	1.8	63	996	KIXI
10. KING-F	(CL)	128/ 3.5	2.9	3.7	3.6	3.6	3.4	141/2260	1873/ 8.6	8.9	9.2	111	2.7	94	1506	KING-F
11. KBSG-AF	(O)	121/ 3.3	3.0	3.6	3.7	3.3	3.4	162/2785	2242/10.3	9.2	10.7	145	3.3	114	1221	KBSG-AI
12. KZOK-F	(AOR)	115/ 3.2	2.0	2.3	2.2	2.4	2.4	137/2815	2433/11.1	8.6	8.3	122	3.4	118	2157	KZOK-F
13. KRPM-F	(C)	110/ 3.0	3.5	2.5	2.3	2.4	2.8	124/1894	1594/ 7.3	6.8	6.5	107	2.6	92	1261	KRPM-F
14. KLSY-AF	(AC)	107/ 3.0	3.1	3.8	3.1	2.2	3.3	115/2201	2072/ 9.5	9.6	7.9	90	2.9	97	1926	KLSY-AI
15. KLTX-F	(AC)	106/ 2.9	2.8	3.3	2.6	2.7	2.9	117/2303	1961/ 9.0	7.3	8.2	107	2.4	84	1153	KLTX-F
16. KING	(N/T)	100/ 2.8	2.4	2.8	2.7	3.0	2.7	108/2442	2065/ 9.4	8.3	7.9	93	2.6	92	1239	KING
17. KMGI-F	(AC)	92/ 2.5	2.0	2.7	2.8	2.6	2.5	94/1357	1260/ 5.8	5.9	8.0	148	1.7	58	659	KMGI-F
18. KSEA-F	(AC)	89/ 2.5	2.3	2.2	2.9	3.1	2.5	98/1793	1624/ 7.4	6.0	7.7	124	2.0	68	938	KSEA-F
19. KNUA-F	(J/NA)	67/ 1.8	1.8	2.5	2.2	2.7	2.1	74/1320	1250/ 5.7	5.1	6.8	161	2.8	98	1302	KNUA-F
20. KVI	(AC)	64/ 1.8	1.5	1.6	2.0	2.0	1.7	70/1572	1400/ 6.4	6.0	6.6	133	0.7	23	551	KVI
KCMS-F	(REL)	64/ 1.8	1.4	1.6	2.1	1.6	1.7	93/1374	1077/ 4.9	4.6	5.2	128	2.8	98	960	KCMS-F
22. KJR	(O)	57/ 1.6	1.1	2.0	1.7	1.6	1.6	57/1502	1457/ 6.7	7.9	6.2	112	1.4	48	754	KJR
23. KEZX-F	(AOR)	46/ 1.3	1.5	1.3	1.9	1.2	1.5	60/1127	804/ 3.7	4.1	4.2	146	1.2	42	634	KEZX-F
24.																
25.																

12+ FM SHARE (METRO): 69.51% (2273 of 3270) (FAL 88: 64.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPLZ-F>>	1 KPLZ-F	1 KPLZ-F	1 KIRO	1 KIRO	1 KIRO >	1 KIRO >	1 KPLZ-F<	1 KPLZ-F	1 KPLZ-F	1 KIRO >>
2 KUBE-F	2 KISW-F	2 KUBE-F<	2 KMPS-AF	2 KMPS-AF	2 KBRD-F<	2 KPLZ-F	2 KMPS-AF	2 KIRO <	2 KIRO >	2 KISW-F>>
3	3 KXRX-F	3 KISW-F<	3 KXRX-F<	3 KXRX-F	3 KOMO	3 KOMO	3 KBRD-F<	3 KMPS-AF<	3 KUBE-F	3 KOMO
4	4 KUBE-F	4 KIRO	4 KUBE-F	KUBE-F	4 KMPS-AF<	4 KUBE-F<	4 KIRO	4 KUBE-F	4 KISW-F<	4 KPLZ-F>>
5	5 KZOK-F	5 KMPS-AF<	5 KISW-F	5 KISW-F<	5 KIXI	5 KMPS-AF	5 KIXI	5 KBRD-F	5 KXRX-F	5 KVI
6	6 KMPS-AF	6 KXRX-F>	6 KBSG-AF	6 KBSG-AF	6 KING-F	6 KISW-F	KISW-F<	6 KXRX-F	6 KLSY-AF<	6 KING
7	7 KMGI-F	7 KBSG-AF	7 KPLZ-F	7 KPLZ-F<	7 KING	7 KXRX-F>	7 KUBE-F	7 KISW-F>	7 KBRD-F	KBSG-F<
8	8 KIRO	KZOK-F	8	8 KOMO	8 KBSG-AF	8	8 KXRX-F<	8	8 KZOK-F	8 KLSY-F<
9	9	9	9	9	9	9	9 KING-F	9	9	9 KING-F<
10	10	10	10		10	10	10	10	10	10 KMPS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KPLZ-F>>	1 KPLZ-F	1 KUBE-F	1 KPLZ-F	1 KMPS-AF
2 KUBE-F>	2 KUBE-F>	2 KMGI-F	2 KUBE-F	2 KUBE-F
3 KLSY-AF	3 KMGI-F	3 KMPS-AF	3 KMPS-AF>	3 KPLZ-F
4 KRPM-F	4 KMPS-AF	4 KPLZ-F>	4 KLSY-AF<	4 KIRO
KLTX-F	5 KLTX-F<	5 KLTX-F	5 KMGI-F	5 KOMO
6 KSEA-F	6 KLSY-AF	6 KZOK-F	6 KLTX-F	6 KBSG-AF
KISW-F	7 KSEA-F	KSEA-F	KIRO <	7 KMGI-F
8 KZOK-F	KISW-F	KISW-F	8 KBSG-AF	8 KLSY-AF
KXRX-F	9	9	KSEA-F	9 KSEA-F
			10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPLZ-F>	1 KISW-F	1 KXRX-F	1 KISW-F	1 KIRO
2 KISW-F>>	2 KXRX-F	2 KISW-F	2 KXRX-F	2 KXRX-F
3 KXRX-F<	3 KPLZ-F>	3 KZOK-F	3 KIRO	3 KISW-F
4 KUBE-F	4 KZOK-F>	4 KIRO >	4 KPLZ-F	4 KMPS-AF<
5 KLSY-AF	5 KIRO <	5 KMPS-AF	5 KZOK-F	5 KZOK-F
6 KZOK-F>	6 KUBE-F	6 KUBE-F	6 KMPS-AF<	6 KBSG-AF<
7	7 KMPS-AF	7	7 KUBE-F	7 KING-F
8	8	8	8 KBSG-AF	8 KUBE-F
9	9		9	9
10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		549 (2)	549 (2)	16.8	15.5
AOR/CLASSIC		485 (4)	485 (4)	14.8	12.1
AC/OLDIES/SOFT ROCK	131 (4)	505 (5)	636 (9)	19.4	15.9
MOR/VARIETY	193 (1)		193 (1)	5.9	6.1
COUNTRY	45 (2)	284 (2)	329 (4)	10.1	8.8
BLACK/URBAN	14 (1)		14 (1)	0.4	1.3
BEAUTIFUL/EASY		191 (1)	191 (1)	5.8	8.0
NEWS/TALK	417 (2)		417 (2)	12.8	15.5
NOSTALGIA	134 (1)		134 (1)	4.1	4.7
RELIGION/GOSPEL	48 (2)	64 (1)	112 (3)	3.4	3.1
SPANISH					
CLASSICAL		128 (1)	128 (1)	3.9	4.0
JAZZ/NEW AGE		67 (1)	67 (1)	2.0	4.5
UNKNOWN/OTHERS	15 (1)		15 (1)	0.5	0.4
	997 (14)	2273 (17)	3270 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCIS	630	Edmonds	0.8/3.5/41/949
KGNW	820	Burien/Seattle	0.5/1.9/19/461
KJUN	1450	Puyallup	0.4/0.5/15/109
KRIZ	1420	Renton/Seattle	0.4/0.7/14/146
KRPM	770	Seattle/Tacoma	0.2/1.2/ 7/264

RADIO STATIONS

AM STATIONS

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KCIS,   630,   5 KW/2.5KW(DA-2), RELIGION          UPI, $  40.00 (---)
KING,  1090,  50 KW (DA-2)     , TALK              NBC, $  60.00 (MMR)         King
KIRO,   710,  50 KW (DA-N)     , NEWS/TALK         CBS, $ 287.00 (Torbet)      Bonneville
KIXI,   880,  50 KW/10 KW(DA-2), NOSTALGIA            , $  53.00 (Republic)    Noble

KJR ,   950,   5 KW (DA-1)     , AC                   , $  55.00 (HNWH)        Ackerly
KOMO,  1000,  50 KW (DA-N)     , MOR             ABC I, $ 160.00 (Katz)
KVI ,   570,   5 KW            , OLDIES               , $  50.00 (Durpetti)    Golden West
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FM STATIONS

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KBRD, 103.7, 100 KW @ 1670, BTFL/EZ                   , $  76.00 (CBS)         Entercom
KBSG,  97.3,  19 KW @  700, OLDIES                    , $  90.00 (Torbet)      Viacom
KCMS, 105.3, 115 KW @  710, RELIGION               UPI, $  47.00 (---)
KEZX,  98.9, 100 KW @ 1095, JAZZ/AOR             ABC E, $  60.00 (Republic)    Park
KING,  98.1, 100 KW @  700, CLASSICAL                 , $  72.00 (MMR)         King
KISW,  99.9, 100 KW @ 1134, AOR                       , $ 110.00 (Mc-Guild)    Nationwide
KLSY,  92.5, 100 KW @ 1085, AC                APR, ABC C, $  87.00 (Banner)      Sandusky
KLTX,  95.7, 100 KW @ 1166, SOFT AC                   , $  64.00 (HNWH)        Ackerly

KMGI, 107.7, 100 KW @ 1175, AC                        , $  66.00 (Republic)    Noble
KMPS,  94.1,  98 KW @ 1140, COUNTRY                APR, $ 125.00 (Mc-Guild)    EZ
KNUA, 106.9, 100 KW @  810, JAZZ/NAC             ABC R, $  60.00 (Durpetti)    Gannett
KPLZ, 101.5, 100 KW @ 1185, CHR                       , $  85.00 (Durpetti)    Golden West
KRPM, 106.1, 100 KW @  690, COUNTRY                   , $  66.00 (Christal)    Heritage
KSEA, 100.7, 100 KW @  720, SOFT AC                   , $  71.00 (Torbet)      Bonneville
KUBE,  93.3, 100 KW @ 1273, CHR                       , $ 150.00 (MMR)         Cook Inlet
KXRX,  96.5,  81 KW @ 1205, CLASSIC AOR               , $ 100.00 (Katz)        Shamrock
KZOK, 102.5, 100 KW @ 1157, AOR                       , $  74.00 (Banner)
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CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KASY (Auburn) sold to Viacom for $1,700,000

SHREVEPORT

Arbitron Rank/Pop (12+): 110/330,500
MSA Rank/Pop: 129/365,000
ADI # 65
Average Person Ratings: 17.0
Market TSL: 22.75 hours

Stations: 16/15
Diaries: 792/417:1/56.7%
Sample Target: 730
% Below Line: 7.5
% Not Listed: 6.6

1989 Revenue: $9,100,000
HH Inc.: $23,300
Retail $: 2.4 Bil
Pop per Station: 22,033
#1 Biller: KRMD-AF $2,000,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRMD-AF (C)	102/18.1	13.8	17.6	11.8	12.6	----	156/1750	901/27.3	27.1	22.2	103	15.4	79	888	KRMD-AF
2. KMJJ-F (B)	65/11.6	9.5	13.0	7.5	7.7	----	70/707	650/19.7	18.5	18.0	110	12.9	73	666	KMJJ-F
3. KDKS-F (B)	64/11.4	11.0	9.9	18.8	13.9	----	80/854	705/21.3	19.1	17.3	83	17.0	96	734	KDKS-F
4. KVKI-F (AC)	50/ 8.9	6.7	4.8	6.4	7.1	----	59/781	596/18.0	17.2	14.8	129	4.8	27	440	KVKI-F
5. KITT-F (AC)	45/ 8.0	6.9	6.9	5.3	6.2	----	80/1152	620/18.8	19.3	19.4	156	7.1	40	500	KITT-F
6. KTUX-F (CHR)	42/ 7.5	6.4	7.3	11.7	9.0	----	110/1622	556/16.8	18.6	19.9	63	10.8	61	691	KTUX-F
7. KEEL (BB)	35/ 6.2	8.4	4.6	3.5	3.4	----	44/678	422/12.8	14.6	12.8	87	3.2	18	313	KEEL
8. KWKH (C)	34/ 6.0	7.5	4.4	4.6	5.5	----	48/717	410/12.4	12.1	11.1	50	3.4	19	233	KWKH
9. KOKA (REL)	28/ 5.0	5.8	8.2	----	0.3	----	32/332	286/ 8.7	8.4	10.6	68	3.5	20	331	KOKA
10. KWKH-F (C)	25/ 4.4	6.0	4.0	4.6	5.3	----	38/699	430/13.0	13.4	14.5	116	4.1	23	392	KWKH-F
KTAL-F (AOR)	25/ 4.4	7.3	5.3	5.9	7.1	----	75/1054	416/12.6	13.6	13.3	139	10.1	57	611	KTAL-F

12+ FM SHARE (METRO): 78.10% (410 of 525) (FAL 88: 75.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDKS-F	1 KRMD-AF	1 KRMD-AF>	1 KRMD-AF	1 KRMD-AF>	1 KRMD-AF>>	1 KRMD-AF>>	1 KRMD-AF>>	1 KRMD-AF>	1 KDKS-F	1 KDKS-F<
2 KTUX-F	2 KDKS-F	2 KMJJ-F<	2 KMJJ-F	2 KMJJ-F<	2 KEEL <	2 KVKI-F	2 KVKI-F	2 KMJJ-F<	2 KMJJ-F>	2 KMJJ-F<
3 KMJJ-F>>	3 KMJJ-F<	3 KDKS-F	3 KITT-F	3 KITT-F	3 KWKH	3 KMJJ-F	3 KMJJ-F<	3 KDKS-F	3 KTUX-F	3 KOKA <
4 KTAL-F	4 KVKI-F	4 KVKI-F	4 KVKI-F	4 KVKI-F	4 KMJJ-F	KITT-F<	4 KITT-F	4 KVKI-F<	4 KRMD-AF>	4 KRMD-F
5	5 KTUX-F	5 KITT-F>	5 KDKS-F	5 KDKS-F	5 KOKA	5 KDKS-F	5 KDKS-F	5 KITT-F	5 KITT-F	5 KWKH-F
6	6 KITT-F	6 KTUX-F	6	6	6 KWKH-F	6 KWKH <	6 KEEL	6 KTUX-F	6 KVKI-F	6
					7 KVKI-F	7 KEEL				
					KITT-F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTUX-F	1 KTUX-F	1 KITT-F	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF>	1 KRMD-AF	1 KRMD-AF>>	1 KRMD-AF>
KDKS-F	KDKS-F	2 KVKI-F	2 KVKI-F	KITT-F	2 KDKS-F>>	2 KDKS-F	2 KTAL-F	2 KMJJ-F	2 KMJJ-F>
3 KRMD-AF	3 KVKI-F	3 KMJJ-F	KMJJ-F<	3 KVKI-F	3 KTUX-F	3 KMJJ-F	KMJJ-F>	KDKS-F>	3 KVKI-F
4 KVKI-F	4 KMJJ-F	4 KTUX-F	4 KDKS-F	4 KMJJ-F	4 KVKI-F	4 KVKI-F	4 KVKI-F	4 KVKI-F	4 KTAL-F
KMJJ-F>>	KITT-F	KDKS-F	5 KITT-F	5 KDKS-F>	5 KMJJ-F	KTAL-F	5 KDKS-F	5 KITT-F	KITT-F
6 KITT-F	6 KRMD-AF	6 KRMD-AF>	6 KTUX-F	6 KEEL	6	6	6 KITT-F>>	6 KTAL-F	KDKS-F
		7 KTAL-F		7 KTUX-F					

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		42 (1)	42 (1)	8.0	8.2
AOR/CLASSIC		25 (1)	25 (1)	4.8	5.9
AC/OLDIES/SOFT ROCK		95 (2)	95 (2)	18.1	13.1
MOR/VARIETY					
COUNTRY	45 (3)	119 (2)	164 (5)	31.2	30.9
BLACK/URBAN		129 (2)	129 (2)	24.6	26.0
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA	35 (1)		35 (1)	6.7	6.1
RELIGION/GOSPEL	32 (3)		32 (3)	6.1	9.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	3 (1)		3 (1)	0.6	
	115 (8)	410 (8)	525 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KASO	1240	Minden	0.5/1.8/ 3/ 59
KBCL	1070	Bossr City/Shrv	0.4/1.7/ 2/ 55
KFLO	1300	Shreveport	0.4/2.5/ 3/ 98
KIOU	1480	Shreveport	0.5/1.8/ 3/ 61

RADIO STATIONS

KEEL, 710, 50 KW/5 KW (DA-2) , NOSTALGIA ABC I, $ 27.00 (Katz) Multimedia
KMJJ, 980, 5 KW (DAYS) , BLACK SBN, $ N/A (HNWH)
KOKA, 1480, 1 KW (DAYS) , GOSPEL NBN, SBN, $ 17.00 (HNWH)
KWKH, 1130, 50 KW (DA-N) , COUNTRY MBS, $ N/A (Christal) Great Empire

KDKS-F, 92.1, 3 KW @ 300, BLACK , $ 21.00 (Mc-Guild) (BENTON)
KITT-F, 93.7, 100 KW @ 1020, CHR ABC F, $ 34.00 (Katz) Multimedia
KMJJ-F, 100.1, 3 KW @ 300, BLACK SBN, $ 27.00 (HNWH)
KRMD-F, 101.1, 100 KW @ 1154, COUNTRY , $ 48.00 (Republic) AmCom

KTAL-F, 98.1, 100 KW @ 1328, AOR , $ 24.00 (Banner) (TEXARAKANA)
KVKI-F, 96.5, 100 KW @ 790, AC , $ 31.00 (Christal)
KWKH-F, 94.5, 100 KW @ 320, COUNTRY MBS, $ 40.00 (Christal) Great Empire
KTUX-F, 98.9, 100 KW @ 720, CHR , $ 33.00 (Banner) (CHARTHAGE)

MISCELLANEOUS COMMENTS: KMJJ-F sold to Sun Group for $2,400,000 (Barger)...KBCL changes from NOSTALGIA to RELIGION (Jan)...

SPOKANE

Arbitron Rank/Pop (12+): 99/354,000

MSA Rank/Pop: 130/358,000
ADI # 76
Average Person Ratings: 15.7
Market TSL: 21.0 hours

Stations: 18/18
Diaries: 715/495:1/57.7%
Sample Target: 750
% Below Line: 0.0
% Not Listed: 12.4

1989 Revenue: $10,600,000
HH Inc.: $23,560
Retail $: 2.6 Bil
Pop per Station: 19,666
#1 Biller: KGA/KDRK-F $2,400,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KZZU-F	(CHR)	80/14.4	15.6	14.8	16.9	15.2	----	119/1549	1020/28.8	31.2	27.7	56	24.7	143	1297	KZZU-F
2. KISC-F	(AC) **	56/10.1	9.2	10.9	8.4	8.3	----	75/1031	686/19.4	18.3	16.9	136	5.0	29	639	KISC-F
3. KXLY-F	(EZ) **	53/ 9.5	11.1	9.9	13.8	10.7	----	80/953	585/16.5	17.0	16.8	60	7.8	45	588	KXLY-F
4. KEZE-F	(AOR)	49/ 8.8	7.2	5.6	6.4	7.0	----	64/692	494/14.0	15.1	13.6	95	10.0	58	705	KEZE-F
5. KDRK-F	(C)	43/ 7.7	8.6	8.9	6.8	11.1	----	77/958	549/15.5	17.3	17.4	117	10.4	60	925	KDRK-F
6. KXLY	(N/T)**	32/ 5.7	4.6	6.8	5.1	6.3	----	42/665	526/14.9	12.2	14.5	82	5.5	32	503	KXLY
KKZX-F	(AOR)	32/ 5.7	6.3	5.8	3.9	4.4	----	36/578	481/13.6	11.7	12.6	123	8.1	47	568	KKZX-F
8. KGA	(C)	31/ 5.6	4.1	5.5	4.5	6.1	----	46/648	486/13.7	11.2	12.3	96	4.3	25	334	KGA
9. KKPL-F	(AC)	29/ 5.2	5.3	3.1	4.9	5.4	----	46/847	590/16.7	13.9	10.9	142	3.8	22	608	KKPL-F
10. KTRW	(C)	27/ 4.8	2.4	2.7	4.3	0.4	----	35/355	296/ 8.4	5.7	5.9	98	1.9	11	161	KTRW
11. KJRB	(AC)	15/ 2.7	2.2	1.4	3.1	3.0	----	20/338	275/ 7.8	8.8	6.1	137	3.1	18	259	KJRB
12. KAAR-F	(AC)	11/ 2.0	1.7	----	----	----	----	11/302	262/ 7.4	3.9	0.0	165	2.9	17	252	KAAR-F
13. KEYF-F	(J/NA)	10/ 1.8	0.5	1.5	1.4	3.5	----	14/249	222/ 6.3	2.6	3.1	183	1.4	8	133	KEYF-F
14. KAQQ	(MOR)	7/ 1.3	3.3	3.1	2.7	2.8	----	26/408	178/ 5.0	6.5	7.9	0	0.3	2	104	KAQQ

12+ FM SHARE (METRO): 75.20% (367 of 488) (FAL 88: 74.17%)
** Stations determined to have engaged in a special station activity.

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZU-F	1 KEZE-F	1 KZZU-F	1 KISC-F>	1 KISC-F>	1 KXLY-F>	1 KZZU-F	1 KISC-F<	1 KZZU-F>	1 KZZU-F>>	1 KDRK-F>
2	2 KZZU-F	2 KISC-F	2 KEZE-F	2 KDRK-F	2 KXLY	2 KISC-F	2 KZZU-F<	2 KISC-F	2 KEZE-F	2 KISC-F>
3	3 KISC-F>	3 KEZE-F>	3 KZZU-F	3 KEZE-F	3 KDRK-F	3 KDRK-F	3 KXLY-F<	3 KEZE-F	3 KKZX-F	3 KXLY
4	4 KKZX-F>	4 KKZX-F	4 KKZX-F	4 KZZU-F	4 KTRW	4 KXLY-F	4 KEZE-F>	4 KXLY-F>	KKPL-F	4 KKPL-F
5	5 KDRK-F	5 KDRK-F	KDRK-F	5 KKPL-F	5 KISC-F	5 KEZE-F<	5 KDRK-F	5 KDRK-F	5 KXLY-F	5
6	6 KKPL-F	6 KKPL-F	6 KKPL-F	6 KKZX-F	6 KGA	6 KXLY	6	6	6 KJRB	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZZU-F>	1 KISC-F	1 KISC-F>	1 KISC-F	1 KISC-F>	1 KZZU-F	1 KEZE-F	1 KEZE-F>	1 KEZE-F	1 KISC-F
2 KISC-F	2 KZZU-F<	2 KEZE-F	2 KZZU-F	2 KDRK-F	2 KEZE-F>>	2 KZZU-F>	2 KISC-F	2 KZZU-F>	2 KEZE-F
3 KEZE-F	3 KEZE-F	3 KKPL-F	3 KDRK-F	3 KZZU-F	3 KKZX-F>>	3 KKZX-F	3 KKZX-F>	3 KKZX-F<	3 KKZX-F>
KDRK-F>	4 KDRK-F	4 KZZU-F	4 KKPL-F	4 KKPL-F	4 KISC-F	4 KISC-F>	4 KZZU-F	4 KISC-F	4 KZZU-F
5 KKPL-F	5 KKPL-F	KDRK-F	5 KEZE-F	5 KEZE-F	5	5 KGA	5 KGA	5	KXLY-F
6 KKZX-F	6	6 KKZX-F	6	6	6	6	6 KJRB >	6	KGA
									KDRK-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		80 (1)	80 (1)	16.4	21.2
AOR/CLASSIC		81 (2)	81 (2)	16.6	13.0
AC/OLDIES/SOFT ROCK	20 (2)	100 (4)	120 (6)	24.6	18.4
MOR/VARIETY	7 (1)		7 (1)	1.4	3.5
COUNTRY	58 (2)	43 (1)	101 (3)	20.7	19.4
BLACK/URBAN					
BEAUTIFUL/EASY		53 (1)	53 (1)	10.9	11.3
NEWS/TALK	32 (1)		32 (1)	6.6	7.8
NOSTALGIA					2.1
RELIGION/GOSPEL					0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		10 (1)	10 (1)	2.0	1.7
UNKNOWN/OTHERS	4 (2)		4 (2)	0.8	1.2
	121 (8)	367 (10)	488 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCDA-F	103.1	Cr Dalene/PstFl	0.7/2.0/ 4/ 71
KFVR	1050	Dishman/Spokane	0.9/4.5/ 5/ 170
KHDL	630	Opportunity	0.4/2.1/ 2/ 79
KVNI	1080	Coeur D Alene	0.4/3.4/ 2/ 137

RADIO STATIONS

KAQQ,	590,	5 KW	, MOR	TRNSTR, CNN,	$ 16.00	(Katz)	Home News	
KFVR,	1050,	5 KW/500 W, DA-1)	, NOSTALGIA	ABC E,	$ 14.00	(Republic)		
KGA ,	1510,	50 KW (DA-N)	, COUNTRY	ABC I,	$ 21.00	(Eastman)	John Price	
KJRB,	790,	5 KW (DA-N)	, OLDIES	,	$ 17.00	(Mc-Guild)	Apollo	
KTRW,	970,	5 KW/1 KW (DA-N)	, COUNTRY	US 2,	$ 18.00	(Christal)	Olympia	
KXLY,	920,	5 KW	, NEWS/TALK	CBS, MBS,	$ 21.00	(Torbet)		
KAAR-F,	95.3,	1 KW @ 680,	??	,	$ 14.00	(---)		(MEDICAL LAKE)
KCDA-F,	103.1,	2 KW @ 350,	AC	TRNSTR,	$ 10.00	(Republic)		(COEUR D'ALENE)
KDRK-F,	93.7,	56 KW @ 2380,	COUNTRY	US 1,	$ 35.00	(Eastman)	John Price	
KEYF-F,	101.1,	100 KW @ 900,	JAZZ/NAC	,	$ 17.00	(Republic)		(CHENEY)
KEZE-F,	105.7,	100 KW @ 1910,	AOR	,	$ 30.00	(Mc-Guild)	Apollo	
KISC-F,	98.1,	94 KW @ 2030,	AC	,	$ 36.00	(Katz)	Home News	
KKPL-F,	96.1,	56 KW @ 2380,	AC	,	$ 27.00	(Republic)		
KKZX-F,	98.9,	100 KW @ 1614,	CLASSIC AOR	,	$ 28.00	(Banner)	Medina	
KXLY-F,	99.9,	37 KW @ 2998,	BTFL/EZ	,	$ 32.00	(Torbet)		
KZZU-F,	92.9,	85 KW @ 2110,	CHR	,	$ 40.00	(Christal)	Olympia	

MISCELLANEOUS COMMENTS: KEYF-A changes to KFVR (Oct)...

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 73/502,000

MSA Rank/Pop: 86/592,000
ADI # 97
Average Person Ratings: 16.9
Market TSL: 22.00 hours

Stations: 28/13
Diaries: 927/542:1/51.8%
Sample Target: 890
% Below Line: 35.1
% Not Listed: 13.9

1989 Revenue: $12,000,000
HH Inc.: $28,374
Retail $: 4.8 Bil
Pop per Station: 38,615
#1 Biller: WHYN-AF $5,000,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAQY-F	(AOR)	81/ 9.6	10.7	9.8	8.6	8.2	9.7	92/1151	1031/20.5	24.5	20.2	87	11.8	101	1379	WAQY-F
2. WMAS-F	(AC)	72/ 8.5	8.0	9.2	7.3	10.2	8.3	74/944	908/18.1	18.3	21.0	134	5.5	47	685	WMAS-F
WHYN-F	(AC)	72/ 8.5	9.7	11.5	8.2	10.3	9.5	85/1290	1157/23.0	24.2	24.8	134	9.6	82	1200	WHYN-F
4. WMAS	(BB)	65/ 7.7	4.0	5.3	5.9	4.7	5.7	65/575	566/11.3	11.0	9.1	17	4.8	41	526	WMAS
5. WTIC-F	(CHR)	64/ 7.5	10.5	7.6	9.1	7.9	8.7	64/1056	1050/20.9	22.5	23.1	68	10.8	92	1375	WTIC-F
6. WHYN	(MOR)	60/ 7.1	7.8	8.3	5.3	5.5	7.1	62/823	803/16.0	19.4	17.2	107	5.3	45	604	WHYN
7. WRCH-F	(EZ)	55/ 6.5	6.1	7.2	10.1	8.7	7.5	57/736	710/14.1	16.3	15.4	97	5.4	46	454	WRCH-F
8. WCCC-F	(AOR)	35/ 4.1	3.1	2.2	2.9	2.5	3.1	35/553	535/10.7	10.8	10.5	80	3.2	27	436	WCCC-F
9. WWYZ-F	(C)	32/ 3.8	3.0	3.5	2.6	2.2	3.2	35/394	346/ 6.9	8.4	5.2	153	3.2	27	369	WWYZ-F
10. WDRC-F	(AC)	24/ 2.8	2.0	1.7	2.6	2.5	2.3	26/416	406/ 8.1	8.6	8.5	171	2.9	25	488	WDRC-F
11. WNNZ	(AC)	19/ 2.2	1.8	2.7	3.5	1.8	2.5	19/323	308/ 6.1	7.1	5.6	186	1.8	15	206	WNNZ
12. WHMP-F	(CHR)	18/ 2.1	2.9	2.4	3.2	3.2	2.7	24/515	435/ 8.7	8.9	9.0	62	2.1	18	403	WHMP-F
13.																

12+ FM SHARE (METRO): 70.55% (515 of 730) (FAL 88: 73.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WAQY-F>>	1 WAQY-F	1 WHYN-F<	1 WHYN-F	1 WMAS-F	1 WHYN	1 WHYN-F<	1 WAQY-F	1 WAQY-F>	1 WAQY-F
2 WAQY-F	2 WHYN-F<	2 WHYN-F	2 WMAS-F	WMAS-F>	2 WHYN-F<	2 WHYN-F	2 WMAS-F<	2 WHYN-F	2 WTIC-F>	2 WHYN
3	3 WTIC-F>	3 WMAS-F	3 WAQY-F	3 WAQY-F	3 WMAS	3 WMAS-F	3 WAQY-F	3 WTIC-F	3 WRCH-F	3 WTIC-F
4	4 WCCC-F	4 WTIC-F>	4 WHYN-F	4 WHYN	4 WRCH-F	4 WMAS	4 WMAS	4 WMAS-F	4 WHYN	WMAS
5	5 WMAS-F	5 WHYN	5 WRCH-F	5 WRCH-F	5 WHYN-F	5 WTIC-F	5 WRCH-F	5 WRCH-F	5 WMAS-F	5 WTIC
6	6	6	6	6	6	6 WAQY-F	6 WTIC-F	WMAS	6	6 WHMP-F
7	7	7	7	7	7	7	7 WHYN	7 WHYN	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F>	1 WHYN-F	1 WHYN-F>>	1 WHYN-F	1 WIXY >	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>	1 WAQY-F>>	1 WAQY-F
2 WHYN-F>	2 WTIC-F>>	2 WRCH-F	2 WTIC-F	2 WMAS-F	2 WCCC-F>>	2 WCCC-F	2 WMAS-F>>	2 WCCC-F	2 WMAS-F>
3 WAQY-F>	3 WAQY-F	3 WTIC-F	3 WMAS-F>	3 WRCH-F	3 WTIC-F	3 WTIC-F	3 WHCN-F	WMAS-F	3 WHYN-F
4 WMAS-F	4 WMAS-F	WMAS-F	4 WRCH-F	4 WHYN-F	4 WHYN-F>	4 WMAS-F	WCCC-F	4 WHYN-F>	4 WHYN
WHMP-F>	5	5 WHCN-F	WHYN	5 WTIC-F	5 WHCN-F	5 WHCN-F	WAAF-F	5	5
6 WDRC-F>	6	WAQY-F>	6	6 WWYZ-F	WAAF-F>	WHYN-F	6	6	6
7	7	7	7	7	7	7		7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		91 (3)	91 (3)	12.5	14.2
AOR/CLASSIC	4 (1)	145 (4)	149 (5)	20.4	16.7
AC/OLDIES/SOFT ROCK	19 (1)	175 (4)	194 (5)	26.6	30.9
MOR/VARIETY	96 (4)		96 (4)	13.2	11.0
COUNTRY	3 (1)	32 (1)	35 (2)	4.8	3.1
BLACK/URBAN					
BEAUTIFUL/EASY		68 (3)	68 (3)	9.3	12.2
NEWS/TALK	18 (2)		18 (2)	2.5	3.6
NOSTALGIA	68 (2)		68 (2)	9.3	6.1
RELIGION/GOSPEL	7 (1)		7 (1)	1.0	0.4
SPANISH					0.7
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		4 (1)	4 (1)	0.5	0.9
	215 (12)	515 (16)	730 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WACE	730	Chicopee	0.8/3.1/ 7/ 165
WHMP	1400	Northampton	1.7/4.6/ 15/ 238
WIXY	1600	East Longmeadow	0.4/1.8/ 4/ 104
WREB	930	Holyoke	0.8/3.5/ 7/ 183
WSPR	1270	Springfield	1.3/6.2/ 11/ 322
WTTT	1430	Amherst	0.4/1.4/ 8/ 88
WAAF-F	107.3	Worcester	1.9/9.0/ 28/ 555
WBZ	1030	Boston	0.7/1.6/ 7/ 115
WFAN	660	New York	0.5/1.1/ 5/ 61
WHCN-F	105.9	Hartford	1.5/7.2/ 14/ 375
WIOF-F	104.1	Waterbury	0.8/3.6/ 7/ 183
WKSS-F	95.7	Hartford	1.1/8.4/ 9/ 422
WLVH-F	93.7	Hartford	0.9/1.2/ 8/ 60
WRSI-F	95.3	Greenfield	0.5/1.6/ 13/ 145
WSRS-F	96.1	Worcester	0.6/3.2/ 7/ 207
WTIC	1080	Hartford	1.9/7.1/ 17/ 380

RADIO STATIONS

WHMP, 1400, 1 KW , MOR NBC, $ 18.00 (K & P)
WHYN, 560, 5 KW/1 KW (DA-2) , MOR/AC ABC I, $ 35.00 (Mc-Guild) Wilkes-Schwartz
WMAS, 1450, 1 KW , NOSTALGIA MBS, $ 28.00 (Banner) Lappin
WNNZ, 640, 50 KW/1 KW (DA-2) , OLDIES US 2, CBS, $ 25.00 (---)
WREB, 930, 500 W (DAYS) , , $ 13.00 (---)
WSPR, 1270, 5 KW/1 KW (DA-2) , TALK MBS, APR, $ 20.00 (Roslin)

WAQY-F, 102.1, 27 KW @ 650, AOR ABC F, $ 55.00 (Katz) Sunshine
WHMP-F, 99.3, 3 KW @ 300, CHR , $ 25.00 (K & P)
WHYN-F, 93.1, 9 KW @ 1000, AC , $ 64.00 (Mc-Guild) Wilkes-Schwartz
WMAS-F, 94.1, 50 KW @ 360, AC , $ 56.00 (Banner) Lappin

OTHER RANKED STATIONS -- See Hartford

STOCKTON

Arbitron Rank/Pop (12+): 90/392,400

MSA Rank/Pop: 104/479,000
Sacramento ADI
Average Person Ratings: 15.7
Market TSL: 21.00 hours

Stations: 33/9
Diaries: 725/541:1/44.2%
Sample Target: 780
% Below Line: 58.5
% Not Listed: 17.6

1989 Revenue: $7,800,000
HH Inc.: $27,343
Retail $: 2.8 Bil
Pop per Station: 43,600
#1 Biller: KWG/KYBB-F $1,900,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KHOP-F	(CHR)	42/ 6.8	10.4	4.4	6.5	7.0	----	42/869	869/22.1	25.0	18.0	93	10.6	62	931	KHOP-F
2. KNBR	(MOR)	38/ 6.2	4.6	3.0	3.6	3.7	----	38/641	641/16.3	10.7	9.4	97	5.3	31	439	KNBR
3. KBEE-F	(EZ)	36/ 5.9	3.8	5.5	6.1	6.6	----	36/532	532/13.6	9.8	11.4	102	2.4	14	276	KBEE-F
4. KRAK	(C)	35/ 5.7	5.6	9.1	6.3	5.6	----	35/410	410/10.4	10.3	15.0	128	5.1	30	340	KRAK
5. KJOY-F	(EZ)	34/ 5.5	4.8	2.7	3.5	7.6	----	34/374	374/ 9.5	10.7	8.1	104	0.9	5	163	KJOY-F
6. KMEL-F	(CHR)	27/ 4.4	4.3	2.1	3.1	1.7	----	27/365	365/ 9.3	11.2	6.5	55	4.1	24	439	KMEL-F
7. KDJK-F	(AOR)	25/ 4.1	5.1	3.2	5.6	3.9	----	25/315	315/ 8.0	9.0	7.5	146	5.8	34	338	KDJK-F
8. KFMR-F	(C)	21/ 3.4	3.1	6.5	5.0	4.3	----	21/393	393/10.0	9.8	13.3	88	6.3	37	412	KFMR-F
9. KYBB-F	(O)	19/ 3.1	3.6	3.6	2.5	3.7	----	19/285	285/ 7.3	9.7	9.7	174	2.0	12	174	KYBB-F
10. KCBS	(N/T)	18/ 2.9	3.9	3.2	2.9	5.2	----	18/428	428/10.9	10.4	9.6	31	3.1	18	287	KCBS
11. KWG	(O)	17/ 2.8	4.1	4.1	5.2	5.2	----	17/285	285/ 7.3	9.1	7.3	161	3.8	22	272	KWG
KSTN-F	(SP)	17/ 2.8	1.2	2.8	2.9	2.3	----	17/249	249/ 6.3	3.2	6.4	118	2.0	12	238	KSTN-F
13. KRAK-F	(C)	16/ 2.6	2.3	3.3	3.8	1.9	----	16/254	254/ 6.5	7.1	7.3	92	1.7	10	209	KRAK-F
14. KGO	(N/T)	14/ 2.3	2.0	2.2	2.1	1.9	----	14/279	279/ 7.1	4.7	4.5	39	2.0	12	214	KGO
KFRC	(BB)	14/ 2.3	5.4	1.3	1.5	1.0	----	14/241	241/ 6.1	6.8	3.9	26	1.5	9	122	KFRC

12+ FM SHARE (METRO): 63.91% (324 of 507) (FAL 88: 63.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHOP-F	1 KHOP-F	1 KHOP-F	1 KHOP-F	1 KRAK	1 KRAK	1 KNBR <	1 KBEE-F	1 KJOY-F<	1 KNBR	1 KNBR >>
2 KMEL-F>	2 KDJK-F>	2 KDJK-F	2 KNBR	2 KHOP-F	KBEE-F	2 KHOP-F>	2 KJOY-F	2 KHOP-F>	2 KMEL-F	2 KDJK-F
3 KSOL-F	3 KMEL-F>	3 KNBR	KDJK-F	3 KNBR	3 KNBR	3 KRAK	3 KRAK	3 KNBR	3 KHOP-F	3 KRAK
KSTN	4 KZAP-F	4 KJOY-F<	4 KYBB-F	KDJK-F	4 KJOY-F	4 KBEE-F	4 KHOP-F	KMEL-F	4 KJOY-F	KFBK
5	KSFM-F	5 KMEL-F	5 KRAK	KBEE-F	5	5 KCBS	5 KDJK-F	KBEE-F	5	KCBS
6	6	6 KYBB-F	KJOY-F	6 KJOY-F<	6	6	6	6	6	6
				7 KYBB-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMEL-F	1 KHOP-F>	1 KHOP-F	1 KHOP-F>	1 KBEE-F	1 KSFM-F>	1 KDJK-F	1 KDJK-F	1 KDJK-F	1 KRAK
2 KHOP-F>	2 KMEL-F	2 KDJK-F>	2 KYBB-F	KYBB-F	2 KHOP-F	2 KHOP-F>	2 KHOP-F>>	2 KHOP-F	KDJK-F
3 KFMR-F>	KDJK-F>	3 KYBB-F	KJOY-F	3 KJOY-F	3 KMEL-F	3 KMEL-F	3 KZAP-F	3 KNBR	3 KNBR
4 KVFX-F	4 KNBR	4 KZAP-F	4 KNBR	4 KRAK	KDJK-F	4 KSFM-F	KOSO-F	4 KRAK	4 KHOP-F
KSOL-F	KYBB-F	KNBR	5 KMEL-F	KHOP-F	KJOY-F	5 KJOY-F	KMEL-F>	5 KMEL-F	5 KZAP-F
KSFM-F	KWIN-F	KWIN-F>>	6	6	6 KVFX-F	6	6	6	KWG
KSTN					KWIN-F				

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		98 (5)	98 (5)	19.3	18.7
AOR/CLASSIC		48 (4)	48 (4)	9.5	6.8
AC/OLDIES/SOFT ROCK	26 (3)	29 (2)	55 (5)	10.8	13.5
MOR/VARIETY	38 (1)		38 (1)	7.5	5.7
COUNTRY	47 (3)	40 (3)	87 (6)	17.2	25.3
BLACK/URBAN		13 (1)	13 (1)	2.6	0.4
BEAUTIFUL/EASY		72 (3)	72 (3)	14.2	10.9
NEWS/TALK	41 (3)		41 (3)	8.1	7.4
NOSTALGIA	14 (1)		14 (1)	2.8	1.6
RELIGION/GOSPEL					
SPANISH	17 (2)	17 (1)	34 (3)	6.7	8.0
CLASSICAL					
JAZZ/NEW AGE		7 (1)	7 (1)	1.4	1.8
UNKNOWN/OTHERS					
	183 (13)	324 (20)	507 (33)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCVR	1570	Lodi	1.6/4.2/ 10/ 163
KJAX	1280	Stockton	0.8/4.0/ 5/ 157
KSTN	1420	STOCKTON	2.0/10.0/ 12/ 391
KWIN-F	97.7	LODI	2.0/9.6/ 12/ 377
KCTC-F	96.1	Sacramento	0.3/1.4/ 2/ 54
KFBK	1530	SACRAMENTO	1.5/2.9/ 9/ 112
KLOC	920	Ceres	0.8/2.0/ 5/ 78
KOSO-F	93.1	PATTERSON/MDSTO	1.6/4.5/ 10/ 175
KQPT-F	100.5	SACRAMENTO	1.1/3.8/ 7/ 150
KRQR-F	97.3	SAN FRANCISCO	0.3/1.3/ 2/ 52
KSAN-F	94.9	San Francisco	0.5/1.5/ 3/ 59
KSFM-F	102.5	WOODLAND	1.6/5.1/ 10/ 199
KSFO	560	SAN FRANCISCO	0.7/2.7/ 4/ 107
KSOL-F	107.7	SAN MATEO	2.1/4.2/ 13/ 164
KTRB	860	MODESTO/STOCKTN	0.3/2.3/ 2/ 92
KVFX-F	96.7	Manteca	1.3/4.2/ 8/ 163
KWOD-F	106.5	SACRAMENTO	1.1/5.9/ 7/ 230
KZAP-F	98.5	SACRAMENTO	2.1/5.3/ 13/ 207

RADIO STATIONS

KJAX,	1280,	1 KW (DA-N)	, NEWS/TALK	ABC E, $	12.00 (Christal)	
KSTN,	1420,	5 KW/1KW (DA-2)	, HISPANIC	ABC C, $	16.00 (Roslin)	
KWG ,	1230,	1 KW	, OLIDES	MBS, $	18.00 (Katz)	Home News
KCVR,	1570,	5 KW (DAYS, DA)	, HISPANIC	$	14.00 (Caballero)	
KFMR-F,	100.1,	3 KW @ 300,	COUNTRY	, $	24.00 (CBS)	
KJOY-F,	99.3,	3 KW @ 300,	SOFT AC	ABC E, $	23.00 (Christal)	
KSTN-F,	107.3,	8 KW @ 1610,	HISPANIC	ABC C, $	17.00 (Roslin)	
KYBB-F,	100.9,	3 KW @ 300,	OLDIES	, $	24.00 (Katz)	Home News (TRACY)
KWIN-F,	97.7,	3 KW @ 300,	CHR	, $	27.00 (MMR)	(LODI)

OTHER RANKED STATIONS - See Modesto or Sacramento...MISCELLANEOUS COMMENTS: KFOY-A changes to KJAX...KJAX-F changes to KJOY-F KJOY now programs SOFT AC and KJAX programs NEWS/

SYRACUSE

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Arbitron Rank/Pop (12+):  66/540,300         Stations:   23/17               1989 Revenue:  $17,000,000
                                             Diaries:   991/545:1/59.9%      HH Inc.:   $30,327
MSA Rank/Pop:   74/651,000                   Sample Target:   920            Retail $:  4.6 Bil
                ADI # 70                     % Below Line:   6.6             Pop per Station:   31,782
Average Person Ratings:   16.8               % Not Listed:  14.3             #1 Biller: WYYY-F  $5,000,000
Market TSL:  22.00 hours
                                                                   12+ METRO                    %
                                   SUM  SPG  WIN  FAL  4 Book 12+ TSA   CUME/CUME   SPG   FAL   25-54    Birch Birch Birch
 12+ METRO              1/4/SHARE  89   89   89   88   Avg.   1/4/CUME    RATING     89    88  Conversion Share  AQH  Cume
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  1. WYYY-F  (AC)       128/14.1 15.7 11.8 14.7 13.8  14.1  160/2214   1730/32.0  31.4  33.6    149      10.5   96   1324  WYYY-F
  2. WNTQ-F  (CHR)      103/11.4 10.0 13.9 15.3 12.6  12.6  133/2053   1561/28.9  30.7  30.4     65      14.6  134   1860  WNTQ-F
  3. WSYR    (MOR)       87/ 9.6 10.0 10.8 10.0 14.2  10.1  106/1565   1366/25.3  23.4  28.9     73       7.5   69   1071  WSYR
  4. WRHP-F  (EZ)        63/ 6.9  6.6  6.5  7.7  6.6   6.9   75/928     675/12.5  11.7  11.0     70       4.9   45    495  WRHP-F
  5. WAQX-F  (AOR)       61/ 6.7  7.3  7.8  6.2  8.0   7.0   73/1180   1018/18.8  18.7  19.0    118      12.1  111   1628  WAQX-F

  6. WKFM-F  (AOR)       56/ 6.2  7.3  7.4  5.9  6.0   6.7   71/1342   1000/18.5  18.7  15.6    134       9.6   88    846  WKFM-F
  7. WSEN-AF (O)         50/ 5.5  5.8  5.8  4.9  4.8   5.5   60/858     762/14.1  16.5  13.0    180       4.4   32    665  WSEN-AI
  8. WFBL    (BB)        41/ 4.5  2.8  0.7 ---- ----   2.0   45/580     493/ 9.1   2.7   0.0     20       2.5   23    289  WFBL
  9. WHEN    (MOR)       30/ 3.3  3.3  4.2  3.2  4.6   3.5   31/748     617/11.4  15.2  14.9    112       4.4   40    477  WHEN
 10. WEZG-F  (EZ)        28/ 3.1  2.7  2.7  4.6  4.2   3.3   28/522     513/ 9.5   9.1  11.2    119       2.4   22    577  WEZG-F

        12+ FM SHARE (METRO):   73.87%  (574 of 777)   (FAL 88:   74.52%)
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   TEENS       18-34      18-49      25-49      25-54       35+       12+ AMD    12+ MID    12+ PMD    12+ EVE    OVERNIGHT
 ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ---------- ----------
 1 WNTQ-F   1 WYYY-F   1 WYYY-F>  1 WYYY-F>> 1 WYYY-F>> 1 WSYR  >  1 WYYY-F   1 WYYY-F>  1 WYYY-F   1 WYYY-F   1 WSYR  <
 2          2 WNTQ-F   2 WNTQ-F   2 WSEN-AF  2 WSEN-AF  2 WYYY-F   2 WSYR  <  2 WRHP-F<  2 WNTQ-F>    WNTQ-F   2 WYYY-F>>
 3          3 WAQX-F   3 WAQX-F<  3 WKFM-F<  3 WKFM-F     WRHP-F>  3 WNTQ-F>> 3 WNTQ-F   3 WAQX-F   3 WSYR     3 WSEN-F
 4          4 WKFM-F   4 WKFM-F   4 WAQX-F   4 WAQX-F   4 WFBL     4 WAQX-F   4 WAQX-F   4 WRHP-F   4 WAQX-F   4 WNTQ-F
 5          5          5 WSEN-AF  5 WNTQ-F   5 WNTQ-F   5 WSEN-AF  5 WSEN-AF< 5 WSYR  <    WKFM-F   5 WKFM-F   5 WEZG-F
 6          6          6          6          6 WSYR     6          6 WRHP-F   6 WSEN-AF  6 WSYR     6 WRHP-F   6 WAQX-F
                                                                   7 WHEN       WKFM-F
                                                                                WFBL

 WOM 18-24  WOM 18-34  WOM 25-34  WOM 18-49  WOM 25-54             MEN 18-24  MEN 18-34  MEN 25-34  MEN 18-49  MEN 25-54
 ---------- ---------- ---------- ---------- ----------            ---------- ---------- ---------- ---------- ----------
 1 WNTQ-F>> 1 WYYY-F   1 WYYY-F>> 1 WYYY-F>  1 WYYY-F>>            1 WNTQ-F   1 WAQX-F   1 WAQX-F   1 WYYY-F   1 WYYY-F
 2 WYYY-F   2 WNTQ-F>> 2 WNTQ-F   2 WNTQ-F>> 2 WNTQ-F>             2 WAQX-F>  2 WYYY-F<  2 WKFM-F   2 WAQX-F   2 WSEN-AF<
 3 WKFM-F>  3 WAQX-F   3 WAQX-F>  3 WKFM-F   3 WSEN-AF             3 WYYY-F>  3 WKFM-F   3 WYYY-F>> 3 WKFM-F   3 WKFM-F
 4 WAQX-F>> 4 WKFM-F   4 WKFM-F>> 4 WAQX-F   4 WSYR                4 WKFM-F   4 WNTQ-F   4 WNTQ-F   4 WSEN-AF  4 WAQX-F>
 5          5          5          5 WSEN-AF    WRHP-F              5 WOUR-F   5          5          5 WNTQ-F   5 WSYR
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                                                                FAL 88                                         METRO CUME TSA TSA
FORMATS                     AM           FM           TOTAL        %         %    OTHER RATED STATIONS                      SHARE/RTG/AQH/CUME
-------                     --           --           -----        -         -    ---------------------------------------------------------

TOP 40/CHR/CONTEMP                    106 ( 2)     106 ( 2)      13.6      15.2   WMCR     1600    Oneida                0.4/1.1/  5/  91
AOR/CLASSIC                           133 ( 3)     133 ( 3)      17.1      17.4   WMHR-F   102.9   Syracuse              1.3/3.5/ 23/ 261
AC/OLDIES/SOFT ROCK       3 ( 1)      181 ( 3)     184 ( 4)      23.7      22.9   WNDR     1260    Syracuse              1.7/6.1/ 17/ 362
MOR/VARIETY             121 ( 3)                   121 ( 3)      15.6      22.3   WSCP-F   101.7   Pulaski               1.8/2.1/ 24/ 175
COUNTRY                  15 ( 1)       42 ( 3)      57 ( 4)       7.3       6.4   WSGO     1440    Oswego                1.0/1.2/  9/  79
BLACK/URBAN                                                                       WXRA     1220    North Syracuse        1.5/3.4/ 22/ 197
BEAUTIFUL/EASY                         91 ( 2)      91 ( 2)      11.7      12.3
NEWS/TALK                                                                         WFRG-F   96.1    Rome/Utica            0.8/2.7/ 33/ 465
NOSTALGIA                64 ( 3)                    64 ( 3)       8.2       0.5   WLZW-F   98.7    Utica/Rome            0.3/1.7/ 19/ 317
RELIGION/GOSPEL                        12 ( 1)      12 ( 1)       1.5       1.6   WOUR-F   96.9    Utica                 1.8/5.2/ 32/ 478
SPANISH                                                                           WPCX-F   106.9   Auburn                2.1/5.9/ 50/ 727
CLASSICAL                                                                         WRCK-F   107.3   Utica                 1.0/3.2/ 22/ 361
JAZZ/NEW AGE                                                                      WUUU-F   102.5   Rome/Utica            0.7/1.5/ 24/ 277
UNKNOWN/OTHERS                          9 ( 1)       9 ( 1)       1.2       1.3
                       ---------    ---------    ---------
                        203 ( 8)    574 (15)     777 (23)
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<u>RADIO STATIONS</u>

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WFBL, 1390,  5 KW (DA-N)       , NOSTALGIA                CNN, $  17.00 (Christal)      Wilkes-Schwartz
WHEN,  620,  5 KW/1 KW (DA-N)  , MOR/AC                 ABC E, $  34.00 (Banner)        Park
WNDR, 1260,  5 KW (DA-N)       , COUNTRY                  CBS, $  18.00 (Mc-Guild)      Osborn
WSYR,  570,  5 KW (DA-2)       , MOR                      NBC, $  77.00 (Katz)          NewCity

WAQX-F,   95.7,  25 KW @  300, AOR                      ABC R, $  46.00 (MMR)           Atlantic Ventures
WEZG-F,  100.9,   3 KW @  165, SOFT AC                       , $  28.00 (Durpetti)           ---
WKFM-F,  104.7,  50 KW @  500, AOR                     SOURCE, $  34.00 (Christal)      Wilkes-Schwartz
WMHR-F,  102.9,  20 KW @  780, RELIGION                      , $  10.00 (---)
WNTQ-F,   93.1,  97 KW @  660, CHR                           , $  50.00 (Mc-Guild)      Osborn

WRHP-F,  107.9,  50 KW @  500, BTFL/EZ                  ABC D, $  38.00 (Banner)        Park
WSEN-F,   92.1,  25 KW @  300, OLDIES                        , $  32.00 (HNWH)          Buckley
WYYY-F,   94.5, 100 KW @  650, AC                            , $ 106.00 (Katz)          NewCity
WPCX-F,  106.9,  45 KW @  530, COUNTRY                    SMN, $  18.00 (Market)        Scott      (AUBURN)
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<u>MISCELLANEOUS COMMENTS:</u> WEZG-F changes to EZ/SOFT AC...

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,803,700

MSA Rank/Pop: 21/2,070,000
ADI # 15
Average Person Ratings: 18.8
Market TSL: 24.75 hours

Stations: 26/23
Diaries: 1649/1094:1/49.9%
Sample Target: 1640
% Below Line: 8.3
% Not Listed: 10.7

1989 Revenue: $60,500,000
HH Inc.: $24,733
Retail $: 16.0 Bil
Pop per Station: 78,421
#1 Biller: WRBQ-F $17,500,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFLZ-F	(AC)	392/11.6	2.6	3.5	2.7	4.3	5.1	481/4751	3660/20.3	9.5	11.8	76	11.9	364	3615	WFLZ-F
2. WQYK-F	(C)	301/ 8.9	7.5	7.8	6.1	7.6	7.6	326/3343	2785/15.4	14.4	13.9	119	6.4	197	2309	WQYK-F
3. WRBQ-F	(CHR)	298/ 8.8	13.9	14.6	14.9	14.5	13.1	346/5196	4211/23.3	31.8	33.0	116	13.1	399	5094	WRBQ-F
4. WWRM-F	(AC)	278/ 8.2	9.9	7.5	6.3	9.4	8.0	357/4412	3666/20.3	20.2	20.2	98	6.7	206	2263	WWRM-F
5. WUSA-F	(AC)	266/ 7.9	5.0	5.9	5.6	4.8	6.1	278/3254	2894/16.0	14.3	12.2	154	4.8	147	1683	WUSA-F
6. WYNF-F	(AOR)	191/ 5.6	7.4	6.8	7.5	6.9	6.8	331/3729	2441/13.5	13.7	15.0	132	10.4	319	3005	WYNF-F
7. WDUV-F	(EZ)	183/ 5.4	6.2	6.7	6.8	6.4	6.3	321/3527	2133/11.8	11.2	11.8	30				WDUV-F
8. WNLT-F	(AC)	132/ 3.9	4.4	5.7	4.3	4.1	4.6	151/2288	1922/10.7	14.0	12.4	159	3.8	115	2079	WNLT-F
9. WFLA	(N/T)	128/ 3.8	5.0	4.2	6.3	4.7	4.8	162/2212	1763/ 9.8	9.8	10.4	84	3.5	1081	518	WFLA
10. WGUL-AF	(BB)	119/ 3.5	3.8	3.7	5.5	3.3	4.1	119/1350	1309/ 7.3	7.4	6.3	6	3.9	117	1057	WGUL-AI
11. WYUU-F	(O)	81/ 2.4	1.4	1.7	2.3	1.6	2.0	102/1314	989/ 5.5	4.0	4.4	154	1.7	53	772	WYUU-F
12. WHVE-F	(J/NA)	78/ 2.3	2.8	3.0	3.1	1.4	2.8	126/1992	1302/ 7.2	7.4	6.0	191				WHVE-F
13. WKRL-F	(AOR)	76/ 2.2	1.9	3.2	3.1	3.7	2.6	82/1577	1385/ 7.7	8.9	9.3	182	4.4	135	1592	WKRL-F
14. WLVU-F	(BB)	73/ 2.2	1.5	1.2	0.8	1.2	1.4	73/745	736/ 4.1	2.8	3.4	14	0.7	20	382	WLVU-F
15. WSUN	(N/T)	69/ 2.0	2.2	2.6	1.9	2.7	2.2	101/1753	1318/ 7.3	6.4	7.4	40	1.9	57	893	WSUN
16. WDAE	(BB)	65/ 1.9	2.6	3.9	3.0	2.7	2.8	67/955	866/ 4.8	5.7	5.2	5	1.9	59	719	WDAE
17. WTMP	(B)	60/ 1.8	2.5	1.6	2.4	2.1	2.1	60/681	681/ 3.8	4.4	4.6	128	1.4	44	927	WTMP
18. WTKN	(N/T)	53/ 1.6	1.0	1.1	0.9	0.9	1.1	61/1379	1131/ 6.3	4.0	4.3	69	0.9	28	629	WTKN
19. WLFF	(BB)	42/ 1.2	1.5	0.9	1.2	1.4	1.2	61/636	498/ 2.8	1.8	2.0	17				WLFF
20. WHBO	(O)	38/ 1.1	1.1	0.4	0.9	0.7	0.9	38/466	450/ 2.5	1.7	3.0	173	1.3	41	601	WHBO

12+ FM SHARE (METRO): 81.14% (2452 of 3022) (FAL 88: 79.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WFLZ-F>	1 WFLZ-F	1 WUSA-F	1 WUSA-F	1 WQYK-F<	1 WRBQ-F	1 WWRM-F	1 WFLZ-F	1 WFLZ-F>	1 WTKN >>
2 WRBQ-F	2 WYNF-F	2 WRBQ-F	2 WRBQ-F	2 WQYK-F<	2 WWRM-F	WFLZ-F	WFLZ-F	2 WQYK-F	2 WRBQ-F	2 WQYK-F>>
3	3 WRBQ-F>	3 WUSA-F	3 WQYK-F<	3 WRBQ-F	3 WUSA-F	3 WQYK-F	3 WQYK-F	3 WRBQ-F	3 WWRM-F	3 WUSA-F
4	4 WNLT-F	4 WYNF-F	4 WFLZ-F	4 WFLZ-F	4 WDUV-F>	4 WYNF-F	4 WUSA-F	4 WUSA-F	4 WQYK-F	WFLA
5	5 WQYK-F<	5 WQYK-F	5 WYNF-F	5 WWRM-F	5 WRBQ-F<	WUSA-F	5 WRBQ-F>	5 WWRM-F>	5 WUSA-F<	5 WWRM-F
6	6 WUSA-F	6 WWRM-F	6 WWRM-F	6 WYNF-F	6 WGUL-AF<	6 WWRM-F	6 WDUV-F	6 WYNF-F<	6 WYNF-F	WFLZ-F
7	7 WKRL-F	7 WNLT-F	7 WNLT-F	7 WNLT-F>	7 WFLA	7	7 WYNF-F	7 WDUV-F	7	7 WRBQ-F
8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLZ-F>>	1 WFLZ-F>	1 WFLZ-F	1 WFLZ-F	1 WUSA-F	1 WFLZ-F>>	1 WFLZ-F	1 WYNF-F	1 WFLZ-F	1 WQYK-F<
2 WRBQ-F>>	2 WRBQ-F	2 WNLT-F	2 WRBQ-F	2 WWRM-F<	2 WYNF-F>	2 WYNF-F>	2 WFLZ-F	2 WYNF-F	2 WUSA-F
3 WYNF-F	3 WNLT-F>	3 WUSA-F	3 WUSA-F	3 WRBQ-F	3 WRBQ-F>	3 WRBQ-F	3 WRBQ-F<	3 WRBQ-F	3 WYNF-F<
4 WNLT-F	4 WUSA-F<	4 WRBQ-F	4 WNLT-F<	4 WQYK-F	4 WWRM-F>	4 WQYK-F	4 WQYK-F>	4 WUSA-F	4 WRBQ-F
5 WQYK-F>	5 WYNF-F>	5 WYNF-F	5 WWRM-F	5 WFLZ-F	5 WNLT-F	5 WKRL-F	5 WKRL-F	5 WQYK-F>	5 WFLZ-F
6 WWRM-F	6 WQYK-F	6 WHVE-F	6 WQYK-F	6 WNLT-F	6 WUSA-F	6 WUSA-F<	6 WUSA-F	6 WWRM-F	6
7 WUSA-F>>	7 WWRM-F	WKRL-F	7	7	WKRL-F	7 WNLT-F	7 WNLT-F	7	7
8	8	8	8	8	8	8	8	8	8
	9	9	9	9	9	9	9	9	9
10	10	10	10	10		10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	27 (1)	298 (1)	325 (2)	10.8	17.7
AOR/CLASSIC		267 (2)	267 (2)	8.8	11.9
AC/OLDIES/SOFT ROCK	38 (1)	1149 (5)	1187 (6)	39.3	27.5
MOR/VARIETY					
COUNTRY	7 (1)	301 (1)	308 (2)	10.2	12.8
BLACK/URBAN	29 (1)		29 (1)	1.0	3.5
BEAUTIFUL/EASY		183 (1)	183 (1)	6.1	7.5
NEWS/TALK	250 (3)		250 (3)	8.3	6.3
NOSTALGIA	142 (3)	157 (2)	299 (5)	9.9	8.2
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					1.8
JAZZ/NEW AGE		97 (2)	97 (2)	3.2	1.6
UNKNOWN/OTHERS	17 (1)		17 (1)	0.6	1.0
	510 (11)	2452 (14)	3022 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WPAS	1400	Zephyrhills	0.5/0.7/ 17/ 123
WQYK	1010	Seffner/Tampa	0.2/1.5/ 11/ 356
WRBQ	1380	St Petersburg	0.8/5.4/ 27/ 996
WRXB	1590	St Pete Bch/Tam	0.9/2.0/ 29/ 386
WPCV-F	97.5	Wintr Haven/lak	0.6/2.8/ 85/1245

RADIO STATIONS

AM STATIONS

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WDAE, 1250,  5 KW (DA-N)        , NOSTALGIA            ABC I, $  54.00 (Mc-Guild)        Gannett
WFLA,  970,  5 KW (DA-2)        , NEWS/TALK            ABC I, $  68.00 (Eastman)         Jacor
WHBO, 1040,  5 KW (DAYS)        , OLDIES                    , $  38.00 (MMR)             Metroplex
WLFF,  680,  1 KW (DAYS)        , NOSTALGIA                 , $  27.00 (---)             Century
WQYK, 1010, 50 KW/5 KW (DA-2)   , BASICALLY A SIMULCAST WITH WQYK-F
WRBQ, 1380,  5 KW (DA-N)        , SIMULCAST WITH WRBQ-F

WRXB, 1590,  5 KW/1 KW (DA-2)   , BLACK           NBN, ABC C, $  26.00 (---)
WSUN,  620, 10 KW (DA-N)        , NEWS/TALK         CBS, MBS, $  71.00 (CBS)             CBS
WTKN,  570,  5 KW/10 KW (DA-2)  , TALK              MBS, NBC, $  48.00 (HNWH)            Susquehanna
WTMP, 1150,  5 KW/2.5 KW (DA-2), BLACK                   SBN, $  34.00 (HNWH)
WGUL,  860,  2 KW/1.6 KW (DA-2), SIMULCAST WITH WGUL-F
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FM STATIONS

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WFLZ,  93.3,  99 KW @ 1350, CHR                      ABC E, $  60.00 (Eastman)         Jacor
WGUL, 105.5,   3 KW @  300, NOSTALGIA                  MBS, $  44.00 (Roslin)          Marcocci
WXTB,  97.9, 100 KW @  649, AOR                     SOURCE, $  79.00 (Banner)          Sandusky
WLVU, 106.3,   3 KW @  300, NOSTALGIA                     , $  35.00 (---)
WNLT,  95.7, 100 KW @  650, AC                            , $  84.00 (MMR)             Metroplex
WQYK,  99.5, 100 KW @  550, COUNTRY                       , $ 136.00 (Katz)            Infinity

WRBQ, 104.7, 100 KW @  555, CHR                      ABC F, $ 325.00 (Christal)        Edens
WUSA, 100.7, 100 KW @  630, AC                            , $ 108.00 (Mc-Guild)        Gannett
WWRM, 107.3, 100 KW @  649, SOFT AC                       , $  80.00 (Durpetti)        Cox
WYUU,  92.5,  50 KW @  500, OLDIES                    UPI, $  48.00 (CMBS)            Entercom
WYNF,  94.9, 100 KW @ 1360, AOR                     RADRAD, $  98.00 (CBS)             CBS

WHVE, 102.5, 100 KW @  570, JAZZ/NAC                      , $  58.00 (HNWH)            Susquehanna (SARASOTA)
WDUV, 103.3, 100 KW @  649, BTFL/EZ                    MBS, $  60.00 (Christal)                    (BRADENTON)
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CALL LETTER CHANGES

WXCR-F changes to WYUU (Oct)
WKRL changes to WXTB (Jan)

WKRL changes to WXTB (Jan)

FORMAT CHANGES

WYUU-F changes from CLASSICAL to OLDIES...WXTB changes from CLASSIC AOR to AOR (Jan)...

STATION SALES

WXTB (WKRL) From Sandusky to Great American for $16,500,00 (E) (Chapman)...WTIS sold for $1,700,000...

TOLEDO

Arbitron Rank/Pop (12+): 72/502,600

MSA Rank/Pop: 81/615,000
ADI # 63
Average Person Ratings: 16.5
Market TSL: 21.75 hours

Stations: 24/15
Diaries: 1027 489:1/52.3%
Sample Target: 1010
% Below Line: 10.6
% Not Listed: 13.5

1989 Revenue: $14,700,000
HH Inc.: $29,055
Retail $: 5.2 Bil
Pop per Station: 33,506
#1 Biller: WTOD/WKKO-F $3,200,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIOT-F	(AOR)	105/12.7	9.7	12.9	11.4	12.2	11.7	177/2201	1235/24.6	23.6	23.5	100	19.0	158	1512	WIOT-F
2. WKKO-F	(C)	89/10.7	10.9	9.6	9.1	10.7	10.1	132/1645	1027/20.4	19.2	19.1	134	9.0	75	821	WKKO-F
3. WRQN-F	(CHR)	87/10.5	11.6	11.3	11.8	9.0	11.3	109/1966	1434/28.5	24.9	26.1	74	13.9	116	1542	WRQN-F
4. WLQR-F	(EZ)	86/10.4	8.2	8.7	9.3	7.4	9.1	120/1419	981/19.5	18.9	17.2	86	5.8	48	688	WLQR-F
5. WWWM-F	(AC)	63/ 7.6	9.9	6.9	9.1	7.6	8.6	88/1218	981/19.5	18.4	19.1	162	6.2	42	717	WWWM-F
6. WMHE-F	(CHR)	62/ 7.5	9.3	7.7	9.7	8.9	8.6	141/2752	1448/28.8	25.6	29.7	111	9.2	77	1435	WMHE-F
7. WSPD	(MOR)	49/ 5.9	5.5	5.7	5.7	5.2	5.7	56/980	810/16.1	15.6	16.0	64	5.2	43	667	WSPD
8. WJR	(MOR)	30/ 3.6	4.9	6.8	4.0	4.7	4.8	116/1563	524/10.4	15.8	12.0	69	3.2	27	520	WJR
9. WTOD	(C)	29/ 3.5	2.4	3.3	2.6	6.1	3.0	30/256	242/ 4.8	7.5	7.7	46	2.2	18	197	WTOD
10. WCWA	(O)	23/ 2.8	1.7	2.3	1.3	2.8	2.0	23/354	354/ 7.0	7.9	8.7	143	1.6	13	256	WCWA
11. CKLW	(BB)	21/ 2.5	4.9	3.6	3.3	3.9	3.6	65/902	392/ 7.8	6.8	8.4	44	2.3	19	369	CKLW
12. WVOI	(B)	14/ 1.7	2.7	3.2	2.8	3.7	2.6	14/259	259/ 5.2	7.6	7.8	65	5.3	44	367	WVOI

12+ FM SHARE (METRO): 75.45% (541 of 717) (FAL 88: 68.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQN-F>>	1 WIOT-F>>	1 WIOT-F>	1 WIOT-F<	1 WKKO-F	1 WLQR-F	1 WKKO-F	1 WIOT-F<	1 WIOT-F	1 WIOT-F<	1 WSPD >>
2 WMHE-F>	2 WRQN-F	2 WRQN-F<	2 WWWM-F<	2 WIOT-F<	2 WKKO-F>	2 WRQN-F<	2 WLQR-F	2 WLQR-F	2 WRQN-F	2 WKKO-F
3 WIOT-F	3 WWWM-F	3 WWWM-F<	3 WKKO-F>	3 WWWM-F>	3 WSPD >	3 WIOT-F>	3 WKKO-F	3 WRQN-F<	3 WSPD >	3 WIOT-F>
4	4 WMHE-F>	4 WKKO-F	4 WMHE-F	4 WLQR-F	4 WTOD <	4 WLQR-F<	4 WWWM-F	4 WKKO-F	4 WMHE-F	4 WVOI
5	5 WKKO-F	5 WMHE-F>	5 WRQN-F<	5 WMHE-F	5 WJR	5 WSPD	5 WMHE-F	5 WMHE-F	5 WLQR-F	5 WRQN-F
6	6	6 WLQR-F	6 WLQR-F	6 WRQN-F>	6 WWWM-F	6 WWWM-F	6 WRQN-F	6 WWWM-F	6 WWWM-F	6 WCWA

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRQN-F>	1 WRQN-F	1 WWWM-F>	1 WRQN-F	1 WWWM-F<	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F
2 WIOT-F>	2 WIOT-F<	2 WRQN-F	2 WWWM-F	2 WKKO-F>	2 WRQN-F>	2 WRQN-F	2 WWWM-F	2 WKKO-F	2 WKKO-F>
3 WMHE-F>	3 WWWM-F	3 WMHE-F	3 WKKO-F<	3 WRQN-F<	3 WMHE-F>>	3 WMHE-F	3 WMHE-F>	3 WWWM-F	3 WWWM-F
4 WWWM-F>	4 WMHE-F>	WKKO-F	4 WMHE-F	4 WLQR-F	4 WIQB-F	4 WWWM-F>	4 WRQN-F	4 WRQN-F	4 WLQR-F
5 WKKO-F>	5 WKKO-F	WIOT-F>>	5 WIOT-F>	5 WMHE-F>	WKKO-F>>	5 WKKO-F	WKKO-F>	5 WMHE-F	5 WMHE-F>
6	6	6	6 WLQR-F	6 WIOT-F>	6	6	6	6 WLQR-F	6 WRQN-F
	7		7	7 WSPD		7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		149 (2)	149 (2)	20.8	20.5
AOR/CLASSIC		114 (2)	114 (2)	15.9	15.2
AC/OLDIES/SOFT ROCK	23 (1)	74 (3)	97 (4)	13.5	15.2
MOR/VARIETY	79 (2)		79 (2)	11.0	11.4
COUNTRY	36 (2)	89 (1)	125 (3)	17.4	19.3
BLACK/URBAN	14 (1)	14 (2)	28 (3)	3.9	5.2
BEAUTIFUL/EASY		86 (1)	86 (1)	12.0	8.5
NEWS/TALK					
NOSTALGIA	21 (1)		21 (1)	2.9	4.5
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	3 (1)	15 (3)	18 (4)	2.5	0.4
	176 (8)	541 (14)	717 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFOB	1430	Toledo	0.4/1.1/ 7/ 181
WMTR-F	95.9	Rchbold/Wauseon	1.0/1.5/ 14/ 175
WOHO	1470	Toledo	0.8/4.5/ 13/ 322
WRED-F	95.7	Gibsonburg/Tol	0.5/2.6/ 8/ 202
CKMR-F	93.9	Windsor	0.4/2.6/ 14/ 351
WGPR-F	107.5	Detroit	0.4/2.0/ 3/ 101
WIQB-F	102.9	Ann Arbor	0.7/2.6/ 21/ 365
WJLB-F	97.9	Detroit	1.3/3.3/ 12/ 181
WQTE-F	95.3	Adrian	0.6/1.3/ 25/ 252
WRIF-F	101.1	Detroit	1.1/2.8/ 19/ 358

RADIO STATIONS

WCWA, 1230, 1 KW , OLDIES MBS, CBS, $ 20.00 (Eastman) Reams
WOHO, 1470, 1 KW (DA-2) , COUNTRY , $ 16.00 (Durpetti)
WSPD, 1370, 5 KW (DA-N) , MOR NBC, $ 42.00 (Katz) WHP, Inc.
WTOD, 1560, 5 KW (DAYS, DA) , COUNTRY ABC I, $ 31.00 (Country) Booth
WVOI, 1520, 1 KW (DA-2) , BLACK SBN, $ 19.00 (Roslin)

WIOT-F, 104.7, 50 KW @ 500, AOR SOURCE, $ 60.00 (Eastman) Reams
WLQR-F, 101.5, 15 KW @ 810, BTFL/EZ , $ 46.00 (Katz) WHP, Inc.
WRQN-F, 93.5, 2 KW @ 400, CHR , $ 26.00 (Banner) (BOWLING GREEN)
WKKO-F, 99.9, 50 KW @ 500, COUNTRY ABC F, $ 51.00 (MMR) Booth
WWWM-F, 105.5, 2.7 KW @ 341, AC , $ 43.00 (Durpetti)
WMHE-F, 92.5, 50 KW @ 480, CHR ABC F, $ 79.00 (Christal) Osborn

MISCELLANEOUS COMMENTS: WVOI sold out of receivership for $663,000...

TUCSON

Arbitron Rank/Pop (12+): 63/551,100
MSA Rank/Pop: 78/661,000
ADI = 83
Average Person Ratings: 17.1
Market TSL: 23.00 hours

Stations: 21/20
Diaries: 965/571:1/56.1%
Sample Target: 930
% Below Line: 3.6
% Not Listed: 14.7

1989 Revenue: $16,600,000
HH Inc.: $23,907
Retail $: 4.7 Bil
Pop per Station: 27,555
#1 Biller: KRQQ-F $3,300,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRQQ-F	(CHR)	158/16.7	20.9	21.5	23.0	18.0	20.5	212/2315	1899/34.5	37.0	35.0	69	29.2	275	2337	KRQQ-F
2. KLPX-F	(AOR)	94/10.0	10.5	7.9	8.9	7.6	9.3	95/1205	1168/21.2	18.1	19.0	115	11.8	111	1293	KLPX-F
3. KWFM-AF	(AC)	93/ 9.9	8.6	9.7	7.0	8.5	8.8	114/1391	1236/22.4	25.0	23.0	155	8.2	68	1168	KWFM-AF
4. KIIM-F	(C)	88/ 9.3	10.3	6.9	10.4	11.6	9.2	95/1159	1042/18.9	14.0	20.0	124	10.0	94	899	KIIM-F
5. KKLD-F	(AC)	59/ 6.3	8.9	8.0	7.6	6.0	7.7	60/930	921/16.7	16.6	14.8	149	6.6	62	576	KKLD-F
6. KGVY	(BB)	50/ 5.3	2.7	2.9	3.6	5.2	3.6	51/338	326/ 5.9	4.5	5.4	8	1.6	15	126	KGVY
7. KNST	(N/T)	46/ 4.9	3.2	4.0	4.0	4.4	4.0	48/823	784/14.2	11.1	13.2	78	3.3	31	552	KNST
8. KMRR	(BB)	37/ 3.9	2.5	3.5	3.9	5.3	3.5	38/482	458/ 8.3	5.9	7.5	38	1.8	17	180	KMRR
9. KUPD-F	(AOR)	34/ 3.6	2.5	3.0	2.7	2.0	3.0	56/628	435/ 7.9	7.3	6.7	81	1.9	18	363	KUPD-F
10. KXEW	(SP)	33/ 3.5	2.8	0.9	2.9	2.9	2.5	33/250	228/ 4.1	2.6	3.9	126				KXEW
11. KQYT-F	(EZ)	19/ 2.0	1.7	2.6	2.1	1.3	2.1	19/361	361/ 6.6	6.7	4.4	50	1.9	18	233	KQYT-F
12. KTUC	(T)	18/ 1.9	0.9	1.8	1.6	1.3	1.5	18/463	443/ 8.0	5.6	6.1	79	1.1	10	175	KTUC
13. KTKT	(T)	16/ 1.7	1.3	2.3	0.9	0.8	1.5	16/375	363/ 6.6	7.8	4.9	100	1.4	13	246	KTKT
KIIM	(C)	16/ 1.7	3.0	3.9	2.7	3.2	2.8	16/285	285/ 5.2	8.0	8.2	88				KIIM
15. KVOI	(REL)	12/ 1.3	0.9	0.6	0.3	1.1	0.8	12/196	196/ 3.6	1.6	2.8	177	1.0	9	183	KVOI

12+ FM SHARE (METRO): 67.20% (541 of 805) (FAL 88: 64.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRQQ-F>>	1 KRQQ-F>	1 KRQQ-F	1 KWFM-AF	1 KWFM-AF	1 KIIM-F	1 KRQQ-F>	1 KRQQ-F	1 KRQQ-F>	1 KRQQ-F>>	1 KRQQ-F>>
2 KLPX-F	2 KLPX-F>	2 KLPX-F	2 KRQQ-F	2 KRQQ-F	2 KWFM-AF	2 KIIM-F<	2 KWFM-AF	2 KLPX-F<	2 KLPX-F>	2 KNST
3	3 KWFM-AF>	3 KWFM-AF>	KLPX-F	KLPX-F	3 KGVY	3 KWFM-AF<	3 KLPX-F	3 KNST	3 KIIM-F	KMRR
4	4 KKLD-F	4 KIIM-F	4 KIIM-F	KIIM-F	4 KNST	4 KLPX-F>	4 KIIM-F	4 KIIM-F>	4 KNST	4 KIIM-F
5	5 KIIM-F	5 KKLD-F	5 KKLD-F	5 KKLD-F>>	5 KMRR	5 KKLD-F	5 KKLD-F	5 KKLD-F	5 KUPD-F	5 KKLD-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F<	1 KRQQ-F	1 KLPX-F	1 KLPX-F>>	1 KLPX-F>	1 KWFM-AF
2 KLPX-F	2 KLPX-F	2 KWFM-AF	2 KWFM-AF	2 KWFM-AF	2 KLPX-F>>	2 KRQQ-F>	2 KWFM-AF	2 KWFM-AF	KLPX-F>
3 KKLD-F	3 KKLD-F	KLPX-F	3 KKLD-F	3 KIIM-F	3 KUPD-F>	3 KWFM-AF	3 KRQQ-F	KRQQ-F>	3 KIIM-F
4 KIIM-F>	4 KWFM-AF	4 KKLD-F>	KIIM-F	4 KKLD-F	4 KWFM-AF	4 KUPD-F	KIIM-F	4 KIIM-F	4 KRQQ-F
5 KWFM-AF	5 KIIM-F	5 KIIM-F	5 KLPX-F	5	5	5 KIIM-F	5 KKLD-F>	5 KUPD-F	5 KKLD-F
KUPD-F	6	6 KXEW >>	6	6	6	6 KKLD-F	6 KUPD-F>>	6 KKLD-F	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		158 (1)	158 (1)	19.6	20.8
AOR/CLASSIC		128 (2)	128 (2)	15.9	13.6
AC/OLDIES/SOFT ROCK	20 (2)	138 (2)	158 (4)	19.6	13.3
MOR/VARIETY					
COUNTRY	16 (1)	88 (1)	104 (2)	12.9	17.1
BLACK/URBAN					
BEAUTIFUL/EASY		19 (1)	19 (1)	2.4	7.0
NEWS/TALK	80 (3)		80 (3)	9.9	7.1
NOSTALGIA	87 (2)		87 (2)	10.8	12.1
RELIGION/GOSPEL	12 (1)		12 (1)	1.5	1.2
SPANISH	49 (3)	6 (1)	55 (4)	6.8	5.0
CLASSICAL					
JAZZ/NEW AGE		4 (1)	4 (1)	0.5	2.2
UNKNOWN/OTHERS					0.5
	264 (12)	541 (9)	805 (21)		

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
KAWV-F	103.1	Oracle	0.4/3.0/ 4/ 165
KJYK	1490	Tucson	0.6/2.8/ 6/ 155
KQTL	1210	Sahuarita	0.8/2.2/ 9/ 150
KTZR	1450	Tucson	0.8/1.6/ 10/ 105
KXMG-F	98.3	Marana	0.6/1.9/ 6/ 104

RADIO STATIONS

KJYK,	1490,	1 KW (DA-1)	, OLDIES	NBC,	$ 16.00 (Christal)	Duchossois
KCEE,	790,	5 KW/500 W (DA-2)	, OLDIES	RADRAD,	$ 20.00 (MMR)	American
KIIM,	1290,	1 KW	, COUNTRY	,	$ 32.00 (Katz)	
KGVY,	1080,	1 KW (DAYS)	, NOSTALGIA	APR,	$ 20.00 (---)	
KMRR,	1330,	2 KW/5 KW (DA-2)	, NOSTALGIA	SMN,	$ 21.00 (Republic)	
KNST,	940,	1 KW/250 W (DA-2)	, NEWS/TALK	ABC I, MBS,	$ 30.00 (Mc-Guild)	Nationwide
KQTL,	1210,	10 KW/1 KW (DA-2)	, HISPANIC	,	$ 18.00 (Caballero)	
KTKT,	990,	10 KW/1 KW (DA-N)	, NEWS/TALK	CNN, TRNSTR,	$ 18.00 (HNWH)	Lotus
KTUC,	1400,	1 KW	, TALK	CBS, CNN,	$ 17.00 (Roslin)	
KXEW,	1600,	1 KW (DA-2)	, HISPANIC	CRC,	$ 15.00 (Lotus)	
KAWV-F,	103.1,	.6 KW @ 610,	JAZZ/NAC	SMN,	$ 16.00 (Republic)	(ORACLE)
KIIM-F,	99.9,	93 KW @ 2000,	COUNTRY	,	$ 44.00 (Katz)	
KKLD-F,	94.9,	97 KW @ 1952,	SOFT AC/EZ	,	$ 42.00 (Christal)	Duchossois
KLPX-F,	96.1,	93 KW @ 100,	AOR	,	$ 35.00 (HNWH)	Lotus
KQYT-F.	92.1,	1.8 KW @ 445,	BTFL/EZ	,	$ 17.00 (K & P)	(GREEN VALLEY)
KRQQ-F,	93.7,	91 KW @ 2000,	CHR	,	$ 65.00 (Mc-Guild)	Nationwide
KXMG-F,	98.3,	3 KW @ 200,	HISPANIC	CRC,	$ 14.00 (Lotus)	(MARANA)

MISCELLANEOUS COMMENTS: KCUB changes to KIIM (Dec)...KAIR changes KJYK (Nov)...KJYK-F changes to KKLD-F (Nov)...KQYT-F (Green Valley) sold to Nova for $2,000,000 (Questcom)...

TULSA

Arbitron Rank/Pop (12+): 57/646,600

MSA Rank/Pop: 68/750,000
ADI # 59
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 19/19
Diaries: 1077/600:1/53.9%
Sample Target: 1010
% Below Line: 0.0
% Not Listed: 12.5

1989 Revenue: $19,300,000
HH Inc.: $24,394
Retail $: 4.7 Bil
Pop per Station: 34,031
#1 Biller: KMOD-F $3,300,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMOD-F	(AOR)	105/ 9.7	12.5	10.6	11.0	14.4	10.9	141/2008	1499/23.2	18.3	20.4	103	16.0	175	1911	KMOD-F
2. KWEN-F	(C)	103/ 9.5	11.0	11.7	8.1	8.4	10.1	166/2124	1358/21.0	25.4	19.5	132	10.2	111	1391	KWEN-F
3. KRMG	(MOR)	101/ 9.3	8.6	9.3	11.0	9.2	9.6	118/1610	1396/21.6	19.3	23.9	92	8.2	90	1327	KRMG
4. KMYZ-F	(CHR)	97/ 9.0	7.3	6.3	5.4	6.2	7.0	118/17851	1374/21.2	17.5	17.8	57	10.4	114	1464	KMYZ-F
5. KBEZ-F	(EZ)	96/ 8.9	7.1	8.2	9.4	8.0	8.4	113/1387	1001/15.5	17.1	17.9	88	3.6	39	602	KBEZ-F
6. KVOO	(C)	81/ 7.5	7.3	7.2	7.4	7.2	7.3	120/1502	816/12.6	15.8	14.3	79	6.2	68	684	KVOO
KAYI-F	(CHR)	81/ 7.5	8.3	9.3	8.0	9.0	8.3	103/1663	1306/20.2	21.3	21.2	71	9.2	101	1315	KAYI-F
8. KVLT-F	(O)	71/ 6.6	5.5	4.9	6.4	3.2	5.8	122/1269	876/13.5	12.1	10.0	135	4.8	53	957	KVLT-F
9. KRAV-F	(AC)	59/ 5.4	4.8	4.2	3.7	6.1	4.5	74/1105	889/13.7	9.9	14.3	133	4.8	52	855	KRAV-F
10. KVOO-F	(C)	37/ 3.4	4.1	4.7	4.6	4.0	4.2	53/934	675/10.4	10.6	9.8	68	5.3	58	577	KVOO-F
11. KQMJ-F	(AC)	29/ 2.7	3.7	4.1	3.5	4.9	3.5	39/709	556/ 8.6	9.2	11.2	137	3.7	40	536	KQMJ-F
12. KBLK	(B)	21/ 1.9	1.1	1.8	2.3	0.9	1.8	21/199	189/ 2.9	3.1	2.9	132	3.3	36	343	KBLK
13. KTFX-F	(C)	14/ 1.3	3.3	2.5	4.0	4.3	2.8	42/698	339/ 5.2	7.0	9.7	131	1.4	15	346	KTFX-F
14. KCFO	(REL)	13/ 1.2	0.6	0.9	1.2	0.7	1.0	17/333	255/ 3.9	2.7	2.4	100	0.5	5	129	KCFO

12+ FM SHARE (METRO): 75.63% (717 of 948) (FAL 88: 78.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMYZ-F	1 KMOD-F>	1 KMOD-F	1 KWEN-F	1 KWEN-F	1 KBEZ-F	1 KRMG	1 KBEZ-F	1 KMYZ-F	1 KMYZ-F<	1 KMYZ-F<
2 KAYI-F	2 KMYZ-F	2 KWEN-F>	2 KMOD-F	2 KMOD-F	2 KVOO <	2 KWEN-F>	2 KRMG <	2 KMOD-F<	2 KAYI-F	2 KMOD-F
3	3 KAYI-F<	3 KMYZ-F	3 KVLT-F	3 KVLT-F<	3 KRMG	3 KMOD-F<	3 KMOD-F<	3 KWEN-F<	3 KMOD-F>	3 KBEZ-F<
4	4 KRAV-F	4 KVLT-F	4 KRMG <	4 KRMG	4 KWEN-F>	4 KVOO	4 KVOO	4 KBEZ-F	4 KWEN-F<	4 KRMG <
5	5 KWEN-F>	5 KRAV-F	5 KRAV-F	5 KBEZ-F	5 KVLT-F	KBEZ-F	5 KWEN-F>	5 KAYI-F	5 KVLT-F	5 KWEN-F
6	6 KRMG	6 KRMG	6 KBEZ-F	6 KRAV-F	6	6 KMYZ-F	6 KVLT-F	6 KVLT-F<	6 KRMG	KRAV-F
7	7 KVLT-F	KAYI-F	7 KAYI-F	7 KVOO	7	7 KRAV-F	7 KRAV-F	7 KRMG	7	7
8	8	8	8	8	8	KAYI-F	8 KMYZ-F	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMYZ-F	1 KRAV-F	1 KRAV-F>	1 KRAV-F	1 KWEN-F	1 KMYZ-F>>	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>	1 KMOD-F
2 KAYI-F>	2 KMYZ-F>	2 KMYZ-F	2 KWEN-F	2 KRAV-F	2 KMOD-F>>	2 KMYZ-F	2 KWEN-F	2 KWEN-F>	2 KWEN-F>
3 KRAV-F>	3 KAYI-F	3 KVLT-F	3 KMYZ-F	3 KBEZ-F	3 KWEN-F	3 KWEN-F<	3 KAYI-F	3 KRMG	3 KRMG <
4 KWEN-F	4 KMOD-F	4 KMOD-F	4 KVLT-F	4 KVLT-F	KRMG	4 KAYI-F<	4 KRMG >>	4 KVLT-F	4 KVLT-F
KMOD-F>>	5 KVLT-F	5 KWEN-F	5 KAYI-F	5 KRMG	KAYI-F>	5 KRMG	5 KRAV-F	5 KMYZ-F	5 KVOO
6 KVOO-F	6 KWEN-F	KBLK	6 KBEZ-F	6 KMYZ-F	6 KVLT-F>>	6	6 KVOO	6 KAYI-F	6 KBEZ-F<
KVLT-F	7	7 KQMJ-F	7 KMOD-F	7 KQMJ-F	7	7	KQMJ-F	7 KVOO	7 KAYI-F
KBLK	8	KAYI-F	8	8		8	KBEZ-F	8	8

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		178 (2)	178 (2)	18.8	17.1
AOR/CLASSIC		112 (2)	112 (2)	11.8	16.4
AC/OLDIES/SOFT ROCK	9 (1)	159 (3)	168 (4)	17.7	16.6
MOR/VARIETY	101 (1)		101 (1)	10.7	10.5
COUNTRY	81 (1)	154 (3)	235 (4)	24.8	27.2
BLACK/URBAN	21 (1)		21 (1)	2.2	1.0
BEAUTIFUL/EASY		96 (1)	96 (1)	10.1	9.1
NEWS/TALK					
NOSTALGIA	6 (1)		6 (1)	0.6	
RELIGION/GOSPEL	13 (1)	10 (1)	23 (2)	2.4	0.8
SPANISH					
CLASSICAL		8 (1)	8 (1)	0.8	1.0
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.4
	231 (6)	717 (13)	948 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAKC	1300	Tulsa	0.8/3.8/ 9/ 245
KCMA-F	92.1	Broken Arrow	0.7/3.9/ 8/ 259
KGTO	1050	Tulsa	0.6/1.3/ 6/ 81
KMYZ	1570	Pryor/Tulsa	
KTOW-F	102.3	Sand Springs	0.6/2.8/ 7/ 183
KXOJ-F	100.9	Sapulpa/Tulsa	0.9/4.0/ 10/ 258

RADIO STATIONS

KBLK, 1550, 2.5 KW/350 W (DA-2), BLACK	,	$ 17.00 (---)	
KCFO, 970, 2.5 KW/1 KW (DA-2) , RELIGION	,	$ 12.00 (---)	Salem
KRMG, 740, 50 K2/25 KW (DA-2), MOR	ABC I,	$ 65.00 (Katz)	NewCity
KVOO, 1170, 50 KW (DA-N) , COUNTRY	CNN,	$ 44.00 (Eastman)	
KAYI-F, 106.9, 100 KW @ 1010, CHR	ABC F,	$ 55.00 (Katz)	Narragansett
KBEZ-F, 92.9, 100 KW @ 1318, EZ	ABC D,	$ 39.00 (Christal)	Renda
KCMA-F, 92.1, 3 KW @ 300, CLASSICAL	,	$ 17.00 (CMBS)	
KMOD-F, 97.5, 100 KW @ 1330, AOR	,	$ 68.00 (HNWH)	Clear Channel
KMYZ-F, 103.3, 70 KW @ 1200, CHR	ABC R,	$ 32.00 (Banner)	Shamrock-Lynett (PRYOR)
KQMJ-F, 99.5, 100 KW @ 984, AC	,	$ 30.00 (Banner)	(HENRYETTA)
KRAV-F, 96.5, 100 KW @ 1329, AC	,	$ 42.00 (Republic)	
KTFX-F, 103.3, 100 KW @ 1280, COUNTRY	,	$ 30.00 (---)	
KVLT-F, 106.1, 100 KW @ 1315, OLDIES	,	$ 29.00 (Christal)	Federated (OWASSO)
KVOO-F, 98.5, 100 KW @ 1135, COUNTRY	,	$ 26.00 (Eastman)	
KWEN-F, 95.5, 100 KW @ 1328, COUNTRY	,	$ 77.00 (Katz)	NewCity

MISCELLANEOUS COMMENTS: KBEZ-F sold by ML to Renda for $4,635,000 (E) (MVP)...

UTICA-ROME

Arbitron Rank/Pop (12+): 133/267,800
MSA Rank/Pop: 148/321,000
ADI # 158
Average Person Ratings: 17.0
Market TSL: 22.75 hours

Stations: 27/17
Diaries: 729/367:1/56.4%
Sample Target: 660
% Below Line: 10.1
% Not Listed: 13.4

1989 Revenue: $7,500,000
HH Inc.: $26,117
Retail $: 2.0 Bil
Pop per Station: 15,752
#1 Biller: WOUR-F $1,400,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRCK-F	(CHR)	48/10.5	10.1	----	8.7	----	----	55/789	668/24.9	25.1	0.0	74	13.4	63	738	WRCK-F
2. WUUU-F	(O)	46/10.1	7.2	----	8.9	----	----	52/612	506/18.9	19.8	0.0	167	7.2	34	367	WUUU-F
3. WOUR-F	(AOR)	45/ 9.9	13.7	----	12.5	----	----	71/774	541/20.2	22.5	0.0	127	18.5	87	627	WOUR-F
4. WFRG-AF	(C)	43/ 9.5	15.5	----	10.2	----	----	57/754	557/20.8	20.8	0.0	123	13.5	63	646	WFRG-AF
5. WIBX	(N/T)	40/ 8.8	8.1	----	11.8	----	----	45/598	565/21.1	18.1	0.0	49	7.4	35	532	WIBX
6. WKGW-F	(AC)	32/ 7.0	5.4	----	4.9	----	----	34/535	445/16.6	19.4	0.0	124	6.4	30	348	WKGW-F
7. WLZW-F	(CHR)	23/ 5.0	4.3	----	9.6	----	----	35/600	437/16.3	19.0	0.0	104	3.8	18	407	WLZW-F
8. WYUT-F	(BB)	19/ 4.2	4.3	----	2.9	----	----	20/270	250/ 9.3	9.5	0.0	0	2.3	11	175	WYUT-F
9. WTLB	(O)	14/ 3.0	3.9	----	4.7	----	----	14/245	234/ 8.7	10.1	0.0	130	2.1	10	221	WTLB
10. WUTQ	(BB)	12/ 2.6	1.5	----	2.4	----	----	12/146	135/ 5.0	5.9	0.0	35	1.1	5	64	WUTQ
WLFH	(C)	12/ 2.6	1.9	----	2.7	----	----	16/188	117/ 4.4	4.4	0.0	100	3.2	15	151	WLFH

12+ FM SHARE (METRO): 73.92% (292 of 395) (FAL 88: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRCK-F	1 WOUR-F>>	1 WOUR-F	1 WUUU-F	1 WUUU-F>	1 WIBX	1 WIBX >	1 WUUU-F	1 WRCK-F	1 WRCK-F>>	1 WIBX >
2	2 WRCK-F	2 WUUU-F	2 WOUR-F>	2 WOUR-F	2 WUUU-F<	2 WUUU-F	2 WOUR-F	2 WOUR-F	2 WFRG-AF<	2 WFRG-F
3	3 WKGW-F>	3 WRCK-F	3 WFRG-AF	3 WFRG-AF>	3 WFRG-AF>	3 WOUR-F	3 WFRG-AF<	3 WUUU-F	3 WOUR-F>	3 WOUR-F>
4	4 WUUU-F	4 WKGW-F	4 WRCK-F	4 WKGW-F	4 WYUT-F	4 WRCK-F	4 WKGW-F>	4 WFRG-AF	4 WUUU-F	4 WUUU-F
5	WLZW-F	5 WFRG-AF>	5 WKGW-F	5 WRCK-F>	5 WKGW-F	5 WFRG-AF	5 WIBX <	5 WIBX	WLZW-F	WFRG >
6	6 WFRG-AF	6 WLZW-F	6	6	6	6	6 WYUT-F	6 WKGW-F	WIBX	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRCK-F	1 WRCK-F	1 WUUU-F	1 WRCK-F	1 WUUU-F>	1 WOUR-F>>	1 WOUR-F	1 WOUR-F>>	1 WOUR-F>	1 WOUR-F<
2 WKGW-F>	2 WKGW-F	WOUR-F	WKGW-F	2 WKGW-F>	2 WLZW-F>	2	2 WUUU-F>	2 WUUU-F>	2 WUUU-F
3 WLZW-F	3 WOUR-F>	3 WRCK-F	3 WUUU-F	3 WFRG-AF	3 WKFM-F	3	3 WFRG-AF	3 WFRG-AF>	3 WFRG-AF>>
4 WFRG-AF	4 WUUU-F<	WKGW-F>	4 WOUR-F	WRCK-F	WRCK-F	4	WGY	4 WRCK-F	4 WRCK-F
WOUR-F>	5 WFRG-AF	5 WFRG-AF>	5 WFRG-AF	5 WOUR-F	WKGW-F>	5	WRCK-F>	5	WIBX
6	6	6	6 WLZW-F	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		73 (3)	73 (3)	18.5	
AOR/CLASSIC		55 (3)	55 (3)	13.9	
AC/OLDIES/SOFT ROCK	14 (1)	90 (5)	104 (6)	26.3	
MOR/VARIETY	10 (2)		10 (2)	2.5	
COUNTRY	17 (3)	40 (1)	57 (4)	14.4	
BLACK/URBAN					
BEAUTIFUL/EASY		10 (1)	10 (1)	2.5	
NEWS/TALK	42 (2)		42 (2)	10.6	
NOSTALGIA	16 (2)	19 (1)	35 (3)	8.9	
RELIGION/GOSPEL	3 (1)		3 (1)	0.8	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	1 (1)	5 (1)	6 (2)	1.5	
	103 (12)	292 (15)	395 (27)		

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
WBRV	900	Booneville	0.4/1.3/ 6/ 76
WIBQ-F	93.5	Remsen	0.9/2.7/ 4/ 94
WRNY	1350	Rome/Utica	0.4/1.7/ 2/ 45
WRUN	1150	Utica/Rome	0.7/3.1/ 5/ 107
WYUT	1420	Herkimer	0.9/2.7/ 6/ 102
WAQX-F	95.7	Manlius/Syracus	1.1/2.8/ 12/ 174
WGY	810	Schenectady/Alb	1.5/3.2/ 24/ 408
WKFM-F	104.7	Fulton/Syracuse	1.1/4.7/ 10/ 253
WMCR	1600	Onedia	0.2/0.0/ 0/ 0
WMCR-F	106.3	Onedia	1.1/2.2/ 10/ 130
WNTQ-F	93.1	Syracuse	0.4/4.8/ 18/ 323
WRHP-F	107.9	Syracuse	2.2/4.4/ 11/ 158
WSHQ-F	103.5	Cobleskl	0.7/1.8/ 18/ 265
WSYR	570	Syracuse	0.7/4.0/ 12/ 267
WYYY-F	94.5	Syracuse	1.1/4.6/ 16/ 264

RADIO STATIONS

WIBX, 950, 5 KW (DA-1) , TALK/MOR ABC I, CBS, $ 29.00 (Mc-Guild)
WTLB, 1310, 5 KW/500 W (DA-2) , OLDIES ABC D, $ 17.00 (Eastman) H & D
WUTQ, 1550, 1 KW , NOSTALGIA ABC E, $ 13.00 (Durpetti) Premier

WFRG-F, 96.1, 7 KW @ 580, COUNTRY , $ 35.00 (Christal) Arrow
WKGW-F, 104.3, 100 KW @ 500, AC US 1, $ 20.00 (Katz) Altdoerffer
WLZW-F, 98.7, 25 KW @ 660, AC CBS, $ 22.00 (Mc-Guild)
WOUR-F, 96.9, 16 KW @ 800, AOR ABC F, $ 31.00 (Durpetti) Premier
WRCK-F, 107.3, 50 KW @ 500, CHR ABC F, $ 25.00 (Eastman) H & D
WUUU-F, 102.5, 50 KW @ 650, CHR US 2, MBS, $ 21.00 (HWNW)
WYUT-F, 92.7, 3 KW @ 158, NOSTALGIA , $ 15.00 (K & P) (HERKIMER)

MISCELLANEOUS COMMENTS: WNYZ changes to WLZW (Dec) and format from CHR to AC...

WASHINGTON

Arbitron Rank/Pop (12+): 9/3,171,100
MSA Rank/Pop: 7/3,770,000
ADI # 9
Average Person Ratings: 17.0
Market TSL: 22.25 hours

Stations: 35/31
Diaries: 2346/1352:1/55.7%
Sample Target: 2150
% Below Line: 2.2
% Not Listed: 13.9

1989 Revenue: $144,400,000
HH Inc.: $41,825
Retail $: 34.0 Bil
Pop per Station: 102,293
#1 Biller: WMZQ A/F $14,500,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGAY-F	(EZ)	414/ 7.7	7.1	6.0	7.5	6.8	7.1	450/5480	5011/15.8	13.8	14.1	75	5.3	299	2961	WGAY-F
2. WPGC-F	(CHR)	362/ 6.7	5.8	6.4	5.7	6.0	6.2	397/5924	5191/16.4	13.7	1[illegible].9	78	8.9	496	5465	WPGC-F
3. WMZQ-AF	(C)	353/ 6.6	6.4	6.1	6.2	7.1	6.3	450/5641	4546/14.3	12.9	14.9	112	6.3	343	3519	WMZQ-A
4. WMAL	(MOR)	293/ 5.4	5.5	5.3	6.1	5.7	5.6	306/5645	5359/16.9	12.7	15.8	67	5.3	298	4646	WMAL
5. WKYS-F	(B)	285/ 5.3	4.6	5.0	5.3	6.2	5.1	308/4301	3941/12.4	10.9	12.2	104	6.0	337	4782	WKYS-F
6. WAVA-F	(CHR)	261/ 4.8	5.3	4.7	5.2	4.5	5.0	308/6316	5115/16.1	16.2	17.0	73	5.1	283	5413	WAVA-F
7. WRQX-F	(CHR)	217/ 4.0	4.7	4.2	4.5	4.5	4.3	276/5730	4277/13.5	14.2	15.7	77	4.0	225	4959	WRQX-F
8. WHUR-F	(B)	206/ 3.8	4.1	3.7	4.8	4.9	4.1	223/4308	3976/12.5	11.6	13.0	116	4.1	229	3460	WHUR-F
9. WCXR-F	(AOR)	202/ 3.7	5.2	3.8	4.4	3.7	4.3	221/4255	3875/12.2	12.4	12.8	127	5.4	301	5122	WCXR-F
10. WTOP	(N/T)	201/ 3.7	4.5	4.1	3.5	3.7	4.0	226/5783	4971/15.7	15.7	14.3	103	3.4	191	3995	WTOP
11. WLTT-F	(AC)	200/ 3.7	3.1	3.3	3.5	3.5	3.4	223/4141	3714/11.7	10.6	9.3	146	2.3	130	2023	WLTT-F
12. WXTR-F	(O)	181/ 3.4	3.1	3.0	3.0	3.4	3.1	200/3863	3390/10.7	9.8	9.4	126	2.3	131	2391	WXTR-F
13. WASH-F	(AC)	178/ 3.3	3.6	4.0	4.5	3.2	3.8	221/3816	3326/10.5	11.3	9.0	124	3.1	175	2808	WASH-F
14. WWDC-F	(AOR)	170/ 3.1	2.8	3.8	4.1	4.2	3.4	256/5525	4162/13.1	14.2	14.6	103	4.2	233	4225	WWDC-F
15. WGMS-AF	(CL)	144/ 2.6	2.8	2.8	3.0	2.3	2.8	152/3219	2836/ 8.9	8.5	7.2	100	2.2	116	2205	WGMS-A
16. WWRC	(N/T)	131/ 2.4	2.8	2.5	2.1	2.3	2.5	135/1963	1788/ 5.6	6.7	5.9	83	1.9	105	1414	WWRC
17. WMMJ-F	(B)	129/ 2.4	3.3	2.9	0.8	----	2.4	131/2030	1989/ 6.3	4.4	0.0	142	3.3	186	1474	WMMJ-F
18. WJFK-F	(AOR)	117/ 2.2	1.5	1.4	0.9	1.3	1.5	123/2787	2668/ 8.4	5.8	5.5	118	1.9	107	2293	WJFK-F
19. WDJY-F	(B)	103/ 1.9	1.7	2.3	2.5	2.4	2.1	105/2408	2320/ 7.3	7.6	8.2	84	1.5	86	1991	WDJY-F
20. WHFS-F	(AOR)	101/ 1.9	1.9	2.2	1.8	1.6	2.0	143/2380	1901/ 6.0	5.3	4.6	121	2.2	123	1535	WHFS-F
21. WYCB	(REL)	65/ 1.2	1.5	1.3	1.5	1.2	1.4	66/812	794/ 2.5	2.6	2.4	50	1.1	63	829	WYCB
22. WOL	(B)	52/ 1.0	1.2	2.0	1.9	1.6	1.5	52/1100	1100/ 3.5	2.8	3.7	70	0.9	48	686	WOL
23.																
24.																
25.																

12+ FM SHARE (METRO): 80.95% (3764 of 4650) (FAL 88: 79.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPGC-F>	1 WPGC-F	1 WPGC-F<	1 WMZQ-AF	1 WMZQ-AF	1 WGAY-F>	1 WMZQ-AF	1 WGAY-F>	1 WGAY-F<	1 WPGC-F>	1 WTOP
2 WRQX-F	2 WKYS-F	2 WKYS-F<	2 WLTT-F<	2 WGAY-F	2 WMAL	WMAL <	2 WMZQ-AF	2 WPGC-F	2 WKYS-F	2 WGAY-F
3 WAVA-F	WAVA-F	3 WMZQ-AF	3 WKYS-F<	3 WKYS-F<	3 WMZQ-AF>	3 WGAY-F	3 WPGC-F	3 WMZQ-AF	3 WHUR-F	3 WPGC-F
4	4 WCXR-F	4 WAVA-F<	4 WPGC-F	4 WLTT-F<	4 WTOP	4 WTOP	4 WKYS-F	4 WAVA-F	4 WRQX-F	4 WKYS-F
5	5 WWDC-F	5 WCXR-F<	5 WCXR-F<	5 WPGC-F	5 WXTR-F	WAVA-F	5 WLTT-F	5 WKYS-F<	5 WMZQ-AF<	5 WMAL
6	6 WRQX-F	6 WLTT-F	6 WGAY-F	6 WCXR-F	6 WGMS-AF	6 WPGC-F	6 WXTR-F	6 WMAL	6 WGAY-F	6 WWRC
7	7 WHUR-F	7 WHUR-F	7 WXTR-F<	7 WHUR-F<	7 WWRC	7 WKYS-F	WCXR-F<	7 WRQX-F	7 WWRC <	7 WMZQ-F>
8	8 WMZQ-AF<	8 WWDC-F	8 WHUR-F	8 WXTR-F	8 WLTT-F	8 WWDC-F	8 WAVA-F	8 WXTR-F	8 WAVA-F	8 WHUR-F
9	9 WLTT-F	9	9	9	9 WKYS-F	9	9	WLTT-F<	9	9
10	10	10	10	10	10	10	10	10 WCXR-F	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPGC-F	1 WPGC-F	1 WPGC-F	1 WPGC-F	1 WLTT-F<	1 WAVA-F	1 WPGC-F	1 WCXR-F	1 WMZQ-AF	1 WMZQ-AF
2 WKYS-F	2 WKYS-F	2 WKYS-F	2 WKYS-F	2 WGAY-F	2 WPGC-F>	2 WWDC-F	2 WWDC-F	2 WCXR-F	2 WCXR-F
3 WAVA-F	3 WRQX-F<	3 WRQX-F	3 WLTT-F	3 WMZQ-AF	3 WKYS-F	3 WCXR-F	3 WPGC-F	3 WPGC-F	3 WKYS-F
4 WRQX-F	4 WAVA-F>	4 WLTT-F	4 WAVA-F<	4 WPGC-F	4 WWDC-F>	4 WAVA-F	4 WHUR-F	WKYS-F	4 WWDC-F<
5 WWDC-F	5 WLTT-F	5 WAVA-F>	5 WRQX-F<	5 WKYS-F	5 WMZQ-AF	5 WKYS-F	5 WJFK-F	5 WWDC-F	5 WHUR-F
6 WDJY-F	6 WCXR-F	6 WCXR-F	6 WMZQ-AF	6 WXTR-F<	6 WIYY-F<	6 WHUR-F<	6 WMZQ-AF	WAVA-F	WGAY-F
7 WCXR-F	7 WHUR-F	7 WHUR-F	7 WGAY-F	7 WMMJ-F<	7 WCXR-F	7 WMZQ-AF	7 WKYS-F<	7 WHUR-F	7 WTOP
8 WHUR-F	8 WWDC-F	WGAY-F	8 WHUR-F	8 WRQX-F	8 WRQX-F	WJFK-F	8 WHFS-F	8 WJFK-F	WPGC-F
9	9	9	WASH-F	WASH-F	WJFK-F	9	WASH-F	9	9 WXTR-F
10	10	10	10	10	10	10	10 WAVA-F	10	WJFK-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		840 (3)	840 (3)	18.1	17.5
AOR/CLASSIC		634 (5)	634 (5)	13.6	13.7
AC/OLDIES/SOFT ROCK		559 (3)	559 (3)	12.0	11.8
MOR/VARIETY	311 (2)		311 (2)	6.7	6.7
COUNTRY	14 (1)	339 (1)	353 (2)	7.6	9.4
BLACK/URBAN	72 (2)	741 (5)	813 (7)	17.5	18.8
BEAUTIFUL/EASY		444 (2)	444 (2)	9.5	8.7
NEWS/TALK	332 (2)		332 (2)	7.1	7.4
NOSTALGIA	36 (1)		36 (1)	0.8	1.0
RELIGION/GOSPEL	84 (2)	19 (1)	103 (3)	2.2	1.9
SPANISH					
CLASSICAL	13 (1)	131 (1)	144 (2)	3.1	2.7
JAZZ/NEW AGE					
UNKNOWN/OTHERS	24 (1)	57 (2)	81 (3)	1.7	0.5
	886 (12)	3764 (23)	4650 (35)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCPT	730	Alexandria/Wsht	0.4/1.0/ 20/ 340
WFMD	930	Frederick	0.3/0.9/ 21/ 408
WFRE-F	99.9	Frederick	0.6/1.6/ 79/ 968
WMJR-F	107.7	Warrenton	0.3/1.5/ 25/ 643
WQSI	820	Frederick	0.4/0.6/ 25/ 213
WUST	1120	Washington	0.4/0.8/ 19/ 260
WWDC	1260	Washington	0.7/1.9/ 36/ 594
WFLS-F	93.3	Fredericksburg	0.7/1.9/ 95/1183
WFSI-F	107.9	Annapolis	0.4/1.2/ 26/ 435
WIYY-F	97.9	Baltimore	0.8/3.3/122/2071
WXYV-F	102.7	Baltimore	0.3/1.6/ 50/ 968

RADIO STATIONS

AM STATIONS

WCPT,	730,	5 KW/20 KW (DA-1),	BLACK	SMN,	$ N/A (Mc-Guild)	Legacy
WMAL,	630,	5 KW (DA-2)	, MOR	ABC I,	$ 211.00 (Katz)	Cap Cities/ABC
WMDO,	1540,	5 KW (DAYS)	, HISPANIC	,	$ 40.00 (Lotus)	
WOL ,	1450,	1 KW	, BLACK	NBN,	$ 49.00 (K & P)	
WTOP,	1500,	50 KW (DA-2)	, NEWS	CBS, MBS,	$ 180.00 (HNWH)	Chase
WWDC,	1260,	5 KW (DA-2)	, NOSTALGIA	US 1,	$ 46.00 (Christal)	
WWRC,	980,	5 KW (DA-N)	, TALK	NBC, MBS,	$ 70.00 (MMR)	Greater Media
WYCB,	1340,	1 KW	, GOSPEL	SBN,	$ 40.00 (---)	

FM STATIONS

WASH,	97.1,	22 KW @ 690,	AC	TRNSTR,	$ 105.00 (HNWH)	Chase
WAVA,	105.1,	50 KW @ 500,	CHR	,	$ 160.00 (HNWH)	Emmis
WCXR,	105.9,	28 KW @ 650,	CLASSIC AOR	,	$ 150.00 (Mc-Guild)	TA/Shaw
WDJY,	100.3,	40 KW @ 323,	BLACK	APR,	$ 80.00 (Mc-Guild)	United
WGAY,	99.5,	21 KW @ 780,	BTFL/EZ	,	$ 210.00 (MMR)	Greater Media
WGMS,	103.5,	47 KW @ 510,	CLASSICAL	MBS,	$ 145.00 (Republic)	Verstandig
WHFS,	99.1,	47 KW @ 390,	AOR	APR,	$ 60.00 (Republic)	Duchossois (ANNAPOLIS)
WHUR,	96.3,	24 KW @ 669,	BLACK	,	$ 117.00 (Durpetti)	Howard University
WJFK,	106.7,	23 KW @ 731,	CLASSIC AOR	ABC R,	$ 80.00 (Torbet)	Infinity
WKYS,	93.9,	50 KW @ 485,	BLACK	,	$ 190.00 (Eastman)	Albimar
WLTT,	94.7,	21 KW @ 780,	AC	,	$ 173.00 (CBS)	CBS
WMMJ,	102.3,	3 KW @ 171,	BLACK OLDIES	ABC E, MBS,	$ 60.00 (K & P)	
WMZQ,	98.7,	50 KW @ 490,	COUNTRY	,	$ 250.00 (Christal)	Viacom
WPGC,	95.5,	50 KW @ 500,	CHR/URBAN	,	$ 155.00 (Banner)	Cook Inlet
WRQX,	107.3,	50 KW @ 410,	CHR	ABC C,	$ 120.00 (Katz)	Cap Cities/ABC
WWDC,	101.1	22 KW @ 760,	AOR	US 1,	$ 200.00 (Christal)	
WXTR,	104.1,	50 KW @ 500,	OLDIES	,	$ 115.00 (Mc-Guild)	Ragan Henry (WALDORF,MD)

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WXTR-F sold by Ragan Henry
to Radic Ventures for $32,500,000
WYCB sold for $2,750,000...

WEST PALM BEACH

Arbitron Rank/Pop (12+): 53/751,900

MSA Rank/Pop: 64/860,000
ADI # 50
Average Person Ratings: 17.9
Market TSL: 24.00 hours

Stations: 35/16
Diaries: 1206/623:1/48.6%
Sample Target: 1070
% Below Line: 30.7
% Not Listed: 9.9

1989 Revenue: $23,000,000
HH Inc.: $39,666
Retail $: 8.1 Bil
Pop per Station: 46,993
#1 Biller: WRMF-F $6,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WEAT-AF (EZ)	262/19.3	18.7	17.5	18.0	16.7	18.4	386/3655	2175/28.9	27.4	25.4	38	12.3	134	1455	WEAT-AF
2. WRMF-F (AC)	116/ 8.5	8.4	11.5	7.2	8.8	8.9	156/1941	1305/17.4	20.2	17.9	166	9.4	102	1062	WRMF-F
3. WJNO (N/T)	92/ 6.7	6.9	5.0	5.9	6.9	6.1	110/1393	1120/14.9	12.7	15.0	63	6.8	74	711	WJNO
4. WHQT-F (B)	81/ 5.9	4.7	4.5	6.0	4.0	5.3	232/2269	753/10.0	8.8	9.0	81	6.6	72	857	WHQT-F
5. WIRK-F (C)	74/ 5.4	5.3	5.4	5.6	5.3	5.4	89/1024	822/10.9	9.9	9.1	126	5.7	62	861	WIRK-F
6. WOVV-F (CHR)	60/ 4.4	3.6	3.9	3.3	3.5	3.8	105/1462	909/12.1	10.0	11.2	107	6.1	66	1301	WOVV-F
7. WSHE-F (AOR)	44/ 3.2	2.5	2.0	2.0	2.6	2.4	111/1698	622/ 8.3	7.6	7.0	78	4.7	51	598	WSHE-F
8. WKGR-F (AOR)	41/ 3.0	3.1	1.7	2.8	2.5	2.7	103/1160	630/ 8.4	7.3	7.0	170	2.7	29	507	WKGR-F
9. WNGS-F (AC)	36/ 2.6	2.2	2.4	2.8	4.4	2.5	37/498	477/ 6.3	6.8	8.5	185	1.7	19	345	WNGS-F
10. WIOD (N/T)	32/ 2.3	2.1	2.0	1.8	1.6	2.0	162/2457	486/ 6.5	5.6	5.7	100	1.8	20	413	WIOD
WHYI-F (CHR)	32/ 2.3	2.7	2.2	2.9	3.4	2.5	125/2297	708/ 9.4	9.9	13.7	130	5.0	54	1033	WHYI-F
12. WOLL-F (AC)	31/ 2.3	2.2	1.5	2.8	1.6	2.2	37/468	423/ 5.6	4.3	4.2	165				WOLL-F
13. WPOW-F (CHR)	25/ 1.8	1.5	0.8	2.0	0.8	1.5	89/1303	410/ 5.5	4.1	5.9	72	2.5	27	558	WPOW-F
14. WZTA-F (AOR)	24/ 1.8	1.5	2.4	1.9	1.4	1.9	85/1276	420/ 5.6	6.3	3.5	194	2.9	32	508	WZTA-F
WMXJ-F (O)	24/ 1.8	2.4	2.3	3.1	4.0	2.4	148/2155	563/ 7.5	6.3	9.6	139	2.6	28	454	WMXJ-F

12+ FM SHARE (METRO): 77.61% (953 of 1228) (FAL 88: 76.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHQT-F>	1 WRMF-F	1 WRMF-F>	1 WRMF-F>	1 WRMF-F>	1 WEAT-AF>>	1 WEAT-AF>	1 WEAT-AF>>	1 WEAT-AF>>	1 WEAT-AF<	1 WEAT-F
2 WOVV-F>	2 WHQT-F>	2 WHQT-F	2 WIRK-F	2 WEAT-AF	2 WJNO >	2 WRMF-F	2 WRMF-F>	2 WRMF-F>	2 WHQT-F>>	2 WJNO <
3 WPOW-F>	3 WSHE-F	3 WOVV-F	3 WKGR-F	3 WIRK-F	3 WRMF-F	3 WJNO >	3 WJNO	3 WJNO	3 WOVV-F	3 WRMF-F>
4 WSHE-F	4 WOVV-F	4 WIRK-F	4 WEAT-AF	4 WKGR-F<	4 WIRK-F	4 WIRK-F	4 WIRK-F	4 WHQT-F	4 WJNO	4 WPBR
5 WHYI-F	5 WKGR-F	5	WNGS-F	5 WHQT-F	5	5 WHQT-F	5 WHQT-F	5 WIRK-F	5 WRMF-F	5 WHQT-F>
6	6	6	6	WNGS-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHQT-F>>	1 WRMF-F	1 WRMF-F>>	1 WRMF-F>	1 WRMF-F>		1 WSHE-F>	1 WSHE-F	1 WRMF-F	1 WRMF-F	1 WRMF-F>
2 WRMF-F>	2 WHQT-F>	2 WHQT-F	2 WHQT-F>	2 WEAT-AF		2 WGTR-F	2 WKGR-F	2 WKGR-F	2 WKGR-F	2 WKGR-F
3 WOVV-F	3 WOVV-F>	3 WOVV-F>	3 WOVV-F<	3 WIRK-F		WOVV-F	3 WRMF-F	3 WSHE-F	3 WSHE-F	3 WIRK-F
4 WSHE-F	4 WHYI-F	4 WHYI-F	4 WEAT-AF	4 WOVV-F		4 WHQT-F	4 WHQT-F	4 WHQT-F	4 WIRK-F	4 WEAT-AF
5 WEAT-AF>	WKGR-F	WKGR-F	5 WIRK-F	5 WHQT-F		WKGR-F	5 WGTR-F	5 WIOD	5 WHQT-F	5 WZTA-F
6	6	6 WOLL-F	6	6		6 WIRK-F>	WOVV-F	6	WOVV-F	WNGS-F
	7	WIRK-F	7	7		7	7		7	WJNO

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		117 (3)	117 (3)	9.5	13.0
AOR/CLASSIC		131 (4)	131 (4)	10.7	9.8
AC/OLDIES/SOFT ROCK	13 (1)	248 (7)	261 (8)	21.3	26.4
MOR/VARIETY	14 (1)		14 (1)	1.1	
COUNTRY		97 (2)	97 (2)	7.9	7.8
BLACK/URBAN	47 (3)	81 (1)	128 (4)	10.4	3.9
BEAUTIFUL/EASY	20 (1)	257 (2)	277 (3)	22.6	20.4
NEWS/TALK	166 (7)		166 (7)	13.5	14.0
NOSTALGIA					1.9
RELIGION/GOSPEL					
SPANISH	15 (1)	7 (1)	22 (2)	1.8	
CLASSICAL		15 (1)	15 (1)	1.2	1.4
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.5
	275 (14)	953 (21)	1228 (35)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDBF	1420	Delray Bch/W.P.	1.0/1.7/ 15/ 137
WPBG	1290	West Palm BEach	1.0/1.9/ 14/ 164
WPBR	1340	Palm Beach	1.2/4.8/ 20/ 400
WPOM	1600	Riviera Bch/WPl	1.5/4.1/ 21/ 314
WSBR	740	Boca Rtn/WPlmBc	0.4/2.6/ 12/ 444
WSWN	900	Belle Glade	1.0/1.8/ 14/ 164
WYFX	1040	Boynton Bch/Mia	0.9/2.9/ 29/ 348
WAQI	710	Miami	1.1/1.0/ 25/ 160
WAXY-F	105.9	Ft. Lauderdale	1.0/3.6/108/1665
WGTR-F	97.3	Miami	1.6/4.7/ 95/1436
WINZ	940	Miami	0.5/2.2/ 76/1178
WJQY-F	106.7	Ft. Lauderdale	1.3/3.7/144/1687
WKIS-F	99.9	Boca Raton	1.7/4.7/136/1770
WLVE-F	93.9	Miami Beach	0.7/3.2/ 64/1160
WLYF-F	101.5	Miami	1.1/4.7/202/2550
WNWS	790	South Miami	0.4/1.8/ 69/1098
WQBA-F	107.5	Miami	0.5/1.5/ 23/ 302
WTMI-F	93.1	Miami/Ft Ldrdle	1.1/3.7/ 85/1303
WWNN	980	Pompano Beach	0.4/1.1/ 14/ 249

RADIO STATIONS

WDBF, 1420,	5 KW/500 W (DA-1),	MOR	CBS, $	14.00	(---)	
WJNO, 1230,	1 KW	, NEWS/TALK	CBS, ABC E, $	54.00	(Banner)	Fairbanks
WPBR, 1340,	1 KW	, TALK	NBC, MBS, $	23.00	(Eastman)	
WPOM, 1600,	1 KW (DA-1)	, BLACK	, $	27.00	(Republic)	
WYFX, 1040,	10 KW/1 KW (DA-2)	, BLACK	SBN, $	16.00	(K & P)	
WEAT-F, 104.3,	56 KW @ 1250,	BTFL/EZ	, $	79.00	(Katz)	Taylor
WIRK-F, 107.9,	100 KW @ 350,	COUNTRY	ABC E, $	59.00	(HNWH)	Price
WKGR-F, 98.7,	100 KW @ 1420,	AOR	UPI, $	43.00	(HNWH)	(FORT PIERCE)
WOLL-F, 94.3,	3 KW @ 300,	OLDIES	, $	35.00	(Republic)	Lappin
WNGS-F, 92.1,	2.2 KW @ 378,	SOFT AC	, $	32.00	(Eastman)	
WOVV-F, 95.5,	100 KW @ 1000,	CHR	SOURCE, $	44.00	(Mc-Guild)	(FORT PIERCE)
WRMF-F, 97.9,	100 KW @ 1350,	AC	, $	105.00	(Banner)	Fairbanks

OTHER RANKED STATIONS -- See Miami

MISCELLANEOUS COMMENTS: WMXQ-F changes to WOLL-F (Nov)...

American Radio Fall 1989, Copyright 1990

WICHITA

Arbitron Rank/Pop (12+): 87/396,100

MSA Rank/Pop: 103/452,000
ADI # 61
Average Person Ratings: 15.9
Market TSL: 21.25 hours

Stations: 18/18
Diaries: 848/467:1/57.9%
Sample Target: 790
% Below Line: 0.0
% Not Listed: 8.9

1989 Revenue: $17,000,000
HH Inc.: $30,955
Retail $: 3.2 Bil
Pop per Station: 22,005
#1 Biller: KFDI-AF $5,000,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKRD-F	(CHR)	94/14.9	15.0	13.8	15.9	14.0	----	146/1679	1154/29.1	29.1	29.6	79	18.1	116	1207	KKRD-F
2. KFDI-F	(C)	62/ 9.9	8.6	9.5	12.6	10.6	----	88/1023	741/18.7	18.2	20.2	116	9.2	59	966	KFDI-F
3. KZSN-F	(C)	61/ 9.7	9.3	11.6	7.6	10.0	----	82/1083	695/17.5	16.5	18.3	93	9.5	61	692	KZSN-F
4. KFDI	(C)	50/ 7.9	5.8	7.6	7.4	7.3	----	85/1062	653/16.5	14.6	16.1	42	7.8	50	556	KFDI
5. KXLK-F	(AC)	44/ 7.0	7.4	8.0	5.5	8.8	----	51/824	670/16.9	18.2	20.1	149	5.2	33	364	KXLK-F
KICT-F	(AOR)	44/ 7.0	7.4	7.8	7.1	10.4	----	67/933	683/17.2	15.6	16.8	94	11.1	71	839	KICT-F
7. KOEZ-F	(EZ)	41/ 6.5	6.9	5.5	5.7	5.2	----	62/651	447/11.3	12.9	11.9	72	3.9	25	353	KOEZ-F
8. KEYN-F	(O)	34/ 5.4	6.2	7.5	7.3	7.5	----	47/893	599/15.1	22.2	22.2	146	5.0	32	563	KEYN-F
9. KRZZ-F	(AOR)	29/ 4.6	3.9	3.0	2.2	3.9	----	33/486	457/11.5	11.2	8.8	113	4.8	31	423	KRZZ-F
10. KRBB-F	(AC)	23/ 3.7	1.8	1.3	1.9	3.2	----	24/336	279/ 7.0	5.7	5.1	141	2.7	17	268	KRBB-F
11. KNSS	(N/T)	22/ 3.5	3.3	1.8	2.2	1.6	----	28/390	373/ 9.4	10.2	8.0	109	2.3	15	270	KNSS
12. KBUZ-F	(B)	15/ 2.4	0.4	1.3	2.4	----	----	15/251	251/ 6.3	1.4	3.1	92	4.1	26	307	KBUZ-F
13. KWKL-F	(O)	14/ 2.2	4.9	2.7	2.9	1.4	----	20/290	215/ 5.4	11.1	8.7	150	1.3	12	176	KWKL-F
KLEO	(BB)	14/ 2.2	3.3	4.0	4.0	4.3	----	14/280	266/ 6.7	7.3	7.7	36				KLEO
15. KSGL	(REL)	9/ 1.4	0.7	2.0	1.6	0.5	----	9/192	182/ 4.6	4.5	4.8	136	0.8	5	135	KSGL
16. KFH	(O)	8/ 1.3	0.4	1.0	4.8	3.8	----	10/293	194/ 4.9	1.8	4.6	123	0.8	5	164	KFH
17. KQAM	(O)	6/ 1.0	1.9	1.7	2.2	2.2	----	6/192	182/ 4.6	6.6	5.5	160	1.6	10	146	KQAM

12+ FM SHARE (METRO): 80.45% (461 of 573) (FAL 88: 78.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRD-F	1 KKRD-F	1 KKRD-F>	1 KKRD-F	1 KKRD-F<	1 KFDI-F	1 KKRD-F>	1 KKRD-F	1 KKRD-F>	1 KKRD-F>	1 KFDI-F
2	2 KICT-F>	2 KZSN-F	2 KXLK-F	2 KFDI-F	2 KFDI	2 KFDI-F	2 KZSN-F<	2 KZSN-F	2 KZSN-F	2 KNSS
3	3 KZSN-F	KICT-F<	3 KZSN-F	3 KXLK-F	3 KOEZ-F	3 KFDI >	3 KFDI-F<	3 KICT-F<	KICT-F	KFDI
4	KXLK-F	4 KXLK-F	4 KFDI-F	4 KZSN-F	4 KZSN-F	4 KZSN-F	4 KXLK-F	4 KFDI-F	4 KFDI-F	4 KKRD-F
5	5 KRZZ-F	5 KEYN-F	5 KEYN-F	5 KEYN-F	5 KKRD-F	5 KXLK-F	5 KFDI <	5 KXLK-F	5 KOEZ-F	5 KZSN-F
6	6 KEYN-F	6 KFDI-F	6 KICT-F	6	6	6 KOEZ-F	6 KOEZ-F	6 KOEZ-F	6	KOEZ-F
		7 KRZZ-F						KEYN-F		KICT-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRD-F	1 KKRD-F>	1 KKRD-F	1 KKRD-F>	1 KKRD-F>	1 KKRD-F>>	1 KICT-F	1 KICT-F	1 KKRD-F	1 KFDI-F>
2 KICT-F	2 KZSN-F	2 KXLK-F>	2 KZSN-F	2 KXLK-F	2 KICT-F>	2 KKRD-F	2 KXLK-F	2 KICT-F>	2 KXLK-F
3 KZSN-F>	3 KXLK-F	3 KZSN-F	KXLK-F>	3 KZSN-F	3 KRZZ-F	3 KRZZ-F	3 KRZZ-F	3 KEYN-F	KICT-F
4 KBUZ-F	4 KICT-F	KEYN-F>	4 KICT-F	4 KFDI-F	4 KZSN-F>	4 KEYN-F	KEYN-F>	4 KZSN-F	4 KZSN-F
5 KRZZ-F	5 KEYN-F	5 KRZZ-F	5 KEYN-F	5 KEYN-F	5 KEYN-F	5 KXLK-F	5 KFDI-F	KRZZ-F	KEYN-F
6	6 KRZZ-F	KICT-F	6 KFDI-F	6 KRBB-F	6	6 KZSN-F	6 KZSN-F	KFDI-F	6 KKRD-F
		7 KRBB-F		KOEZ-F			KRBB-F	7 KXLK-F	7 KRZZ-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		94 (1)	94 (1)	16.4	23.3
AOR/CLASSIC		73 (2)	73 (2)	12.7	11.8
AC/OLDIES/SOFT ROCK	14 (2)	115 (4)	129 (6)	22.5	13.5
MOR/VARIETY					
COUNTRY	50 (1)	123 (2)	173 (3)	30.2	32.9
BLACK/URBAN		15 (1)	15 (1)	2.6	1.5
BEAUTIFUL/EASY		41 (1)	41 (1)	7.2	6.0
NEWS/TALK	22 (1)		22 (1)	3.8	2.0
NOSTALGIA	14 (1)		14 (1)	2.4	4.4
RELIGION/GOSPEL	12 (2)		12 (2)	2.1	3.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					1.5
UNKNOWN/OTHERS					
	112 (7)	461 (11)	573 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KJRG	950	Newton	0.5/2.9/ 3/ 129

RADIO STATIONS

KFDI, 1070, 10 KW/1 KW (DA-N) , COUNTRY	ABC E, $	35.00 (Torbet)	Great Empire	
KFH , 1330, 5 KW (DA-N) , OLDIES	CBS, MBS, $	N/A (Banner)	Midcontinent	
KLEO, 1480, 5 KW/1 KW (DA-2) , COUNTRY	SMN, $	20.00 (Katz)	Southern Skies	
KNSS, 1240, 1 KW , TALK	MBS, ABC T, $	N/A (Durpetti)	---	
KQAM, 1410, 5 KW/1 KW (DA-2) , OLDIES	US 1, $	19.00 (Eastman)		
KBUZ-F, 99.3, 3 KW @ 175, BLACK	SBN, $	16.00 (---)		(EL DORADO)
KEYN-F, 103.7, 100 KW @ 860, OLDIES	US 1, $	37.00 (Eastman)		
KFDI-F, 101.3, 100 KW @ 1130, COUNTRY	ABC E, $	60.00 (Torbet)	Great Empire	
KICT-F, 95.1, 100 KW @ 970, AOR	ABC R, $	38.00 (Mc-Guild)	Lakoduk	
KKRD-F, 107.3, 100 KW @ 884, CHR	, $	50.00 (HNWH)		
KRBB-F, 97.9, 100 KW @ 370, AC	, $	30.00 (Republic)		
KOEZ-F, 92.3, 100 KW @ 650, BTFL/EZ	US 2, $	23.00 (Roslin)		(NEWTON)
KRZZ-F, 95.9, 3 KW @ 300, CLASSIC AOR	SOURCE, $	26.00 (Durpetti)		(DERBY)
KWKL-F, 106.5, 100 KW @ 460, SOFT AC	, $	18.00 (---)		(ARKANSAS CITY)
KXLK-F, 105.3, 100 KW @ 1000, AC	APR, $	40.00 (Banner)	Midcontinent	
KZSN-F, 102.1, 100 KW @ 1032, COUNTRY	, $	44.00 (Katz)	Southern Skies	

MISCELLANEOUS COMMENTS: KLZS-F changes to KRBB and format from JAZZ/NAC to AC (Oct).KFH now programming OLDIES...

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 59/627,500

MSA Rank/Pop: 69/736,000
ADI # 54
Average Person Ratings: 19.0
Market TSL: 25.00 hours

Stations: 38/27
Diaries: 1076/583:1/58.2%
Sample Target: 1000
% Below Line: 8.0
% Not Listed: 10.4

1989 Revenue: $15,200,000
HH Inc.: $24,373
Retail $: 5.1 Bil
Pop per Station: 23,240
#1 Biller: WKRZ-F $2,800,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F	(CHR)	160/13.4	14.9	13.3	13.8	13.0	13.9	181/2523	2081/33.2	32.6	32.9	109	19.6	208	2127	WKRZ-F
2. WNAK	(BB)	103/ 8.6	7.3	8.7	7.0	5.0	7.9	103/588	588/ 9.4	9.5	9.6	13	4.4	47	318	WNAK
3. WEZX-F	(AOR)	96/ 8.0	6.1	7.1	6.4	8.9	6.9	102/984	929/14.8	14.7	15.6	131	9.8	104	1126	WEZX-F
4. WARM	(MOR)	66/ 5.5	7.6	5.8	5.5	6.8	6.1	68/1192	1101/17.5	17.3	18.1	78	6.0	64	1014	WARM
5. WWSH-F	(EZ)	63/ 5.3	4.0	5.4	5.3	4.8	5.0	88/898	642/10.2	12.3	10.7	87	4.3	46	537	WWSH-F
6. WMGS-F	(AC)	58/ 4.9	3.5	5.4	5.4	5.0	4.8	69/893	727/11.6	14.8	12.9	159	3.1	33	483	WMGS-F
WEJL	(BB)	58/ 4.9	4.0	2.8	2.2	1.8	3.5	60/644	621/ 9.9	7.2	3.6	31	2.9	31	321	WEJL
8. WWRB-F	(AOR)	35/ 2.9	4.6	3.3	4.4	3.5	3.8	35/707	707/11.3	14.0	12.1	90	4.2	45	934	WWRB-F
9. WGBI-F	(AC)	34/ 2.8	2.6	2.9	3.8	5.1	3.0	51/884	639/10.2	9.5	10.8	139	1.4	15	469	WGBI-F
10. WDLS-F	(C)	29/ 2.4	2.2	----	----	----	1.2	35/337	310/ 4.9	0.0	0.0	129	2.5	27	294	WDLS-F
11. WARD	(T)	25/ 2.1	1.3	2.2	2.3	1.5	2.0	25/350	350/ 5.6	6.2	5.5	29	1.4	15	248	WARD
12. WSGD-F	(O)	22/ 1.8	3.4	2.7	3.0	2.9	2.7	24/530	444/ 7.1	6.5	5.7	183	1.9	20	302	WSGD-F
WHLM-F	(CHR)	22/ 1.8	2.6	1.8	2.8	3.1	2.3	35/661	321/ 5.1	6.4	5.0	144	2.2	23	411	WHLM-F
WBAX	(BB)	22/ 1.8	1.1	2.1	2.4	2.3	1.9	22/279	279/ 4.4	4.0	4.7	22	1.8	19	200	WBAX
15. WZZO-F	(AOR)	21/ 1.8	0.9	1.4	1.3	2.0	1.3	55/660	267/ 4.3	4.0	3.7	122				WZZO-F
WSBG-F	(CHR)	21/ 1.8	1.8	1.2	1.6	1.1	1.6	26/283	249/ 4.0	4.1	3.5	156	1.8	19	341	WSBG-F
WEAY-F	(O)	21/ 1.8	2.0	2.2	1.7	0.6	1.9	21/292	292/ 4.7	6.6	3.0	194	2.2	23	263	WEAY-F
18.																
19.																
20.																

12+ FM SHARE (METRO): 63.14% (675 of 1069) (FAL 88: 69.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F>>	1 WKRZ-F<	1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F>	1 WNAK >	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F	1 WARM >>
2 WWRB-F>	2 WEZX-F>>	2 WEZX-F>	2 WEZX-F	2 WEZX-F>	2 WARM	2 WARM >	2 WEZX-F	2 WEZX-F	2 WEZX-F>	2 WEZX-F
3 WEZX-F	3 WMGS-F>	3 WMGS-F	3 WMGS-F	3 WMGS-F>	3 WKRZ-F	3 WEZX-F	3 WNAK	3 WNAK	3 WARM	3 WKRZ-F
4	4 WZZO-F	4	4	4 WWSH-F	WEJL	4 WNAK	WMGS-F<	4 WWSH-F>	4 WWSH-F	4 WILK
5	WWRB-F	5	5	5 WARM	5 WWSH-F	5 WMGS-F	5 WEJL	5 WMGS-F	WWRB-F	5 WLEV-F
6	6	6	6	6	6	6	6 WWSH-F	6 WEJL	6	WWSH-F
								WARM		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>	1 WEZX-F>>	1 WEZX-F>>	1 WEZX-F>>	1 WEZX-F>	1 WEZX-F
2 WWRB-F	2 WMGS-F	2 WMGS-F>	2 WMGS-F>	2 WMGS-F>	2 WKRZ-F>>	2 WKRZ-F>>	2 WKRZ-F>	2 WKRZ-F>>	2 WKRZ-F>
WEZX-F>	WEZX-F	3 WEZX-F	3 WEZX-F	3 WWSH-F	3 WZZO-F	3 WZZO-F>	3 WZZO-F>	3 WMGS-F	3 WMGS-F>
4 WZZO-F	4 WWRB-F>	4 WGBI-F>	4 WWRB-F	WEZX-F	WMGS-F	4 WHLM-F	4 WHLM-F	4	4 WARM
WHXT-F	5 WGBI-F	5 WWRB-F	5 WWSH-F	5 WGBI-F	5	5 WGBI-F	5 WGBI-F	5	5 WWDL-F
WMGS-F	6	6 WHLM-F	6	6 WARM	6	6	6	6	6
		WDLS-F							

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		220 (5)	220 (5)	20.6	21.7
AOR/CLASSIC		162 (5)	162 (5)	15.2	13.2
AC/OLDIES/SOFT ROCK	9 (1)	171 (8)	180 (9)	16.8	24.4
MOR/VARIETY	86 (3)		86 (3)	8.0	10.5
COUNTRY	35 (2)	39 (2)	74 (4)	6.9	5.0
BLACK/URBAN					
BEAUTIFUL/EASY	18 (1)	78 (2)	96 (3)	9.0	10.6
NEWS/TALK	45 (3)		45 (3)	4.2	2.4
NOSTALGIA	189 (4)		189 (4)	17.7	11.0
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	12 (1)	5 (1)	17 (2)	1.6	1.1
	394 (15)	675 (23)	1069 (38)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAZL	1490	Hazleton	0.8/1.8/ 9/ 155
WCDL	1440	Carbondale	0.8/1.4/ 16/ 152
WCNR	930	Bloomsburg	1.3/2.6/ 20/ 228
WGBI	910	Scranton/Wl.Br.	1.6/4.7/ 20/ 371
WICK	1400	Scranton	1.5/4.8/ 18/ 304
WILK	980	Wilkes-Barre/Sc	1.3/5.2/ 16/ 361
WJMW	550	Bloomsburg	0.5/1.2/ 8/ 127
WQEQ-F	103.1	Freeland/Hzlton	0.3/1.9/ 9/ 179
WVPO	840	Stroudsburg	0.8/1.5/ 10/ 95
WWDL-F	104.9	Scranton	1.6/4.1/ 19/ 260
WXPX	1300	W Hazleton/Hzlt	1.0/2.4/ 12/ 161
WABC	770	New York	0.3/1.1/ 4/ 141
WAEB-F	104.1	Allentown	0.3/1.7/ 43/ 627
WAVT-F	101.9	Pottsville	0.4/1.3/ 35/ 549
WFMZ-F	100.7	Allentown	1.3/2.7/ 28/ 329
WHXT-F	99.9	Easton/Allentwn	1.1/3.9/ 24/ 505
WILQ-F	105.1	Williamsport	0.8/2.7/ 48/ 479
WKSB-F	102.7	Williamsport	0.4/2.3/ 34/ 579
WLEV-F	96.1	Easton	0.7/2.5/ 19/ 449
WMMR-F	93.3	Philadelphia	0.3/1.4/ 9/ 207
WYSP-F	94.1	Philadelphia	0.5/1.2/ 16/ 149

RADIO STATIONS

WARD, 1550, 10 KW/500 W (DA-2) , TALK	APR, ABC T, $	12.00 (Savalli)	
WARM, 590, 5 KW (DA-2) , MOR	NBC, $	45.00 (Mc-Guild)	Susquehanna
WBAX, 1240, 1 KW , NOSTALGIA	CNN, $	16.00 (---)	
WEJL, 630, 500 W (DAYS) , NOSTALGIA	ABC I, $	20.00 (Christal)	Shamrock-Lynett
WGBI, 910, 1 KW/500 W , COUNTRY	CBS, $	14.00 (Torbet)	
WICK, 1400, 1 KW , BTFL/EZ	ABC D, $	14.00 (Roslin)	
WILK, 980, 5 KW/1 KW (DA-2) , TALK	CNN, ABC E, $	17.00 (Mc-Guild)	Keymarket
WNAK, 730, 1 KW/38 W (DA-1) , NOSTALGIA	NBC, $	27.00 (K & P)	
WEAY-F, 92.1, .9 KW @ 552, OLDIES	CNN, $	16.00 (---)	
WEZX-F, 107.1, 190 W @ 1270, AOR	ABC R, $	37.00 (Christal)	Shamrock-Lynett
WGBI-F, 101.3, 7 KW @ 1110, AC	RADRAD, $	27.00 (Torbet)	
WHLM-F, 106.5, 37 KW @ 597, AC	US 2, $	18.00 (Banner)	(BLOOMSBURG)
WKRZ-F, 98.5, 9 KW @ 1172, CHR	, $	60.00 (Katz)	Keymarket
WMGS-F, 92.9, 9 KW @ 1060, AC	, $	40.00 (Mc-Guild)	Susquehanna
WSGD-F, 94.3, .3 KW @ 770, OLDIES	, $	18.00 (Republic)	(CARBONDALE)
WWSH-F, 97.9, 24 KW @ 660, BTFL/EZ	, $	23.00 (Katz)	(HAZLETON)
WWRB-F, 102.3, 3 KW @ 71, CHR/AOR	ABC C, $	22.00 (Mc-Guild)	

CALL LETTER CHANGES

WTLQ changes to WWRB

FORMAT CHANGES

WWRB changes from CHR to CHR/AOR (Nov)...

STATION SALES

WILK sold to Keymarket (CEA)...

WILMINGTON, DE

Arbitron Rank/Pop (12+): 77/473,200

MSA Rank/Pop: 89/567,000
Philadelphia ADI
Average Person Ratings: 17.8
Market TSL: 23.5 hours

Stations: 32/5
Diaries: 1008/469:1/57.2%
Sample Target: 860
% Below Line: 55.3
% Not Listed: 12.1

1989 Revenue: $10,000,000
HH Inc.: $33,085
Retail $: 4.4 Bil
Pop per Station: 94,640
#1 Biller: WJBR-AF $3,400,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSTW-F	(CHR)	93/11.0	9.2	9.1	10.5	8.2	----	99/1349	1181/25.0	24.6	26.0	124				WSTW-F
2. WJBR-F	(AC)	79/ 9.4	7.8	8.8	10.0	11.1	----	92/1159	1054/22.3	21.2	18.3	117				WJBR-F
3. WDEL	(MOR)	55/ 6.5	6.4	6.2	6.5	4.1	----	55/727	695/14.7	15.0	13.0	68				WDEL
4. WMMR-F	(AOR)	49/ 5.8	8.8	9.7	7.3	6.9	----	51/791	737/15.6	19.8	20.9	129				WMMR-F
5. WUSL-F	(B)	42/ 5.0	7.5	7.3	7.3	9.0	----	43/483	444/ 9.4	13.7	13.2	62				WUSL-F
6. WYSP-F	(AOR)	41/ 4.9	3.4	3.8	4.7	3.2	----	49/800	680/14.4	13.9	14.8	127				WYSP-F
7. WKSZ-F	(AC)	34/ 4.0	2.5	3.6	4.6	4.1	----	35/592	574/12.1	10.3	11.6	88				WKSZ-F
8. WXTU-F	(C)	33/ 3.9	5.0	3.6	3.2	3.2	----	33/363	356/ 7.5	11.6	9.8	113				WXTU-F
9. WILM	(N/T)	31/ 3.7	4.1	3.4	3.6	3.5	----	32/539	525/11.1	11.7	9.4	54				WILM
10. WIOQ-F	(CHR)	30/ 3.6	3.2	1.4	2.3	1.5	----	32/676	645/13.6	12.0	4.4	42				WIOQ-F

12+ FM SHARE (METRO): 82.84% (613 of 740) (FAL 88: 82.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSL-F	1 WSTW-F>	1 WSTW-F>	1 WSTW-F>	1 WSTW-F	1 WDEL	1 WSTW-F<	1 WSTW-F<	1 WSTW-F	1 WUSL-F	1 WWDB-F
2 WIOQ-F	2 WMMR-F	2 WJBR-F	2 WJBR-F>	2 WJBR-F>	2 WJBR-F>	2 WDEL	2 WJBR-F>	2 WJBR-F>	2 WSTW-F	2 WILM >
3 WEGX-F>	3 WYSP-F<	3 WMMR-F	3 WMMR-F	3 WMMR-F	3 WSTW-F	3 WJBR-F	3 WMMR-F>	3 WMMR-F<	3 WWDB-F	3 WUSL-F
4 WSTW-F	4 WJBR-F>	4 WYSP-F>	4 WYSP-F	4 WYSP-F>	4 WILM	4 WMMR-F	4 WKSZ-F<	4 WUSL-F<	WIOQ-F	WJBR-F
5	5 WUSL-F	5 WUSL-F	5	5 WXTU-F	5 WXTU-F	5 WILM	5 WYSP-F	5 WYSP-F	5 WXTU-F	5 WDEL
6	6	6	6	WDEL	WKSZ-F	6	WDEL	6	6 WMMR-F	6
									WJBR-F	
									WDEL	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WJBR-F<	1 WMMR-F	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WSTW-F
2 WJBR-F	2 WJBR-F>	2 WJBR-F>	2 WJBR-F>>	2 WSTW-F	2 WSTW-F>	2 WMMR-F	2 WYSP-F	2 WMMR-F	2 WMMR-F
3 WUSL-F	3 WUSL-F	3 WMMR-F>	3 WUSL-F>	3	3 WYSP-F>	3 WYSP-F>	3 WMMR-F	3 WYSP-F	3 WYSP-F
4 WIOQ-F>	4 WMMR-F	4 WYSP-F	4 WYSP-F	4	4 WIOQ-F	4 WIYY-F	WIYY-F>>	4 WJBR-F>	4 WJBR-F
5 WYSP-F	5 WYSP-F	WMGK-F	WMMR-F	5	WEGX-F	5	5	5 WIYY-F	5 WXTU-F
6 WEGX-F	WIOQ-F	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		155 (4)	155 (4)	20.9	17.0
AOR/CLASSIC		104 (3)	104 (3)	14.1	16.0
AC/OLDIES/SOFT ROCK		158 (7)	158 (7)	21.4	20.7
MOR/VARIETY	55 (1)		55 (1)	7.4	7.1
COUNTRY		59 (3)	59 (3)	8.0	8.6
BLACK/URBAN		62 (2)	62 (2)	8.4	10.9
BEAUTIFUL/EASY		29 (2)	29 (2)	3.9	4.4
NEWS/TALK	48 (4)	24 (1)	72 (5)	9.7	9.8
NOSTALGIA	20 (1)		20 (1)	2.7	1.7
RELIGION/GOSPEL		3 (1)	3 (1)	0.4	
SPANISH					
CLASSICAL		10 (1)	10 (1)	1.4	1.7
JAZZ/NEW AGE					
UNKNOWN/OTHERS	4 (1)	9 (1)	13 (2)	1.8	2.0
	127 (7)	613 (25)	740 (32)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDSD-F	94.7	Dover/Wlmngton	1.9/5.3/ 46/ 480
KYW	1060	Philadelphia	0.5/4.8/ 5/ 267
WBSB-F	104.3	Baltimore	0.8/2.8/ 21/ 325
WCAU	1210	Philadelphia	0.7/4.4/ 6/ 221
WDAC-F	94.5	Lancaster	0.4/0.8/ 3/ 38
WDAS-F	105.3	Philadelphia	2.4/5.1/ 20/ 243
WEAZ-F	101.1	Philadelphia	2.6/10.1/ 24/ 506
WEGX-F	106.1	Philadelphia	3.0/13.7/ 25/ 655
WFLN-F	95.7	Philadelphia	1.2/5.0/ 10/ 236
WIP	610	Philadelphia	0.8/3.0/ 7/ 165
WIYY-F	97.9	Baltimore	1.7/3.2/ 14/ 150
WLIF-F	101.9	Baltimore	0.8/1.2/ 7/ 77
WMGK-F	102.9	Philadelphia	1.1/4.2/ 9/ 198
WOGL-F	98.1	Philadelphia	1.9/7.7/ 19/ 408
WPEN	950	Philadelphia	2.4/4.0/ 20/ 200
WPOC-F	93.1	Baltimore	1.2/2.4/ 12/ 161
WQSR-F	105.7	Catonsville	1.0/2.3/ 11/ 132
WSNI-F	104.5	Philadelphia	0.7/4.3/ 6/ 209
WVCH	740	Chester/Philly	0.5/1.0/ 4/ 64
WWDB-F	96.5	Philadelphia	2.9/5.8/ 24/ 276
WWMX-F	106.5	Baltimore	0.7/1.1/ 6/ 52
WXCY-F	103.7	Havre de Grace	1.1/1.9/ 9/ 89

RADIO STATIONS

WDEL, 1150, 5 KW (DA-2) , MOR NBC, APR, $ 35.00 (Eastman)
WILM, 1450, 1 KW , NEWS/TALK CBS, MBS, $ 30.00 (Savalli)
WJBR, 1290, 2.5 KW/500 W(DA-2), BASICALLY A SIMULCAST WITH WJBR-F.

WJBR-F, 99.5, 50 KW @ 500, AC APR, $ 75.00 (Katz) CRB
WSTW-F, 93.7, 50 KW @ 460, CHR , $ 70.00 (Eastman)
OTHER RANKED STATIONS -- See Philadelphia

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WORCESTER

Arbitron Rank/Pop (12+): 100/352,300	Stations: 29/7	1989 Revenue: $11,400,000
	Diaries: 888/397:1/54.1%	HH Inc.: $31,703
MSA Rank/Pop: 111/417,000	Sample Target: 740	Retail $: 3.8 Bil
Boston ADI	% Below Line: 37.4	Pop per Station: 50,328
Average Person Ratings: 18.1	% Not Listed: 11.8	#1 Biller: WAAF-F $4,000,000
Market TSL: 23.50 hours		

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSRS-F	(EZ)	83/13.1	11.2	13.8	12.7	13.0	----	120/1553	1005/28.5	24.2	24.5	110	8.9	56	629	WSRS-F
2. WAAF-F	(AOR)	69/10.8	14.9	12.1	12.5	10.9	----	134/1691	846/24.0	28.4	25.9	82				WAAF-F
3. WXLO-F	(AC)	51/ 8.0	4.1	5.5	6.4	7.4	----	97/1249	672/19.1	12.6	14.9	152	6.2	39	508	WXLO-F
4. WTAG	(MOR)	50/ 7.9	7.4	8.5	7.5	9.8	----	52/828	745/21.1	21.8	20.7	54	9.7	61	723	WTAG
5. WZOU-F	(CHR)	47/ 7.4	6.1	7.7	6.1	6.7	----	64/1063	696/19.8	16.2	18.8	66	12.2	77	688	WZOU-F
6. WNEB	(BB)	32/ 5.0	4.0	4.2	3.8	4.7	----	32/354	346/ 9.8	7.6	9.3	12	3.5	22	378	WNEB
7. WODS-F	(O)	27/ 4.2	5.0	4.5	5.5	3.6	----	51/746	400/11.4	13.8	12.9	174	3.8	24	399	WODS-F
WFTQ	(AC)	27/ 4.2	3.1	2.6	5.2	2.9	----	27/436	428/12.1	9.6	7.5	110	2.4	15	207	WFTQ
9. WBZ	(MOR)	21/ 3.3	4.5	4.7	3.2	5.4	----	58/813	390/11.1	11.4	10.7	64	4.8	30	393	WBZ
10. WBCN-F	(AOR)	18/ 2.8	2.5	2.7	2.0	3.6	----	29/457	251/ 7.1	7.4	8.5	121	3.3	21	468	WBCN-F

12+ FM SHARE (METRO): 71.30% (400 of 561) (FAL 88: 71.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F	1 WAAF-F>	1 WAAF-F	1 WXLO-F	1 WSRS-F	1 WSRS-F>	1 WSRS-F	1 WSRS-F>	1 WSRS-F<	1 WAAF-F	1 WBZ >
WAAF-F	2 WZOU-F	2 WXLO-F	2 WSRS-F	2 WXLO-F>	2 WTAG >	2 WTAG	2 WAAF-F<	2 WAAF-F	2 WTAG	2 WAAF-F
3	WXLO-F>	3 WSRS-F	3 WAAF-F	3 WAAF-F	3 WNEB >	3 WAAF-F	3 WXLO-F>	3 WXLO-F	3 WZOU-F>	3 WTAG >
4	4 WSRS-F	4 WZOU-F	4 WODS-F>	4 WODS-F>	4 WXLO-F	4 WXLO-F	4 WZOU-F	4 WZOU-F>	4 WSRS-F	4 WXLO-F
5	5 WBCN-F	5 WODS-F	5 WZOU-F	5 WZOU-F	5 WFTQ	5 WZOU-F	5 WTAG	5 WTAG	5 WBZ	5 WSRS-F
6	6	6	6	6 WFTQ	6	6 WNEB <	6	6	6 WXLO-F	WFTQ
7	7	7	7	7 WTAG	7	7 WFTQ	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAAF-F	1 WAAF-F<	1 WXLO-F>	1 WXLO-F>	1 WSRS-F<	1 WAAF-F>>	1 WAAF-F>>	1 WAAF-F>>	1 WAAF-F>	1 WSRS-F
2 WZOU-F>	2 WZOU-F	2 WZOU-F	2 WSRS-F	2 WXLO-F>>	2 WZOU-F>	2 WZOU-F	2 WXLO-F	2 WSRS-F	WAAF-F>
3 WXLO-F>	WXLO-F>>	WAAF-F>	3 WZOU-F	3 WODS-F	3 WXLO-F>	WXLO-F	3 WXKS-F	3 WXLO-F	3 WXLO-F
4 WSRS-F	4 WSRS-F	4 WSRS-F>	WAAF-F>	4 WZOU-F	4 WZLX-F	4 WBCN-F	WBCN-F	4 WODS-F	4 WODS-F>
5 WBCN-F>	5	5 WZLX-F	5 WFTQ	WFTQ	WBCN-F>>	5 WZLX-F	5 WZOU-F	5 WZOU-F	5 WBCN-F
6 WXKS-F	6	WODS-F	6	6 WAAF-F	6	6	WZLX-F	WBCN-F	6
WFTQ >>	7	WFTQ >	7	7		7	WSRS-F>	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		64 (3)	64 (3)	11.4	10.8
AOR/CLASSIC		106 (5)	106 (5)	18.9	21.9
AC/OLDIES/SOFT ROCK	27 (1)	99 (6)	126 (7)	22.5	19.5
MOR/VARIETY	79 (4)		79 (4)	14.1	16.4
COUNTRY	11 (1)	14 (1)	25 (2)	4.5	5.3
BLACK/URBAN					
BEAUTIFUL/EASY		100 (3)	100 (3)	17.8	17.8
NEWS/TALK	12 (1)		12 (1)	2.1	1.0
NOSTALGIA	32 (1)	4 (1)	36 (2)	6.4	5.1
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		9 (1)	9 (1)	1.6	0.6
JAZZ/NEW AGE					
UNKNOWN/OTHERS		4 (1)	4 (1)	0.7	
	161 (8)	400 (21)	561 (29)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WORC	1310	Worcester	1.7/7.0/ 16/ 285
WARE	1250	Ware	0.5/1.4/ 5/ 100
WBOS-F	92.9	Brookline/Bston	0.3/2.4/ 4/ 182
WBRU-F	95.5	Providence	0.6/2.5/ 5/ 122
WCRB-F	102.5	Waltham/Boston	1.4/4.7/ 10/ 267
WESO	970	Southbridge	0.8/1.7/ 16/ 141
WJIB-F	96.9	Boston	1.4/4.1/ 13/ 275
WLKW-F	101.5	Providence	1.3/2.8/ 13/ 158
WMJX-F	106.7	Boston	0.8/4.9/ 12/ 267
WPLM-F	99.1	Plymouth/Bos.	0.6/2.2/ 4/ 110
WPRO-F	92.3	Providence	0.3/3.3/ 8/ 218
WQVR-F	100.1	Southbridge	2.2/5.1/ 22/ 303
WRKO	680	Boston	1.9/4.6/ 28/ 314
WROR-F	98.5	Boston	1.4/6.3/ 21/ 423
WSSH-F	99.5	Lowell/Boston	0.5/2.7/ 18/ 287
WVBF-F	105.7	Framingham/Bstn	0.6/2.6/ 6/ 145
WWKS-F	106.3	Woonsocket	0.6/1.6/ 4/ 90
WXKS-F	107.9	Medford/Boston	2.4/7.8/ 18/ 408
WZLX-F	100.7	Boston	2.0/7.9/ 28/ 436

RADIO STATIONS

WFTQ, 1440, 5 KW (DA-2) , AC ABC I, $ 35.00 (Katz) Zapis
WNEB, 1230, 1 KW , NOSTALGIA CBS, MBS, $ 18.00 (Savalli)
WORC, 1310, 5 KW/1 KW (DA-2) , OLDIES ABC D, $ 20.00 (---)
WTAG, 580, 5 KW (DA-2) , MOR MBS, TALKNT, $ 45.00 (Banner) Knight

WAAF-F, 107.3, 19 KW @ 823, AOR/CHR , $ 97.00 (Katz) Zapis
WSRS-F, 96.1, 17 KW @ 863, BTFL/EZ , $ 70.00 (Banner) Knight
WXLO-F, 104.5, 37 KW @ 670, AC CNN, $ 50.00 (Mc-Guild)

OTHER RANKED STATIONS -- See Boston

MISCELLANEOUS COMMENTS: WORC sold for $600,000...WORC changes format from COUNTRY to OLDIES (Dec)...

YORK

Arbitron Rank/Pop (12+): 104/340,200
MSA Rank/Pop: 114/409,000
ADI # 46 (w/Harris/Lancaster)
Average Person Ratings: 17.8
Market TSL: 23.00 hours

Stations: 30/10
Diaries: 745/457:1/68.0%
Sample Target: 730
% Below Line: 34.4
% Not Listed: 11.9

1989 Revenue: $12,300,000
HH Inc.: $29,429
Retail $: 2.5 Bil
Pop per Station: 34,020
#1 Biller: WARM-F $3,400,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYCR-F	(CHR)	75/12.4	12.8	12.8	8.8	12.1	11.7	102/1610	990/29.1	27.1	24.6	65	13.5	85	984	WYCR-F
2. WARM-F	(AC)	62/10.3	9.2	10.4	12.1	8.7	10.5	119/1623	713/21.0	21.9	17.5	150	6.7	42	603	WARM-F
3. WSBA	(MOR)	53/ 8.8	9.7	5.6	8.4	6.4	8.1	61/827	623/18.3	14.9	17.6	61	9.4	59	937	WSBA
4. WRKZ-F	(C)	49/ 8.1	9.2	7.8	11.1	9.2	9.1	169/1849	511/15.0	17.4	17.1	132	7.5	47	509	WRKZ-F
5. WGTY-F	(C)	48/ 7.9	7.0	5.6	5.4	3.2	6.5	60/635	490/14.4	13.1	7.7	90	7.8	49	471	WGTY-F
6. WNCE-F	(EZ)	39/ 6.5	7.5	8.7	9.6	7.6	8.1	130/1612	474/13.9	15.5	17.4	88	3.7	23	324	WNCE-F
7. WQXA-F	(CHR)	35/ 5.8	5.3	6.5	6.3	6.4	6.0	111/1836	575/16.9	22.2	19.8	78	7.8	49	746	WQXA-F
8. WHTF-F	(AOR)	24/ 4.0	2.9	3.1	2.0	2.8	3.0	67/1044	321/ 9.4	10.2	6.1	150	3.7	23	333	WHTF-F
9. WGRX-F	(AOR)	23/ 3.8	3.6	5.1	6.2	5.5	4.7	30/556	370/10.9	13.1	11.1	126	9.2	58	506	WGRX-F
10. WGET	(MOR)	13/ 2.2	0.5	1.7	1.1	2.3	1.4	13/164	164/ 4.8	3.9	5.6	68	2.1	13	201	WGET

12+ FM SHARE (METRO): 82.14% (437 of 532) (FAL 88: 85.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>	1 WYCR-F>	1 WYCR-F	1 WARM-F>	1 WARM-F>	1 WSBA	1 WSBA	1 WARM-F	1 WYCR-F	1 WYCR-F>>	1 WYCR-F>
2 WQXA-F	2 WARM-F>	2 WARM-F>	2 WRKZ-F	2 WRKZ-F>	2 WGTY-F	2 WARM-F<	2 WYCR-F	2 WARM-F	2 WARM-F	2 WNCE-F
3	3 WGRX-F	3 WRKZ-F	3 WYCR-F>	3 WYCR-F	3 WNCE-F	3 WYCR-F	3 WGTY-F	3 WSBA	3 WQXA-F	3 WRKZ-F
4	4 WQXA-F	4 WQXA-F	4 WHTF-F	4 WGTY-F	4 WRKZ-F	4 WRKZ-F	4 WRKZ-F	4 WGTY-F	4 WGRX-F<	4 WGTY-F
5	5 WRKZ-F	5 WGTY-F	5 WGTY-F	5 WHTF-F	5 WARM-F	WGTY-F	5 WSBA	5 WRKZ-F	5 WNCE-F	WARM-F
6	WHTF-F	6	6	6	6	6	6	6 WQXA-F	WSBA	6 WSBA

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYCR-F	1 WARM-F	1 WARM-F>>	1 WARM-F>	1 WARM-F>>	1 WYCR-F>>	1 WYCR-F>>	1 WGRX-F	1 WYCR-F>	1 WRKZ-F
2 WQXA-F>>	2 WYCR-F	2 WYCR-F	2 WYCR-F	2 WRKZ-F	2 WGTY-F>	2 WGRX-F	2 WRKZ-F	2 WRKZ-F	2 WARM-F
3 WLAN-F	3 WQXA-F	3 WQXA-F	3 WQXA-F>	3 WNCE-F	3 WTPA-F	3 WRKZ-F	3 WYCR-F	3 WARM-F	3 WHTF-F
WARM-F	4	4 WSBA	4 WNCE-F	WYCR-F	WGRX-F>	4 WHTF-F	WHTF-F	4 WGRX-F	4 WGRX-F
5	5	WHTF-F	5 WRKZ-F	5 WSBA	5 WRKZ-F	5 WARM-F	5 WARM-F	WHTF-F	WYCR-F
6	6	6	6 WGTY-F	6 WQXA-F	6	6 WIMX-F	6	6 WGTY-F	WGTY-F
				WGTY-F					

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		129 (5)	129 (5)	24.2	26.5
AOR/CLASSIC		65 (4)	65 (4)	12.2	13.2
AC/OLDIES/SOFT ROCK		80 (4)	80 (4)	15.0	11.5
MOR/VARIETY	82 (5)		82 (5)	15.4	11.5
COUNTRY	8 (2)	103 (4)	111 (6)	20.9	17.4
BLACK/URBAN					0.6
BEAUTIFUL/EASY		54 (4)	54 (4)	10.2	13.0
NEWS/TALK	5 (1)		5 (1)	0.9	1.0
NOSTALGIA					1.6
RELIGION/GOSPEL		6 (1)	6 (1)	1.1	2.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.0
	95 (8)	437 (22)	532 (30)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHVR	1280	Hanover	1.5/4.2/ 10/ 157
WOYK	1350	York	0.3/3.1/ 2/ 115
WXKU	1250	York	0.5/1.9/ 3/ 64
WBAL	1090	Baltimore	0.8/2.1/ 7/ 126
WBSB-F	99.9	Frederick	0.3/2.9/ 2/ 158
WDAC-F	94.5	Lancaster	1.0/2.9/ 7/ 828
WFRE-F	99.9	Frederick	0.8/2.7/ 7/ 110
WHP	580	Harrisburg	0.8/4.2/ 57/1054
WHP -F	97.3	Harrisburg	0.3/3.1/ 37/ 686
WHYL	960	Carlisle/Hrsbrg	0.8/1.6/ 36/ 379
WIMX-F	99.3	Harrisburg	1.2/3.4/ 53/ 781
WIOV-F	105.1	Ephrata/Lancast	0.5/3.0/ 62/ 846
WIYY-F	97.9	Baltimore	1.3/4.4/ 9/ 184
WLAN-F	96.9	Lancaster	1.0/4.1/ 75/1320
WLIF-F	101.9	Baltimore	1.3/1.9/ 8/ 112
WNNK-F	104.1	Harrisburg	1.8/6.6/176/2253
WPOC-F	93.1	Baltimore	0.5/3.9/ 4/ 150
WTPA-F	93.5	Mechsbrg/Harsbr	1.7/4.3/ 70/ 865
WWKL-F	94.9	Harrisburg	1.5/4.0/ 51/ 740
WWMD-F	104.7	Hagerstown	0.3/1.5/ 5/ 78

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2) , MOR	MBS, $	14.00	(---)	(GETTYSBURG)
WHVR, 1280, 5 KW/500 W (DA-2) , MOR	NBC, $	N/A	(HNWH)	
WSBA, 910, 5 KW/1 KW (DA-2) , MOR	, $	47.00	(Eastman)	Susquehanna
WARM-F, 103.3, 6 KW @ 1310, AC	, $	57.00	(Eastman)	Susquehanna
WGTY-F, 107.7, 16 KW @ 350, COUNTRY	MBS, $	17.00	(---)	(GETTYSBURG)
WHTF-F, 92.7, .6 KW @ 700, CLASSIC AOR	SOURCE, $	25.00	(Banner)	
WQXA-F, 105.7, 25 KW @ 520, CHR	, $	40.00	(Katz)	
WYCR-F, 98.5, 11 KW @ 930, CHR	, $	33.00	(HNWH)	

OTHER RANKED STATIONS -- See Harrisburg, Lancaster or Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 83/419,000

MSA Rank/Pop: 97/505,000
ADI # 90
Average Person Ratings: 16.9
Market TSL: 22.25 hours

Stations: 21/14
Diaries: 1000/419:1/57.1%
Sample Target: 850
% Below Line: 7.9
% Not Listed: 11.5

1989 Revenue: $10,200,000
HH Inc.: $27,240
Retail $: 3.2 Bil
Pop per Station: 29,928
#1 Biller: NA

12+ METRO			1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WHOT-F	(CHR)	91/12.8	14.5	14.4	11.9	13.3	13.4	145/2326	1446/34.5	33.8	35.9	97	15.3	109	1480	WHOT-F
2.	WQXK-F	(C)	69/ 9.7	8.3	10.9	7.9	9.5	9.2	129/1374	716/17.1	17.7	16.2	97	8.7	62	686	WQXK-F
3.	WBBG-F	(O)	60/ 8.5	8.8	8.7	6.8	7.3	8.2	75/1068	826/19.7	18.5	15.6	179	8.7	62	529	WBBG-F
4.	WKBN-F	(EZ)	58/ 8.2	9.0	10.6	11.3	9.5	9.8	88/1349	848/20.2	22.4	22.8	115	8.6	61	696	WKBN-F
5.	WKBN	(MOR)	56/ 7.9	10.2	8.0	9.0	10.6	8.8	66/1042	791/18.9	17.3	22.0	63	6.9	49	667	WKBN
6.	WYFM-F	(AC)	50/ 7.0	6.6	4.9	5.9	6.6	6.1	81/1225	684/16.3	15.1	19.4	153	3.7	26	486	WYFM-F
7.	WFMJ	(BB)	46/ 6.5	6.0	4.7	6.1	3.4	5.8	50/665	562/13.4	11.4	10.7	51	5.1	36	468	WFMJ
8.	WNCD-F	(AOR)	37/ 5.2	5.6	5.2	7.0	5.4	5.8	37/600	555/13.2	14.1	13.6	106	7.2	51	734	WNCD-F
9.	WRKU-F	(AOR)	28/ 3.9	3.4	4.5	3.5	0.8	3.8	76/899	485/11.6	9.3	2.9	100	7.2	51	652	WRKU-F
	WBBW	(N/T)	28/ 3.9	4.0	3.9	3.6	5.2	3.8	32/505	481/11.5	13.3	14.1	44	2.4	17	471	WBBW
11.	WMMS-F	(AOR)	20/ 2.8	0.7	0.7	2.4	2.2	1.6	20/333	294/ 7.0	4.8	5.8	89	2.1	15	242	WMMS-F
12.	WRRO	(MOR)	13/ 1.8	0.4	1.1	1.4	1.9	1.2	15/250	222/ 5.3	5.3	7.5	106	0.8	6	223	WRRO
	WGFT	(REL)	13/ 1.8	1.7	1.4	1.9	1.1	1.7	13/164	164/ 3.9	3.2	2.4	61	0.4	3	22	WGFT
14.	WQJY-F	(CHR)	12/ 1.7	8.3	10.9	7.9	9.5	7.2	17/526	337/ 8.0	17.7	16.2	65	2.5	18	478	WQJY-F
15.	WSOM	(MOR)	11/ 1.5	2.0	0.6	----	----	1.0	15/217	141/ 3.4	1.9	0.0	20	1.0	7	113	WSOM

12+ FM SHARE (METRO): 71.02% (446 of 628) (FAL 88: 74.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOT-F	1 WHOT-F>	1 WHOT-F	1 WBBG-F	1 WBBG-F	1 WQXK-F	1 WHOT-F>	1 WKBN-F<	1 WHOT-F	1 WHOT-F>	1 WKBN <
2	2 WNCD-F	2 WBBG-F	2 WHOT-F	2 WHOT-F	2 WKBN-F	2 WKBN	2 WQXK-F<	2 WQXK-F	2 WBBG-F	2 WHOT-F>
3	3 WYFM-F	3 WYFM-F	3 WYFM-F	3 WYFM-F	3 WFMJ	3 WQXK-F<	3 WBBG-F<	3 WBBG-F	3 WKBN	3 WBBG-F>>
4	4 WRKU-F	4 WNCD-F	4 WKBN-F	4 WQXK-F	4 WNCD-F<	4 WYFM-F<	4 WHOT-F	4 WKBN-F	4 WQXK-F>	4 WYFM-F
5	WBBG-F	5 WKBN-F	5 WQXK-F	WKBN-F>	5 WBBG-F	5 WBBG-F	5 WYFM-F	5 WKBN	5 WNCD-F	5 WQXK-F
6	6 WKBN-F	6 WQXK-F	6	6	6	6 WKBN-F	6	6 WNCD-F	WKBN-F	WFMJ
7	7	7	7	7	7	7	7	7	7	WBBW

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHOT-F>>	1 WHOT-F>>	1 WHOT-F>	1 WHOT-F>	1 WHOT-F	1 WRKU-F	1 WRKU-F	1 WKBN-F	1 WBBG-F>	1 WBBG-F>
2 WNCD-F	2 WYFM-F	2 WYFM-F	2 WYFM-F<	2 WBBG-F	2 WNCD-F	WNCD-F	WBBG-F	2 WHOT-F	2 WYFM-F
3 WYFM-F>	3 WNCD-F	WBBG-F>	3 WBBG-F>	3 WYFM-F	3 WHOT-F	3 WHOT-F	3 WYFM-F	3 WRKU-F	WQXK-F<
4 WMMS-F	4 WBBG-F>	4 WNCD-F	4 WKBN-F	4 WKBN-F	4 WMMS-F>>	4 WKBN-F	4 WNCD-F	WNCD-F	4 WHOT-F
WQXK-F	5 WQXK-F	5 WKBN-F	5 WQXK-F	5 WQXK-F	5 WRRO >	5 WMMS-F	WHOT-F	5 WYFM-F	5 WKBN-F
WQJY-F>	6 WKBN-F	6 WQXK-F>>	6 WNCD-F	6	6 WQJY-F	WBBG-F	6 WRKU-F>	6 WQXK-F	6
7	7	7	7	7	WKBN-F>	7 WYFM-F	7	WKBN-F	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		100 (2)	100 (3)	15.9	22.5
AOR/CLASSIC		85 (3)	85 (3)	13.5	9.9
AC/OLDIES/SOFT ROCK		113 (3)	113 (3)	18.0	15.9
MOR/VARIETY	87 (4)		87 (4)	13.9	13.9
COUNTRY		81 (2)	81 (2)	12.9	10.6
BLACK/URBAN					1.2
BEAUTIFUL/EASY		58 (1)	58 (1)	9.2	11.3
NEWS/TALK	36 (2)	9 (2)	45 (4)	7.2	7.6
NOSTALGIA	46 (1)		46 (1)	7.3	3.8
RELIGION/GOSPEL	13 (1)		13 (1)	2.1	1.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.4
	182 (9)	446 (13)	628 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHOT	1330	Campbell	0.0/2.5/ 0/ 0
WMJI-F	105.7	Cleveland	0.4/2.8/ 3/ 153
WNIR-F	100.1	Kent/Akron	0.7/2.0/ 6/ 129
WPHR-F	107.9	Cleveland	1.3/6.5/ 16/ 376
WPIC	790	Sharon	1.0/3.4/ 20/ 352
WTOF-F	98.1	Canton/Akron	0.6/2.3/ 5/ 137
WWWE	1100	Cleveland	1.1/5.2/ 8/ 256

RADIO STATIONS

WBBW,	1240,	1 KW (DA-1)	, TALK	ABC E, ABC T,	$ 24.00 (Republic)	H & D	
WFMJ,	1390,	5 KW (DA-N)	, NOSTALGIA	NBC,	$ 18.00 (Savalli)		
WKBN,	570,	5 KW (DA-N)	, MOR	CBS,	$ 36.00 (Katz)		
WBBG-F,	93.3,	50 KW @ 280,	OLDIES	ABC E,	$ 37.00 (Republic)	H & D	
WHOT-F,	101.1,	24 KW @ 711,	NOSTALGIA	,	$ 65.00 (Eastman)	Myron Jones	
WKBN-F,	98.9,	5 KW @ 1370,	EZ/SOFT AC	,	$ 35.00 (Katz)		
WOJY-F,	95.9,	3 KW @ 165,	CHR	,	$ 20.00 (K & P)		(SHARPSVILLE, PA)
WNCD-F,	106.1,	3 KW @ 330,	CLASSIC AOR	,	$ N/A (Torbet)		(NILES)
WQXK-F,	105.1,	88 KW @ 430,	COUNTRY	,	$ 40.00 (Mc-Guild)	Legend	(SALEM)
WRKU-F,	95.1,	19 KW @ 805,	AOR	,	$ 20.00 (---)	Beta	(GROVE CITY, PA)
WYFM-F,	102.9,	26 KW @ 455,	AC	ABC-C,	$ 39.00 (Durpetti)	Regional	(SHARON, PA)

MISCELLANEOUS COMMENTS: WMGZ changes to WOJY (Dec)...WSOM/WQXK-F (Salem) sold by Lincoln to Legend for $5,500,000 (Americom)...WHOT-A stops silumcasting with WHOT-F and changes to NOST. (Dec)...WNCD-F and WRKU-F are reportedly silumcasting and selling in combination...

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CONDENSED MARKETS

BURLINGTON, VT

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1.	WXXX-F	34/18.3	16.1	14.6	19.8	14.9	410	36.0	38.6	35.3	20.7	37	505
2.	WEZF-F	26/14.0	17.2	15.2	14.1	14.9	329	28.9	32.5	30.5	14.5	26	397
3.	WIZN-F	23/12.4	21.5	15.2	16.9	13.1	315	27.6	32.1	28.1	21.2	38	419
4.	WQCR-F	19/10.2	7.5	8.8	9.6	8.3	277	24.3	29.2	27.7	8.9	16	373
5.	WJOY	14/ 7.5	7.0	6.4	9.0	6.0	125	11.0	11.9	16.0	5.0	9	142
6.	WDOT	12/ 6.5	4.3	3.5	5.1	7.7	146	12.8	10.9	11.1	4.5	8	140
7.	WLFE-F	8/ 4.3	3.2	5.3	3.4	3.0	105	9.2	8.1	7.3	1.1	2	98
	WVMT	8/ 4.3	1.6	5.8	7.3	10.1	188	16.5	12.2	15.1	4.5	8	142
	WKDR	8/ 4.3	---	1.2	---	3.0	56	4.9	---	---	1.7	3	68

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WXXX-F>	1 WEZF-F	1 WXXX-F>	1 WXXX-F>>	1 WXXX-F>	1 WEZF-F	1 WEZF-F
2 WEZF-F<	2 WQCR-F	2 WEZF-F<	2 WIZN-F<	2 WIZN-F>	2 WIZN-F	2 WDOT >
3 WIZN-F	WXXX-F<	3 WIZN-F	3 WEZF-F>	3 WQCR-F	3 WQCR-F	3 WLFE-F
4 WJOY	4 WIZN-F	4 WQCR-F>	4 WQCR-F	4 WEZF-F	4 WDOT	4 WIZN-F
5 WQCR-F	5	5 WJOY	5	5	WXXX-F	WJOY

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WGLY-F	103.1	Waterbury	.5/3.2/1/36
WMNM-F	92.1	Port Henry	.5/3.1/1/35

CAPE COD

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1.	WQRC-F	65/21.7	20.7	17.2	20.5	21.6	597	36.7	34.4	31.9	14.1	38	421
2.	WPXC-F	38/12.7	8.9	9.1	12.1	11.7	378	23.2	21.6	20.9	15.2	41	460
3.	WKPE-F	22/ 7.3	8.9	10.2	7.2	7.6	296	18.2	22.9	20.1	8.1	22	343
4.	WPLM-F	18/ 6.0	4.3	4.9	4.2	3.8	225	13.8	11.1	14.4	3.7	10	196
5.	WFCC-F	17/ 5.6	5.6	3.9	4.9	4.2	174	10.7	13.7	8.9	4.8	13	171
6.	WCIB-F	15/ 5.0	8.2	6.0	6.4	4.9	215	13.2	17.7	15.7	2.6	7	158
7.	WCOD-F	14/ 4.7	4.9	6.0	4.5	6.8	304	18.7	17.6	14.4	7.0	19	303
8.	WRKO	10/ 3.3	3.0	2.8	3.8	3.4	133	8.2	9.3	8.5	7.4	20	177
9.	WNTX-F	8/ 2.7	3.9	2.8	2.7	1.5	130	8.0	10.0	6.4	1.9	5	81
	WMVY-F	8/ 2.7	2.3	2.5	3.8	2.3	130	8.0	3.9	6.4	4.8	13	159

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WQRC-F>>	1 WQRC-F>	1 WQRC-F	1 WPXC-F	1 WPXV-F>>	1 WPXC-F>	1 WQRC-F>>
2 WPXC-F>	2 WPXC-F>	2 WPXC-F>	2 WQRC-F	2 WKPE-F>>	2 WQRC-F	2 WCIB-F
3 WKPE-F	3 WPLM-F<	3 WPLM-F<	3 WKPE-F	3 WCOD-F	3 WCIB-F	3 WFCC-F
4 WCOD-F	4 WFCC-F<	4 WFCC-F<	4 WFCC-F	4 WMVY-F	4 WCOD-F	4 WCOD-F
5 WCIB-F	5 WCIB-F	5 WCIB-F	5 WOCB-F	5	5	5 WPXC-F

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WFAL-F	101.1	Falmouth	.3/4.7/1/77	WEEI	590	Boston	.7/8.0/2/130
WFXR-F	93.5	Harwich Port.	1.7/8.2/5/133	WHJY-F	94.1	Providence	.7/3.7/2/60
WOCB-F	94.9	W. Yarmouth	2.3/9.3/7/151	WJIB-F	96.6	Boston	.3/2.9/1/47
WBZ	104.1	Boston	1.7/8.9/5/145	WODS-F	103.3	Boston	1.7/3.2/5/52
WCTK-F	98.1	New Bedford	2.3/7.6/7/124				

CHICO

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1. KFMF-F	39/16.5	13.3	11.2	16.4	---	373	24.3	21.7	24.3	14.2	31	433
2. KPAY-F	22/ 9.3	6.0	4.9	4.3	---	272	17.7	20.0	14.3	5.0	11	147
3. KEWE-F	15/ 6.3	4.4	4.9	4.3	---	144	9.4	7.6	6.2	2.3	5	80
4. KALF-F	14/ 5.9	4.8	6.3	7.8	---	172	11.2	11.1	16.3	4.6	10	126
KFBK	14/ 5.9	5.2	7.1	5.6	---	91	5.9	5.2	5.6	6.0	13	171
6. KRIJ-F	13/ 5.5	4.0	2.7	6.0	---	141	9.2	9.4	12.4	7.8	17	243
7. KTMX-F	12/ 5.1	4.0	1.8	.9	---	204	13.3	11.8	7.2	4.1	9	182
KNVR-F	12/ 5.1	4.0	5.8	6.9	---	214	13.9	17.1	16.5	4.6	10	277
9. KCEZ-F	11/ 4.6	5.6	6.3	3.9	---	186	12.1	15.8	8.0	7.3	16	185
10. KRFD-F	8/ 3.4	8.4	4.5	10.8	---	184	12.0	22.4	23.0	11.5	25	280
KGO	8/ 3.4	5.6	3.1	1.3	---	134	8.7	8.0	3.5	4.6	10	122

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KFMF-F>	1 KFMF-F	1 KFMF-F>	1 KFMF-F>	1 KFMF-F>>	1 KFMF-F>>	1 KPAY-F
2 KPAY-F	2 KPAY-F>	2 KPAY-F>	2 KTMX-F	2 KNVR-F	2 KPAY-F	2 KALF-F
3 KFBK>	3 KEWE-F	3 KALF-F	3 KFBK	KPAY-F	3 KALF-F	3 KRIJ-F
4 KEWE-F	4 KALF-F	KNVR-F	4 KPAY-F	4 KTMX-F	4 KNVR-F	4 KFMF-F
5 KCEZ-F	5	KTMX-F	5 KALF-F	5	5 KRIJ-F	KFBK

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
KHSL	1290	Chico	2.5/11.3/6/174
KKXX	930	Paradise	.4/ 3.6/1/55
KORV	1340	Orovill	.4/2.9/1/45
KPAY	1060	Chico	2.5/10.0/6/154
KRFD	1410	Marysville	.4/1.1/1/16
KCTC-F	96.1	Sacramento	2.1/5.7/5/77
KDJQ-F	102.7	Red Bluff	.8/5.7/2/88
KNBR	680	San Francisco	.8/5.2/2/80
KSFM-F	102.5	Woodland	.8/2.9/2/45
KZAP-F	98.5	Sacramento	.8/4.0/2/61

DANBURY, CT

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1. WRKI-F	33/12.9	13.4	11.0	11.3	11.7	409	25.6	29.0	23.9			
2. WEZN-F	19/ 7.4	7.9	8.0	5.3	7.0	249	15.6	20.9	13.2			
3. WKCI-F	18/ 7.0	13.0	6.0	9.8	8.1	326	20.4	25.0	21.1			
4. WDAQ-F	17/ 6.6	7.2	8.3	11.3	12.8	230	14.4	18.6	22.6			
5. WEBE-F	15/ 5.9	4.5	4.3	5.7	4.8	203	12.7	12.2	15.6			
6. WLAD	12/ 4.7	8.2	11.6	10.2	8.1	282	17.7	19.9	23.9			
7. WCBS	9/ 3.5	3.8	4.7	3.8	3.7	251	15.7	16.7	15.4			
WREF	9/ 3.5	4.5	2.0	7.2	5.1	61	3.8	9.2	7.5			
9. WFAN	8/ 3.1	3.4	1.7	.8	.7	192	12.0	12.3	5.6			
10. WWYZ-F	8/ 3.1	3.1	1.7	---	---	136	8.5	3.4	---			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WRKI-F >	1 WRKI-F	1 WRKI-F	1 WKCI-F>	1 WRKI-F>>	1 WRKI-F>	1 WEZN-F
2 WLAD	2 WEZN-F	2 WEZN-F>	2 WRKI-F>	2 WKCI-F	2 WEBE-F<	2 WRKI-F
3 WDAQ-F	3 WDAQ-F	3 WKCI-F	3 WEZN-F	3 WDAQ-F	3 WDAQ-F	3 WEBE-F
4 WEBE-F	4 WKCI-F	4 WEBE-F<	4 WCBS	4 WEBE-F	4 WEZN-F	WDAQ-F
WKCI-F	5	5 WFAN	5	5	5 WFAN	5 WCBS

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
WINE	940	Brookfield	2.3/6.8/6/109
WABC	770	New York	1.5/4.7/3/75
WDRC-F	102.9	Hartford	2.3/5.3/6/85
WHUD-F	100.7	Peekskill	2.0/4.6/5/73
WINS	1010	New York	.4/3.2/1/51
WKSS-F	95.7	Hartford	1.2/3.5/3/56
WOR	710	New York	2.7/8.1/7/129
WPLJ-F	95.5	New York	.4/2.2/1/35
WPLR-F	99.1	New Haven	1.6/7.1/4/113
WQHT-F	97.1	New York	1.6/3.5/4/56
WQXR-F	96.3	New York	.4/3.4/1/54
WRCH-F	100.5	Hartford	1.6/5.2/4/83
WXRK-F	92.3	New York	1.6/2.6/4/41
WYNY-F	103.5	New York	2.0/6.0/5/96

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FAYETTEVILLE - SPRINGDALE, AR

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1. KKIX-F	41/17.2	24.3	---	25.4	---	529	29.7	31.9	36.6			
2. KAMO-F	36/15.1	10.4	---	9.6	---	360	20.2	20.1	15.6			
3. KEZA-F	26/10.9	6.7	---	7.7	---	388	21.8	17.1	18.5			
KMCK-F	26/10.9	4.1	---	11.2	---	393	22.1	18.7	23.3			
5. KKEG-F	21/ 8.8	12.3	---	12.3	---	342	19.2	26.2	18.1			
6. KCIZ-F	15/ 6.3	9.0	---	8.8	---	310	17.4	21.3	19.6			
7. KOFC	6/ 2.5	.7	---	---	---	50	2.8	3.1	---			
8. KURM	5/ 2.1	4.1	---	3.8	---	150	8.4	10.6	12.0			
9. KBCV-F	5/ 2.1	1.5	---	1.5	---	121	6.8	5.0	6.8			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KKIX-F	1 KAMO-F	1 KKIX-F	1 KMCK-F<	1 KEZA-F	1 KKIX-F	1 KAMO-F
2 KAMO-F>	2 KKIX-F	2 KEZA-F	2 KKIX-F>	KKEG-F	2 KAMO-F>	KKIX-F>>
3 KEZA-F<	3 KEZA-F	3 KMCK-F<	3 KEZA-F	3 KMCK-F	3 KEZA-F>	3 KEZA-F
4 KMCK-F	4 KKEG-F	4 KAMO-F	4 KAMO-F	4 KKIX-F	4 KKEG-F	4 KMCK-F
5 KCIZ-F	5	5 KKEG-F	5 KCIZ-F	5 KCIZ-F	5 KMCK-F	5

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME				
KAMO	1390	Rogers	.8/2.6/2/46	KJEM-F	95.3	Seligman	.4/2.1/1/37
KFAY	1030	Farmington	1.7/5.2/4/93	KQXK	1590	Springdale	.8/2.9/2/52
KJEM	1190	Bentonville	.8/2.6/2/46	KVLT-F	106.1	Tulsa	.8/4.5/2/80

FT. MYERS, FL

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1. WRXK-F	60/12.9	9.8	12.1	12.4	---	468	17.0	17.6	18.0	12.3	99	938
2. WCVU-F	47/10.1	15.7	16.0	14.6	---	616	22.4	25.8	25.7	9.5	77	684
3. WINK-F	40/ 8.6	10.8	12.4	18.8	---	627	22.8	26.0	30.3	7.2	58	823
WCKT-F	40/ 8.6	3.4	2.5	4.5	---	402	14.6	7.9	8.2	4.6	37	506
5. WOLZ-F	37/ 8.0	2.0	2.1	1.6	---	446	16.2	5.5	6.5	7.1	57	478
6. WQEZ-F	30/ 6.5	2.6	10.3	5.4	---	333	12.1	12.4	13.3	2.6	21	244
7. WIXI-F	26/ 5.6	8.0	5.9	7.3	---	195	7.1	10.0	8.4	5.7	46	433
8. WDCQ	22/ 4.7	4.2	3.4	5.2	---	338	12.3	8.5	11.5	1.4	11	179
9. WINK	19/ 4.1	4.8	5.7	4.9	---	275	10.0	10.3	12.7	2.5	20	222
10. WAVV-F	12/ 2.6	3.2	1.8	1.4	---	220	8.0	10.6	3.7	3.6	29	305
WKII	12/ 2.6	4.6	4.1	1.6	---	124	4.5	5.2	5.0	2.4	19	125
12. WHEW-F	11/ 2.4	8.0	5.3	4.9	---	160	5.8	15.0	10.4	4.3	35	397

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WRXK-F	1 WRXK-F>	1 WRXK-F	1 WCVU-F<	1 WRXK-F>>	1 WRXK-F>	1 WOLZ-F
2 WCKT-F<	2 WCUV-F	2 WCVU-F	2 WRXK-F	2 WINK-F	2 WOLZ-F	2 WCVU-F
3 WCVU-F	3 WQEZ-F<	3 WINK-F	WINK-F	3 WCKT-F	3 WINK-F	3 WQEZ-F<
WINK-F	4 WINK-F	WOLZ-F<	4 WDCQ	4 WQEZ-F	4 WDCQ	4 WCKT-F<
5 WINK	5 WCKT-F	5 WCKT-F	5 WOLZ-F	5 WOLZ-F	WCKT-F	5 WDCQ
	WOLZ-F					

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME				
WMYR	1410	Ft. Myers	.4/2.4/2/66	WZRZ	770	N. Ft. Myers	.6/2.5/3/69
WRCC-F	103.7	Cape Cod	1.9/5.2/9/143	WHVE-F	102.5	Sarasota	1.3/2.9/6/105

FT. PIERCE, FL

		SPG	FAL	SPG	FAL	METRO	METRO CUME RATING			Birch	Birch	Birch
12+ METRO	1/4/SHARE	89	88	88	87	CUME	F89	S89	S88	Share	AQH	Cume
1. WKGR-F	50/14.7	9.9	---	6.0	---	385	19.3	17.9	13.2			
2. WHLG-F	47/13.8	11.4	---	14.4	---	401	20.1	17.7	18.9			
3. WOVV-F	44/12.9	19.8	---	15.8	---	509	25.5	33.2	27.3			
4. WEAT-F	28/ 8.2	9.6	---	7.4	---	263	13.2	15.1	11.9			
5. WZZR-F	24/ 7.1	8.3	---	7.4	---	311	15.6	24.4	16.2			
6. WSTU	15/ 4.4	2.5	---	1.3	---	184	9.2	9.4	4.2			
7. WIRK-F	14/ 4.1	3.7	---	5.7	---	148	7.4	7.8	8.9			
WRMF-F	14/ 4.1	3.1	---	6.4	---	184	9.2	11.2	8.6			
9. WGYL-F	12/ 3.5	2.5	---	2.0	---	134	6.7	5.0	3.6			
10. WCXL-F	11/ 3.2	3.1	---	6.7	---	229	11.5	11.5	11.0			
11. WAVW-F	10/ 2.9	3.1	---	5.0	---	174	8.7	6.1	8.7			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WKGR-F<	1 WKGR-F<	1 WKGR-F<	1 WOVV-F>	1 WKGR-F>>	1 WKGR-F>	1 WHLG-F>
2 WOVV-F	2 WHLG-F>	2 WHLG-F	2 WKGR-F<	2 WOVV-F	2 WOVV-F>	2 WOVV-F
3 WHLG-F	3 WOVV-F	3 WOVV-F>	3 WHLG-F	3 WZZR-F>	3 WRMF-F	3 WEAT-F
4 WEAT-F	4 WEAT-F	4 WZZR-F	4 WZZR-F	4	4 WSTU	WIRK-F
5 WZZR-F	5 WZZR-F	5 WEAT-F	5	5	WHLG-F	5 WRMF-F

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
WDKC	1330	Fort Pierce	1.8/8.2/6/164
WIRA	1400	Fort Pierce	.9/6.3/3/126
WPSL	1590	Port St. Lucie	.3/2.3/1/46
WIOD	610	Miami	.3/2.7/1/54

GAINESVILLE, FL

		SPG	FAL	SPG	FAL	METRO	METRO CUME RATING			Birch	Birch	Birch
12+ METRO	1/4/SHARE	89	88	88	87	CUME	F89	S89	S88	Share	AQH	Cume
1. WRUF-F	43/18.5	18.0	16.5	11.8	17.7	638	40.1	28.6	27.0			
2. WYKS-F	26/11.2	13.3	12.7	14.4	8.6	474	29.8	29.2	30.9			
WKTK-F	26/11.2	6.6	11.9	18.3	15.1	355	27.3	24.5	30.4			
4. WJHM-F	25/10.8	2.4	5.5	2.2	---	224	14.1	6.9	4.9			
5. KYGC-F	15/ 6.5	10.0	8.1	5.7	10.3	228	14.3	15.4	11.9			
6. WMMZ-F	6/ 2.6	4.7	6.8	3.5	1.3	256	16.1	13.3	11.5			
WLUS	6/ 2.6	9.5	4.7	8.7	3.4	78	4.9	7.9	7.9			
WGGG-F	6/ 2.6	2.4	5.9	5.2	4.3	194	12.2	11.9	14.2			
WYOC-F	6/ 2.6	2.4	.4	1.7	1.3	138	8.7	4.2	2.8			
10. WRUF	6/ 2.6	3.8	4.2	4.8	6.9	156	9.8	14.3	14.1			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WRUF-F>	1 WRUF-F>	1 WRUF-F>	1 WYKS-F<	1 WRUF-F	1 WRUF-F>	1 WRUF-F
2 WKTK-F<	2 WKTK-F	2 WYKS-F<	2 WJHM-F	2 WYKS-F>	2 WKTK-F>	2 WKTK-F>
3 WYGC-F	3 WYKS-F	3 WJHM-F	3 WRUF-F>	3 WKTK-F<	3 WJHM-F>	3 WYGC-F
4 WJHM-F	4 WJHM-F	4 WKTK-F	4 WKTK-F	4 WJHM-F	4 WYGC-F	4 WYOC-F
5 WYKS-F	WYGC-F	5	5	5	5	WJHM-F
						WLUS

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
WGGG	1230	Gainesville	.4/2.6/1/41
WAPE-F	95.1	Jacksonville	.9/6.0/2/95
WMFQ-F	92.9	Ocala	.4/3.3/1/53
WNFI-F	99.9	Palatka	.4/7.7/1/123

LAFAYETTE, IN

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1. WASK-F	28/19.2	15.2	16.7	18.3	14.7	290	27.5	21.3	20.3			
2. WAZY-F	24/16.4	21.5	22.9	27.8	23.1	382	36.3	42.2	43.8			
3. WASK	19/13.0	19.0	16.0	11.9	16.8	257	24.5	20.7	19.9			
4. WKHY-F	16/11.0	13.9	11.8	10.3	12.6	269	25.5	29.4	24.7			
5. WFBQ-F	11/ 7.5	7.0	11.8	8.7	8.4	204	19.4	22.4	19.9			
6. WKJM-F	9/ 6.2	2.5	4.2	2.4	4.2	196	18.6	14.5	7.2			
7. WSHW-F	6/ 4.1	3.2	1.2	---	2.1	141	13.4	8.9	---			
8. WCFY	3/ 2.1	---	---	4.8	2.8	57	5.4	---	5.4			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WASK-F>	1 WASK-F	1 WASK-F	1 WAZY-F>	1 WAZY-F	1 WASK-F>	1 WASK-F>>
2 WASK	2 WAZY-F<	2 WAZY-F>	2 WKHY-F<	2 WKHY-F	2 WKHY-F	2 WASK >>
3 WAZY-F>	3 WKHY-F	3 WASK	3 WASK	3 WFBQ-F	3 WAZY-F	3 WKHY-F
4 WKHY-F	4 WASK	WKHY-F	WASK-F	4	4 WASK	4 WAZY-F
5 WFBQ-F	5	5	5	5	5	5

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
WFMS-F	95.5	Indianapolis	1.4/3.7/2/39
WIBC	1070	Indianapolis	.7/3.9/1/41
WMJC-F	103.3	Indianapolis	1.4/3.2/2/34

MUSKEGON, MI

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1. WSNX-F	38/18.1	22.8	23.2	22.0	---	490	37.8	41.8	34.3			
2. WMUS-F	30/14.3	17.4	13.6	20.8	---	351	27.1	26.7	23.1			
3. WQWQ-F	19/ 9.0	8.2	8.2	9.5	---	221	17.1	14.8	14.9			
4. WKBZ	15/ 7.1	5.5	6.8	7.1	---	269	20.8	11.2	17.5			
5. WLCS-F	10/ 4.8	5.9	6.8	4.2	---	183	14.1	12.7	12.7			
6. WKBZ-F	9/ 4.3	4.6	5.5	4.8	---	206	15.9	12.1	10.4			
WCXT-F	9/ 4.3	5.0	1.8	3.0	---	146	11.3	14.7	7.5			
WKWM	9/ 4.3	1.8	---	3.0	---	47	3.6	3.4	5.0			
9. WKLQ-F	8/ 3.8	2.3	3.2	3.0	---	184	14.2	11.2	10.1			
10. WLAV-F	7/ 3.3	2.7	3.6	6.0	---	102	7.9	7.4	9.9			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WSNX-F	1 WSNX-F<	1 WSNX-F>	1 WSNX-F>>	1 WSNX-F>>	1 WSNX-F<	1 WMUS-F>>
2 WMUS-F	2 WMUS-F	2 WMUS-F>	2 WMUS-F>	2 WKLQ-F	2 WMUS-F>>	2 WKBZ <
3 WKBZ >	3 WQWQ-F>	3 WQWQ-F	3 WLCS-F	WLAV-F	3 WLCS-F	3 WQWQ-F
4 WQWQ-F	4 WKBZ	4	WQWQ-F	WLCS-F	4 WCXT-F	WSNX-F
5	5 WKBZ-F	5	5	5 WMUS-F	WKBZ-F	5

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
WMUS	1090	Muskegon	1.4/5.5/3/71
WSHN-F	100.1	Fremont	.5/2.3/1/30
WFUR-F	102.9	Grand Rapids	1.0/3.2/2/41
WGN	720	Chicago	1.9/4.2/4/54
WGRD-F	97.9	Grand Rapids	2.4/9.2/5/119
WODJ-F	107.3	Greenville	.5/4.6/1/60
WYXX-F	96.1	Holland	.5/2.2/1/28

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NEW BEDFORD - FALL RIVER

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1.	WPRO-F	63/ 7.9	10.2	10.1	15.5	11.4	1028	24.5	24.7	33.6	12.7	101	1154
2.	WHJY-F	59/ 7.4	9.4	8.6	9.0	9.0	770	18.4	18.9	17.2	12.2	97	941
3.	WFHN-F	48/ 6.0	3.8	---	---	---	491	11.7	8.8	---	7.1	56	475
4.	WWLI-F	44/ 5.5	4.0	3.4	3.3	3.8	493	11.8	8.0	8.9	2.4	19	244
5.	WLKW-F	43/ 5.4	5.8	4.1	6.6	10.6	456	10.9	[illegible]	13.8	7.7	61	563
6.	WBSM	38/ 4.8	6.6	5.9	2.1	6.7	276	6.6	10.0	6.2	4.9	39	353
7.	WSNE-F	34/ 4.3	2.4	4.9	3.1	4.3	446	10.6	8.4	12.7	3.8	30	437
	WBZ	34/ 4.3	1.5	2.7	4.0	1.7	376	9.0	5.1	8.6	3.1	25	321
	WPLM-F	34/ 4.3	2.1	3.4	2.7	2.6	214	5.1	5.9	5.7	2.3	18	290
10.	WODS-F	32/ 4.0	5.2	3.3	4.8	2.2	478	11.4	11.5	11.3	3.3	26	6.2

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WHJY-F	1 WWLI-F	1 WHJY-F	1 WPRO-F	1 WHJY-F>	1 WHJY-F	1 WWLI-F<
2 WPRO-F	2 WHJY-F	2 WPRO-F	2 WHJY-F	2 WFHN-F	2 WSNE-F<	2 WLKW-F
3 WSNE-F	3 WFHN-F	3 WFHN-F	3 WLKW-F	3 WPRO-F	WWLI-F	3 WODS-F<
4 WBZ	4 WBSM	4 WWLI-F	4 WFHN-F	4 WSNE-F	4 WFHN-F	4 WPRO-F
5 WFHN-F	WPRO-F	5 WBZ	5 WBZ	5 WWLI-F	5 WODS-F	5 WBSM-F
WWLI-F						WCTK-F

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME				
WCKT-F	98.1	New Bedford	2.9/8.2/23/345	WCAV-F	97.7	Brockton	1.4/4.0/11/168
WHTB	1400	Fall River	1.5/3.8/12/159	WEEI	590	Boston	1.3/4.5/10/190
WNBH	1340	New Bedford	1.1/3.3/9/139	WHDH	850	Boston	.5/4.0/4/168
WPEP	1570	Tauton	2.6/3.3/21/139	WHIM	1110	Providence	1.8/3.8/14/161
WSAR	1480	Fall River	.5/2.8/4/117	WHJJ	920	Providence	1.9/5.7/15/240
WAAF-F	107.3	Worcester	.6/2.9/5/120	WJIB-F	96.9	Boston	2.1/3.3/17/137
WBCN-F	104.1	Boston	1.6/5.6/13/236	WMJX-F	106.7	Boston	.6/2.8/5/118
WBOS-F	92.9	Brookline	.4/2.2/3/91	WPRO	630	Providence	1.9/7.0/15/294
WBRU-F	95.5	Providence	1.3/5.7/10/240	WQRC-F	99.9	Barnstable	.4/2.6/3/110
WWKX-F	106.3	Woonsocket	1.5/4.1/12/172	WROR-F	98.5	Boston	2.0/5.3/16/221
WWRX-F	107.9	Medford	1.4/5.3/11/224	WVBF-F	105.7	Framingham	.5/2.2/4/94
WZLX-F	100.7	Boston	1.4/4.1/11/171				
WZOU-F	94.5	Boston	1.1/6.8/9/284				

ODESSA-MIDLAND

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1.	KODM-F	52/16.1	13.4	---	16.1	---	475	24.4	23.1	29.6			
2.	KNFM-F	46/14.2	17.0	---	10.3	---	438	22.5	29.8	21.4			
3.	KCHX-F	38/11.8	6.0	---	---	---	492	25.3	12.7	---			
4.	KBAT-F	28/ 8.7	9.6	---	8.3	---	368	18.9	20.1	19.2			
5.	KMGP-F	20/ 6.2	9.9	---	13.5	---	321	16.5	26.1	24.4			
6.	KQIP-F	16/ 5.0	4.7	---	2.9	---	181	9.3	11.0	9.8			
	KGEE-F	16/ 5.0	6.3	---	10.6	---	248	12.8	11.4	16.3			
8.	KMND	13/ 4.0	3.3	---	3.4	---	80	4.1	3.7	4.9			
9.	KWMJ-F	11/ 3.4	5.5	---	7.8	---	242	12.5	13.9	13.3			
	KCRS	11/ 3.4	2.7	---	3.4	---	211	10.9	7.2	7.7			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KNFM-F	1 KODM-F	1 KODM-F>	1 KCHX-F>	1 KODM-F	1 KNFM-F<	1 KNFM-F<
2 KODM-F>	2 KNFM-F>	2 KNFM-F	2 KBAT-F	2 KBAT-F	2 KODM-F>>	2 KODM-F>
3 KCHX-F>	3 KMGP-F<	3 KBAT-F<	3 KODM-F	3 KCHX-F	3 KQIP-F	3 KGEE-F
4 KBAT-F	4 KCHX-F<	4 KCHX-F>	4 KNFM-F	4 KNFM-F>	KBAT-F	4 KMND-F
5 KMGO-F	5 KGEE-F	5	5	5 KMGP-F	5	KMGP-F

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
KIOL-F	100.3	Lamesa	2.2/9.1/7/177
KJBC	1150	Midland	1.9/3.9/6/76
KKKK-F	99.1	Odessa/Midland	1.2/5.6/4/108
KNDA	1000	Odessa	1.9/3.0/6/59
KOZA	1230	Odessa	3.4/4.4/11/86
KRIL	1410	Odessa/Midland	.3/3.0/1/58
KWEL	1070	Midland/Odessa	1.9/2.6/6/50

PALM SPRINGS, CA

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1. KPSI-F	27/11.3	6.9	9.7	6.6	13.4	381	24.9	18.1	20.3	13.3	34	377
2. KCMJ-F	25/10.5	9.7	14.9	12.4	6.1	305	19.9	21.2	19.0	2.7	7	130
KWXY-F	25/10.5	7.6	9.7	12.0	13.4	188	12.3	13.5	18.7	5.5	14	133
4. KBZT-F	18/ 7.6	4.3	4.1	5.4	3.1	157	10.2	8.1	10.3	4.3	11	146
5. KUNA	17/ 7.1	11.2	4.1	7.9	10.0	148	9.7	10.1	10.8	7.8	20	194
6. KDES-F	14/ 5.9	7.9	4.5	8.7	10.0	242	15.8	19.1	23.4	5.5	14	235
KPLM-F	14/ 5.9	7.9	12.7	6.2	11.5	224	14.6	16.4	17.3	5.9	15	212
8. KCLB	13/ 5.3	3.6	3.0	3.3	4.6	121	7.9	7.2	7.8	6.3	16	186
9. KCHV-F	12/ 5.0	7.6	5.2	8.7	6.1	154	10.0	12.9	9.1	10.6	27	250
10. KPSI	8/ 3.4	4.3	4.5	3.3	1.9	89	5.8	10.9	6.1	2.4	6	93

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KWXY-F<	1 KCMJ-F	1 KPSI-F	1 KPSI-F	1 KCMJ-F	1 KCMJ-F	1 KBZT-F
2 KPSI-F<	2 KPSI-F	2 KCMJ-F	2 KCMJ-F	2 KPSI-F	2 KDES-F	2 KPLM-F
KBZT-F	3 KBZT-F	3 KWXY-F	3 KCHV-F	3 KCHV-F	KPSI-F	3 KWXY-F
KCMJ-F	4 KWXY-F	4 KBZT-F	4 KUNA	4 KUNA	KUNA	4 KDES-F
5 KUNA	5 KPLM-F<	5 KDES-F	5 KWXY-F	5 KCLB	5 KCHV-F	KPSI
	6 KDES-F	KUNA			KCLB	KUNA
					KPLM-F	

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
KCMJ	1140	Palm Springs	2.5/10.0/6/153
KDES	920	Palm Springs	.8/6.1/2/93
KEZN-F	103.1	Palm Desert	2.1/7.2/5/110
KNWZ	1270	Palm Desert	1.3/4.9/3/75
KROR-F	106.9	Yucca Valley	.8/2.9/2/44
KWXY	1340	Cathedral City	2.5/5.0/6/76

READING, PA

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1. WRFY-F	82/16.1	19.8	16.8	22.1	13.5	984	34.9	38.4	37.7			
2. WYSP-F	34/ 6.7	4.7	5.8	6.9	4.8	369	13.1	14.5	14.2			
3. WIOV-F	32/ 6.3	4.5	8.0	3.9	4.1	297	10.5	13.1	8.6			
4. WEEU	31/ 6.1	10.7	11.2	11.4	10.0	548	19.5	21.4	24.4			
WRAW	31/ 6.1	7.7	5.0	7.7	9.4	350	12.4	14.8	13.9			
6. WEGX-F	27/ 5.3	2.4	2.8	3.4	3.3	345	12.3	9.3	10.2			
WMMR-F	27/ 5.3	5.7	4.3	5.4	5.5	376	13.4	14.2	10.8			
8. WXTU-F	25/ 4.9	1.0	1.9	2.1	4.4	258	9.2	5.2	6.7			
9. WYCL-F	22/ 4.3	.4	---	.9	1.3	371	13.2	3.9	3.9			
10. WAGO	21/ 4.1	4.3	3.9	3.9	4.6	285	10.1	11.6	11.6			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WRFY-F>	1 WRFY-F>	1 WRFY-F>	1 WRFY-F	1 WRFY-F	1 WRFY-F>>	1 WRFY-F
2 WEEU	2 WEEU	2 WYSP-F<	2 WYSP-F>>	2 WYSP-F>>	2 WYSP-F<	2 WIOV-F>
3 WMMR-F<	3 WYSP-F<	3 WMMR-F	3 WYSP-F	3 WMMR-F>	3 WIOV-F<	3 WXTU-F<
4 WIOV-F<	4 WMMR-F<	4 WRAW<	4 WUSL-F	4 WYCL-F	4 WMMR-F	4 WAGO
5 WEGX-F	5 WIOV-F	5 WEGX-F	5 WEEU	5 WEGX-F	5 WYCL-F	5 WEEU
		WIOV-F				

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME				
KYW	1060	Philadelphia	1.8/12.0/9/337	WKSZ-F	100.3	Media	.6/2.8/3/78
WAEB-F	104.1	Allentown	.8/6.4/4/181	WMGK-F	102.9	Philadelphia	1.0/5.6/5/157
WDAC-F	94.5	Lancaster	2.5/4.6/13/130	WOGL-F	98.1	Philadelphia	2.4/8.9/12/250
WEAZ-F	101.1	Philadelphia	3.1/11.0/16/309	WSNI-F	104.5	Philadelphia	1.4/7.1/7/201
WFLN-F	95.7	Philadelphia	.8/4.3/4/120	WUSL-F	98.9	Philadelphia	1.4/5.5/7/154
WFMZ-F	100.7	Allentown	1.2/4.0/6/114	WWDB-F	96.5	Philadelphia	1.4/4.2/7/117
WIP	610	Philadelphia	.6/3.3/3/93	WZZO-F	95.1	Bethlehem	1.4/3.5/7/99

SANTA BARBARA, CA

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1. KRUZ-F	29/11.3	9.3	9.1	9.1	10.3	293	17.6	22.3	20.7	8.9	18	282
2. KTYD-F	23/8.9	12.2	17.9	14.0	12.1	417	25.1	31.8	27.8	21.9	46	665
3. KMGQ-F	20/7.8	6.3	5.6	9.9	7.8	352	21.2	16.7	18.9	5.7	12	231
4. KSBL-F	19/7.4	7.0	9.5	.8	.8	247	14.8	15.8	5.5	6.2	13	207
5. KCQR-F	18/7.0	3.0	---	---	---	226	13.6	9.2	---	3.3	7	143
6. KTMS	16/6.2	7.4	6.3	6.6	8.2	264	15.9	15.1	17.7	8.1	17	301
7. KCAQ-F	15/5.8	3.7	2.8	1.7	3.1	216	13.0	11.8	8.3	5.7	12	309
8. KDB-F	14/5.4	5.2	5.6	5.8	4.7	230	13.8	12.9	12.8	4.3	9	178
9. KIST	12/4.7	6.3	2.5	3.3	5.4	125	7.5	10.8	12.7	1.4	3	89
10. KHTY-F	8/3.1	7.0	7.7	9.5	12.5	258	15.5	22.3	21.1	6.2	13	340

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KRUZ-F<	1 KRUZ-F	1 KRUZ-F	1 KMGQ-F<	1 KTYD-F	1 KMGQ-F	1 KRUZ-F
2 KTMS	2 KSBL-F	2 KSBL-F	2 KTYD-F	2 KMGQ-F	KTYD-F	2 KSBL-F
3 KTYD-F	KTYD-F	3 KTYD-F	3 KCQR-F	3 KCQR-F	3 KCQR-F	3 KIST
4 KIST	4 KMGQ-F	4 KMGQ-F	KRUZ-F	4 KSBL-F	KIST	KTMS
5 KSBL-F	5 KTMS	KCAQ-F	5 KCAQ-F	5 KRUZ-F	KRUZ-F	5 KMGQ-F
					KSBL-F	

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
KBBQ	990	Santa Barbara	.8/4.8/2/80
KDB	1490	Santa Barbara	.4/2.9/0/49
KESP	1290	Santa Barbara	2.7/4.5/7/75
KFI	640	Los Angeles	2.3/4.2/6/70
KHAY-F	100.7	Ventura	1.2/2.3/3/39
KKGQ-F	105.1	Los Angeles	1.2/2.6/3/44
KLOS-F	95.5	Los Angeles	1.6/7.8/4/129
KNX	1070	Los Angeles	2.7/10.6/7/177
KTRO	1520	Port Hueneme	2.3/3.2/6/53
KTWV-F	94.7	Los Angeles	1.2/2.3/3/39

SANTA ROSA, CA

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1. KZST-F	47/9.0	10.3	9.7	9.0	10.7	602	19.1	20.4	22.5	6.0	34	499
2. KRQR-F	42/8.1	5.5	5.6	4.7	3.4	442	14.0	13.7	11.5	5.3	30	383
3. KGO	40/7.7	5.3	5.2	5.1	4.6	591	18.7	20.3	15.7	8.5	48	477
4. KHTT-F	37/7.1	3.3	4.9	5.9	4.2	521	16.5	12.6	21.1	8.5	50	629
5. KXFX-F	34/6.5	7.7	6.2	2.9	4.4	441	14.0	17.8	7.8	7.3	41	439
6. KCBS	30/5.8	4.0	6.4	4.3	4.4	609	19.3	14.8	13.9	4.8	27	462
KNEW	30/5.8	4.6	2.6	3.7	4.4	361	11.4	11.0	8.9	3.9	22	293
8. KFRC	23/4.4	5.3	5.2	5.1	4.6	349	11.1	12.5	13.1	4.4	25	304
9. KABL-F	21/4.0	6.2	3.9	3.5	3.8	247	9.1	8.9	7.5	2.7	15	248
10. KPRQ-F	20/3.8	2.8	5.2	3.9	4.2	406	12.9	7.8	8.9	4.1	23	223
KNBR	20/5.8	5.0	1.5	5.5	3.2	436	13.8	16.2	13.7	3.7	21	341

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KRQR-F	1 KRQR-F	1 KZST-F	1 KZST-F	1 KRQR-F>	1 KZST-F	1 KGO<
2 KGO	2 KZST-F	2 KRQR-F	2 KXFX-F	2 KXFX-F	2 KRQR-F	2 KZST-F
3 KZST-F<	3 KGO	3 KGO<	KGO<	3 KHTT-F	3 KXFX-F	3 KNEW
KCBS	4 KCBS	4 KXFX-F	4 KHTT-F	KZST-F	4 KNEW	4 KNBR
5 KSRO	KXFX-F	5 KHTT-F	5 KNEW	5	5 KRPQ-F	5
					KGO	

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
KMGG-F	97.7	Monte Rio	2.9/13.1/15/413
KSRO	1350	Santa Rosa	3.6/9.7/19/307
KABL	740	San Francisco	1.9/7.8/10/247
KDFC	1220	Palo Alto	0/1.3/0/41
KDFC-F	102.1	San Francisco	.8/3.9/4/124
KITS-F	105.3	San Francisco	1.2/4.9/6/155
KKHI	1550	San Francisco	.4/1.3/2/42
KKHI-F	106.1	San Francisco	0/1.5/0/47
KOFY-F	1050	San Francisco	1.0/3.0/5/96
KOIT	1260	San Francisco	.4/1.2/2/39
KOIT-F	96.5	San Francisco	1.0/4.4/5/140
KSAN-F	94.9	San Francisco	1.3/3.9/7/124
KSFO	560	San Francisco	2.3/6.2/12/195
KYA-F	93.3	San Francisco	1.2/3.1/6/98
KXXX-F	99.7	San Francisco	1.0/4.3/5/137

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STAMFORD - NORWALK, CT

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1.	WHTZ-F	31/ 6.7	6.1	3.7	4.9	5.2	489	17.0	15.7	13.7			
2.	WSTC	28/ 6.0	7.2	6.1	8.4	7.9	312	10.8	16.1	14.6			
3.	WCBS	25/ 5.4	5.7	4.5	5.4	6.9	561	19.5	19.7	22.6			
	WEZN-F	25/ 6.7	5.5	5.2	3.8	8.2	438	15.2	14.8	13.0			
5.	WEBE-F	23/ 4.9	4.9	3.7	5.1	4.2	407	14.1	14.0	12.0			
	WNEW-F	23/ 4.9	2.5	3.9	5.6	3.7	363	12.6	8.1	12.3			
7.	WYNY-F	19/ 4.1	2.0	2.4	1.5	2.7	224	7.8	7.5	5.3			
8.	WEFX-F	15/ 3.2	3.9	5.0	3.8	3.5	361	12.5	10.9	9.8			
	WABC	15/ 3.2	1.8	1.9	1.3	1.5	129	4.5	7.1	7.2			
	WXRK-F	15/ 3.2	3.9	4.5	4.9	3.2	293	10.2	8.7	10.8			
11.	WNLK	14/ 3.0	2.7	2.8	2.0	3.5	220	7.6	6.4	5.9			
12.	WOR	13/ 2.8	1.4	2.8	1.3	3.0	162	5.6	4.4	3.3			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WCBS <	1 WEZN-F>	1 WHTZ-F	1 WSTC	1 WHTZ-F	1 WEBE-F	1 WEZN-F
2 WSTC	2 WEBE-F	2 WEBE-F	2 WNEW-F<	WXRK-F	2 WYNY-F	2 WCBS
3 WHTZ-F	3 WSTC <	3 WNEW-F	3 WHTZ-F	3 WEBE-F	3 WCBS	3 WYNY-F
4 WEZN-F	4 WEFX-F	WYNY-F	4	WNEW-F	WFAN	4 WSTC
5 WEBE-F<	WHTZ-F	5 WABC	5	5 WEFX-F	WHTZ-F	5 WEBE-F
6 WNLK						

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME				
WGCH	1490	Greenwich	1.7/6.0/8/174	WFAN	660	New York	2.4/7.5/11/322
WJAZ-F	96.7	Stamford	2.4/8.9/11/255	WHUD-F	100.7	Peekskill	.9/2.3/4/67
WBLI-F	106.1	Patchogue	.4/2.5/2/73	WICC	600	Bridgeport	.6/3.4/3/99
WBLS-F	107.5	New York	1.5/5.0/7/143	WINS	1010	New York	1.1/6.8/5/196
WCBS-F	101.1	New York	2.4/7.5/11/215	WKCI-F	101.3	Hamden	.6/2.5/3/72
WDRE-F	92.1	Garden City	1.1/3.8/5/109	WLTW-F	106.7	New York	2.6/6.3/12/182
WNCN-F	104.3	New York	1.7/9.1/8/263	WNSR-F	105.1	New York	1.9/5.7/9/165
WNEW	1130	New York	1.5/2.8/7/80	WPLJ-F	95.5	New York	2.4/10.8/11/310
WPAT-F	93.1	Paterson	2.6/3.1/12/89	WQHT-F	97.1	New York	1.5/5.0/7/144
WQCD-F	101.9	New York	1.1/3.4/5/99	WRKS-F	95.1	Brookfield	2.6/6.3/12/182
WRKI-F	96.3	New York	.6/5.6/3/160				

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PUBLISHED IN MAY Price: $110.00

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AMERICAN RADIO

WINTER 1990 SUPPLEMENT

Compiled and Edited By:

James H. Duncan, Jr.
DUNCAN'S AMERICAN RADIO, INC.
P.O. Box 90284
Indianapolis, Indiana 46290

May 1990

Volume XIV, Number 4

INTRODUCTION

I am pleased to present the third edition of American Radio - Winter 1990 Supplement. This book is designed to supplement the primary editions of American Radio by providing updated summaries of the 76 markets which Arbitron and Birch survey on a quarterly basis.

The 'Winter Supplement' is issued every May.

Your support of my work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at this address:

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Indianapolis, Indiana 46290
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Every effort has been made to make this book as accurate as is humanly possible— well, this human, anyway. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

INDEX

INDIVIDUAL MARKET REPORTS

(In alphabetical Order)

Albany-Schenectady
Allentown-Bethlehem
Atlanta
Austin
Baltimore
Baton Rouge
Birmingham
Boston
Buffalo
Charlotte
Chattanooga
Chicago
Cincinnati
Cleveland
Columbus, OH
Dallas-Ft. Worth
Dayton
Denver
Detroit

El Paso
Fresno
Grand Rapids
Greensboro-Spartanburg
Harrisburg
Hartford
Honolulu
Houston
Indianapolis
Jacksonville
Kansas City
Knoxville
Lansing
Las Vegas
Los Angeles
Louisville
McAllen-Brownsville
Memphis
Miami

Milwaukee
Minneapolis-St. Paul
Nashville
Nassau-Suffolk
New Orleans
New York
Norfolk
Oklahoma City
Omaha
Orlando
Philadelphia
Phoenix
Pittsburgh
Portland, OR
Providence
Raleigh
Richmond
Riverside-San Bernadino
Rochester

Sacramento
St. Louis
Salinas-Monterey
Salt Lake City
San Antonio
San Diego
San Francisco
San Jose
Seattle
Springfield, MA
Syracuse
Tampa-St. Petersburg
Toledo
Tucson
Tulsa
Washington
West Palm Beach
Wilkes Barre-Scranton
York
Youngstown

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/723,900

MSA Rank/Pop: 60/848,100
ADI # 53
Average Person Ratings: 18.3
Market TSL: 24.00 hours

Stations: 26/25
Diaries: 1173/617:1/56.8%
Sample Target: 1060
% Below Line: 0.4
% Not Listed: 13.6

1989 Revenue: $20,900,000
HH Inc.: $37,838
Retail $: 6.7 Bil
Pop per Station: 28,956
#1 Biller: WPYX-F $4,300,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1.	WGNA-AF	(C)	158/11.9	11.0	8.2	10.1	10.8	10.3	236/2381	1512/20.9	17.4	21.2	10.1	121	1241	WGNA-AF
2.	WROW-F	(EZ)	150/11.3	10.6	9.6	9.4	9.9	10.2	203/1711	1299/17.9	18.0	17.4	8.9	107	963	WROW-F
3.	WGY	(MOR)	121/ 9.1	10.3	9.8	9.7	9.3	9.7	203/2883	1808/25.0	23.7	24.5	7.2	87	1328	WGY
4.	WFLY-F	(CHR)	96/ 7.2	7.9	9.4	7.1	8.6	7.9	140/2179	1575/21.8	21.0	22.9	11.0	132	1825	WFLY-F
5.	WPYX-F	(AOR)	94/ 7.1	7.8	8.3	10.2	8.9	8.4	152/2237	1413/19.5	21.6	23.3	9.3	112	1683	WPYX-F
6.	WKLI-F	(AC)	77/ 5.8	5.8	6.6	6.0	6.1	6.1	78/1121	1053/14.5	15.9	14.7	4.7	56	696	WKLI-F
7.	WTRY	(O)	74/ 5.6	4.3	3.4	3.5	3.6	4.2	76/1048	948/13.1	10.2	9.9	4.0	48	655	WTRY
8.	WGY -F	(CHR)	58/ 4.4	6.2	4.5	4.8	4.0	5.0	83/1844	1183/16.3	18.5	17.1	5.1	61	1426	WGY -F
9.	WQBK	(T)	51/ 3.8	4.3	4.3	4.0	4.8	4.1	51/572	572/ 7.9	9.2	11.0	4.2	50	607	WQBK
	WABY	(BB)	51/ 3.8	2.4	2.6	3.1	2.4	3.0	51/471	474/ 6.5	6.0	5.5	2.7	32	462	WABY
11.	WQBK-F	(CL AOR)	35/ 2.6	3.8	4.1	4.3	5.3	3.7	38/890	808/11.2	11.4	15.0	0.5	77	1170	WQBK-F
12.	WVKZ-F	(AOR)	32/ 2.4	2.7	2.3	2.1	1.4	2.4	36/691	578/ 8.0	7.1	6.1	2.6	31	691	WVKZ-F
13.	WROW	(EZ)	28/ 2.1	1.7	2.1	2.7	2.1	2.2	35/563	466/ 6.4	5.2	7.1	0.7	9	225	WROW

12+ FM SHARE (METRO): 66.72% (764 of 1145) (WIN 89: 69.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLY-F	1 WPYX-F	1 WPYX-F<	1 WGNA-AF>	1 WGNA-AF>	1 WROW-F	1 WGY	1 WROW-F	1 WGNA-AF<	1 WGNA-AF	1 WGY >>
2 WGY -F>	2 WFLY-F	2 WGNA-AF	2 WPYX-F<	2 WKLI-F	2 WGNA-AF<	2 WROW-F<	2 WGNA-AF>	2 WROW-F>	2 WGY	2 WGNA-F>>
3 WVKZ-F>	3 WGNA-AF	3 WFLY-F	3 WKLI-F	3 WTRY <	3 WGY >	3 WGNA-AF>	3 WPYX-F	3 WPYX-F	3 WFLY-F>	3 WTRY
4 WPYX-F	4 WKLI-F	4 WKLI-F	4 WTRY	4 WROW-F<	4 WTRY	4 WPYX-F<	4 WTRY	WFLY-F<	4 WGY -F	WKLI-F
5	5 WQBK-F	5 WTRY	5 WFLY-F	5 WPYX-F	5 WABY	5 WFLY-F	5 WKLI-F	5 WGY	5 WROW-F	5 WROW-F
6	6 WVKZ-F	6 WROW-F	6 WROW-F	6 WFLY-F<	6	6 WTRY	6	6	6	6
7	7	7	7	7 WGY	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLY-F>	1 WFLY-F>	1 WFLY-F	1 WFLY-F	1 WGNA-AF	1 WPYX-F>>	1 WPYX-F>>	1 WPYX-F	1 WPYX-F>	1 WGNA-AF
2 WPYX-F	2 WKLI-F	2 WKLI-F	2 WGNA-AF<	2 WKLI-F	2 WVKZ-F>	2 WGNA-AF	2 WGNA-AF>	2 WGNA-AF	2 WPYX-F<
3 WGY -F	3 WGNA-AF	3 WGNA-AF>	3 WKLI-F	3 WROW-F	3 WQBK-F	3 WQBK-F	3 WQBK-F	3 WTRY >	3 WTRY >
4 WKLI-F	4 WPYX-F	4 WROW-F	4 WROW-F	WFLY-F	4 WFLY-F>>	4 WVKZ-F	4 WTRY	4 WQBK-F	4 WKLI-F<
5 WGNA-AF	5 WGY -F	5 WPYX-F	5 WGY	5 WGY	5 WQBK	WFLY-F	WKLI-F	WKLI-F	5 WROW-F
6 WVKZ-F>>	6	WGY -F	6 WPYX-F	6	WGY -F>	6	WFLY-F	6	6 WGY
7	7	7	WGY -F	7	7	7	7	7	7

OTHER RATED STATIONS			METRO SHARE/	CUME RCT/	TSA AQH/	TSA AQH
WCKL	560	Catskill	0.9/	1.9/	12/	137
WCSS	1490	Amsterdam	1.1/	2.3/	19/	248
WEQX-F	102.7	Manchester	1.1/	3.3/	37/	520
WHAZ	1330	Troy	0.5/	1.3/	6/	95
WHRL-F	103.1	Albany	0.9/	4.2/	13/	338
WKOL-F	97.7	Amsterdam	0.4/	2.2/	6/	243
WPTR	1540	Albany	1.1/	5.8/	16/	446
WQQY-F	102.3	Saratoga Spgs.	0.4/	1.9/	5/	151
WSHQ-F	103.5	Coblskl/Schnctd	0.8/	2.5/	23/	357
WSHZ-F	98.3	Rotterdam/Albny	1.1/	3.8/	15/	286
WSSV-F	101.3	Stillwater	0.5/	2.2/	6/	172
WJIV-F	101.9	Cherry Valley	0.4/	1.2/	26/	207

RADIO STATIONS

WABY, 1400, 1 KW, NOSTALGIA SMN, $ 17.00 (Durpetti) Premiere
WGY , 810, 50 KW, MOR NBC, $ 85.00 (Eastman) Empire
WPTR, 1540, 50 KW (DA-1), NEWS/TALK US 2, ABC C, $ 26.00 (Torbet)
WQBK, 1300, 5 KW (DA-2), TALK CBS, ABC T, $ 30.00 (HNWH)
WROW, 590, 5 KW/1 KW (DA-2), COMBINATION WITH WROW-F
WTRY, 980, 5 KW (DA-N), OLDIES MBS, ABC D, $ 37.00 (Mc-Guild) Merv Griffin

WFLY-F, 92.3, 17 KW @ 890, CHR ABC C, $ 55.00 (Torbet)
WGNA-F, 107.7, 13 KW @ 980, COUNTRY ABC E, $ 51.00 (Republic) Barnstable
WGY-F , 99.5, 15 KW @ 930, CHR SOURCE, $ 47.00 (Eastman) Empire
WHRL-F, 103.1, 1 KW @ 400, EZ MBS, $ 18.00 (---)
WKLI-F, 100.9, 3 KW @ 300, AC US 1, $ 60.00 (Durpetti) Premiere
WNYJ-F, 98.3, 3 KW @ 328, AC TRNSTR, $ 23.00 (HNWH)

WPYX-F, 106.5, 15 KW @ 902, AOR ABC R, $ 85.00 (Mc-Guild) Merv Griffin
WQBK-F, 103.9, 3 KW @ 300, CLASSIC AOR RADRAD, $ 33.00 (HNWH)
WROW-F, 95.5, 13 KW @ 1020, EZ , $ 46.00 (Christal) Radio Terrace
WVKZ-F, 96.7, 3 KW @ 328, CHR/AOR SMN, SOURCE, $ 24.00 (Banner)

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 62/575,600

MSA Rank/Pop: 73/665,100
ADI # Philadelphia
Average Person Ratings: 17.8
Market TSL: 23.25 hours

Stations: 35/15
Diaries: 998/567:1/59.5%
Sample Target: 950
% Below Line: 16.6
% Not Listed: 12.2

1989 Revenue: $15,800,000
HH Inc.: $35,513
Retail $: 5.0 Bil
Pop per Station: 38,373
#1 Biller: WLEV-F $3,600,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WFMZ-F	(EZ)	131/12.8	14.1	14.2	12.8	14.6	13.5	151/1617	1390/24.1	23.4	24.5	11.5	110	1138	WFMZ-F
2. WLEV-F	(AC)	127/12.4	12.7	10.7	13.5	11.0	12.3	146/1762	1508/26.2	22.8	24.7	10.2	97	792	WLEV-F
3. WZZO-F	(AOR)	125/12.2	9.5	11.5	11.1	12.2	11.1	151/1711	1425/24.8	21.1	23.8	14.9	142	1377	WZZO-F
4. WAEB-F	(CHR)	81/ 7.9	8.3	10.8	10.9	10.8	9.5	94/1443	1276/22.2	23.0	29.1	10.6	101	1393	WAEB-F
5. WHXT-F	(CHR)	73/ 7.1	7.9	5.7	6.7	5.9	6.8	91/1444	1208/21.0	21.1	20.2	10.6	101	1418	WHXT-F
6. WXKW	(C)	47/ 4.6	2.6	4.0	3.0	3.4	3.5	51/524	486/ 8.4	7.5	6.9	2.3	22	432	WXKW
7. WAEB	(AC)	46/ 4.5	4.3	5.7	5.5	4.6	5.0	48/868	839/14.6	13.1	12.9	4.4	42	648	WAEB
8. WEST	(BB)	38/ 3.7	4.1	1.8	4.2	2.9	3.4	39/452	443/ 7.7	6.8	5.6	2.8	27	373	WEST
9. WXTU-F	(C)	24/ 2.3	1.5	3.9	2.8	1.4	2.6	49/526	306/ 5.3	5.6	5.5	1.3	12	331	WXTU-F
10. WYSP-F	(AOR)	19/ 1.9	3.2	2.5	2.0	2.9	2.4	31/657	441/ 7.7	7.7	10.6	3.8	36	614	WYSP-F
11. WKAP	(BB)	17/ 1.7	3.9	2.9	2.0	4.5	2.6	18/330	311/ 5.4	6.4	8.3	0.6	6	116	WKAP

12+ FM SHARE (METRO): 74.69% (670 of 897) (WIN 89: 74.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHXT-F>>	1 WZZO-F>>	1 WZZO-F	1 WLEV-F	1 WLEV-F>	1 WFMZ-F>	1 WZZO-F<	1 WFMZ-F	1 WLEV-F	1 WLEV-F	1 WZZO-F
2 WAEB-F>	2 WLEV-F	2 WLEV-F>	2 WZZO-F>	2 WZZO-F>	2 WLEV-F>	2 WFMZ-F<	2 WZZO-F	2 WZZO-F<	2 WZZO-F	2 WLEV-F>>
3 WZZO-F>	3 WAEB-F<	3 WAEB-F	3 WAEB-F	3 WFMZ-F	3 WXKW <	3 WLEV-F>	3 WLEV-F>>	3 WFMZ-F>	3 WHXT-F	3 WHXT-F>
4 WLEV-F	4 WHXT-F	4 WHXT-F	4 WFMZ-F	4 WAEB-F>	4 WAEB	4 WAEB-F	4 WAEB-F	4 WAEB-F	4 WFMZ-F	4 WFMZ-F
5	5	5 WFMZ-F	5 WHXT-F	5 WHXT-F	5 WEST	5 WHXT-F<	5 WXKW <	5 WHXT-F	5 WAEB-F	5 WAEB-F
6	6	6	6	6	6	6 WAEB	6 WHXT-F	6	6	6
7	7	7	7	7	7	7 WEST	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZZO-F	1 WZZO-F<	1 WLEV-F	1 WLEV-F>	1 WLEV-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F
2 WHXT-F	2 WAEB-F	2 WAEB-F	2 WAEB-F	2 WAEB-F	2 WHXT-F	2 WLEV-F	2 WLEV-F>	2 WLEV-F>>	2 WLEV-F>
3 WAEB-F>>	3 WLEV-F	3 WZZO-F	3 WZZO-F	3 WFMZ-F	3 WAEB-F	3 WHXT-F	3 WHXT-F	3 WHXT-F	3 WFMZ-F>>
4 WLEV-F	4 WHXT-F	4 WHXT-F>	4 WHXT-F>	4 WZZO-F	4 WLEV-F>	4 WAEB-F	4 WYSP-F	4 WAEB-F	4 WHXT-F
WFMZ-F	5	5 WFMZ-F	5 WFMZ-F	5 WHXT-F	5 WXKW >	5	WAEB-F>>	5 WFMZ-F	WAEB-F
WAEB >	6	6 WYSP-F>>	6	6	6 WYSP-F>	6	6 WFMZ-F>	6	6
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
WEEX	1230	Easton	0.9/3.5/ 9/ 209
WGPA	1100	Bethlehem	0.5/1.8/ 5/ 106
WHOL	1600	Allentown	0.6/1.8/ 6/ 102
WLSH	1410	Lansford	1.1/1.1/ 33/ 171
WRNJ	1000	Hackettstown	0.7/1.7/ 7/ 105
WYNS	1160	Lehighton	0.4/1.6/ 5/ 114
KYW	1060	Philadelphia	0.9/6.6/ 20/ 530
WABC	770	New York	0.7/2.1/ 17/ 325
WCBS	880	New York	0.3/1.0/ 10/ 175
WEAZ	560	Philadelphia	
WEAZ-F	101.1	Philadelphia	1.0/3.3/ 16/ 329
WFAN	660	New York	0.3/1.4/ 7/ 197
WFLN-F	95.7	Philadelphia	1.1/2.8/ 11/ 216
WIOQ-F	102.1	Philadelphia	0.5/1.8/ 16/ 154
WIP	610	Philadelphia	0.3/1.6/ 4/ 105
WKRZ-F	98.5	Wilkes-Barre/Sc	0.5/1.2/ 12/ 195
WKSZ-F	100.3	Media	0.7/2.4/ 9/ 171
WMGK-F	102.9	Philadelphia	0.9/2.9/ 10/ 202
WMMR-F	93.3	Philadelphia	0.9/2.9/ 11/ 289
WNEW-F	102.7	New York	0.3/1.2/ 12/ 205
WOGL-F	98.1	Philadelphia	0.9/2.3/ 14/ 231
WOR	710	New York	1.2/2.4/ 32/ 379
WPLJ-F	95.5	New York	0.5/1.5/ 13/ 290
WSBG-F	93.5	Stroudsburg	0.3/1.0/ 28/ 410
WWDB-F	96.5	Philadelphia	1.4/2.4/ 15/ 184

RADIO STATIONS

WAEB, 790, 1 KW (DA-2) , AC ABC I, CBS, $ 30.00 (Katz) CRB
WEEX, 1230, 1 KW (DA-2) , OLDIES MBS, SMN, $ 14.00 (Eastman) Roth
WEST, 1400, 1 KW , NOSTALGIA CBS, $ 20.00 (Mc-Guild) Zimmerman
WKAP, 1320, 5 KW/1 KW (DA-2), NOSTALGIA SMN, APR, $ 18.00 (Banner) Holt
WXKW, 1470, 5 KW (DA-N) , COUNTRY NBC, ABC I, $ 16.00 (Republic)

WAEB-F, 104.1, 50 KW @ 500, CHR , $ 49.00 (Katz) CRB
WFMZ-F, 100.7, 13 KW @ 870, BTFL/EZ , $ 46.00 (Christal)
WLEV-F, 96.1, 50 KW @ 500, AC , $ 70.00 (Mc-Guild) Zimmerman
WHXT-F, 99.9, 50 KW @ 450, CHR , $ 54.00 (Eastman) Roth
WZZO-F, 95.1, 30 KW @ 600, AOR , $ 58.00 (Banner) Holt

OTHER RANKED STATIONS -- See Philadelphia

ATLANTA

Arbitron Rank/Pop (12+): 12/2,305,200
MSA Rank/Pop: 1/2,611,500
ADI # 12
Average Person Ratings: 18.3
Market TSL: 24.00 hours

Stations: 22/21
Diaries: 1880/1226:1/52.7%
Sample Target: 1840
% Below Line: 0.4
% Not Listed: 12.3

1989 Revenue: $112,000,000
HH Inc.: $31,892
Retail $: 24.4 Bil
Pop per Station: 109,771
#1 Biller: WSB $13,300,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WVEE-F	(B)	593/14.0	13.1	14.4	9.9	8.8	12.9	687/5134	4163/18.1	18.3	17.0		20.2	867	5269	WVEE-F
2. WSB -F	(AC)	459/10.9	8.6	9.5	9.6	9.2	9.6	504/6139	5326/23.1	22.7	22.2		9.5	410	5367	WSB -F
3. WAPW-F	(CHR)	397/ 9.4	8.1	9.5	9.4	8.9	9.1	498/6122	4948/21.5	19.3	20.4		10.1	434	5300	WAPW-F
4. WPCH-F	(EZ)	341/ 8.1	8.7	6.6	8.1	9.9	7.9	378/4298	3748/16.3	18.2	18.5		7.0	301	3992	WPCH-F
5. WSB	(MOR)	302/ 7.1	7.6	5.8	7.3	6.4	6.9	340/4652	4034/17.5	21.1	17.5		4.3	185	3163	WSB
6. WKLS-F	(AOR)	229/ 5.4	7.0	6.8	5.8	6.4	6.3	305/4812	3792/16.4	16.6	17.5		7.8	336	3788	WKLS-F
7. WKHX-F	(C)	225/ 5.3	4.7	7.1	7.7	7.7	6.2	287/3692	2746/11.9	11.0	16.3		4.0	173	2364	WKHX-F
8. WFOX-F	(O)	222/ 5.3	5.8	5.3	5.2	5.3	5.4	314/4953	3677/16.0	16.5	15.2		4.3	185	3306	WFOX-F
9. WYAY-AF	(C)	202/ 4.8	5.5	4.6	8.2	7.2	5.8	425/4700	2800/12.1	13.4	19.5		7.9	253	3794	WYAY-AF
10. WZGC-F	(AOR)	161/ 3.8	4.7	6.1	5.7	4.9	5.1	179/3569	3131/13.6	14.0	16.5		4.3	186	2630	WZGC-F
11. WGST	(N/T)	147/ 3.5	3.5	2.6	3.4	2.5	3.3	149/2410	2339/10.1	10.2	7.1		2.5	109	1729	WGST
12. WAOK	(B)	143/ 3.4	3.7	3.4	2.8	3.1	3.3	149/1613	1549/ 6.7	6.3	6.2		2.5	106	1128	WAOK
13. WSTR-F	(AC)	118/ 2.8	3.6	4.3	3.2	5.0	3.5	141/3166	2764/12.0	13.5	16.5		4.0	171	2384	WSTR-F
14.																
15.																

12+ FM SHARE (METRO): 80.57% (2986 of 3706) (WIN 89: 82.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPW-F>>	1 WVEE-F>	1 WVEE-F	1 WVEE-F	1 WSB -F<	1 WPCH-F<	1 WVEE-F	1 WSB -F	1 WVEE-F	1 WVEE-F>>	1 WVEE-F>>
2 WVEE-F>>	2 WAPW-F	2 WSB -F>	2 WSB -F>	2 WVEE-F>	2 WSB	2 WSB -F	2 WPCH-F	2 WSB -F	2 WAPW-F>	2 WSB >>
3	3 WSB -F	3 WAPW-F	3 WFOX-F	3 WPCH-F	3 WSB -F>	3 WSB	3 WVEE-F>	3 WAPW-F	3 WSB -F	3 WSB -F
4	4 WKLS-F>	4 WKLS-F	4 WPCH-F	4 WFOX-F	4 WKHX-F	4 WAPW-F>	4 WAPW-F	4 WPCH-F	4 WSB	4 WKHX-F<
5	5 WZGC-F>	5 WFOX-F<	5 WKLS-F	5 WKHX-F<	WFOX-F	5 WYAY-AF<	5 WSB	5 WKLS-F	5 WKLS-F>	5 WAPW-F
6	6 WYAY-AF	6 WPCH-F	WKHX-F<	6 WYAY-AF	6 WVEE-F	6 WPCH-F	6 WFOX-F<	6 WFOX-F	6 WPCH-F	6 WSTR-F
7	7 WSTR-F	7 WZGC-F<	7 WZGC-F	7 WKLS-F<	7 WYAY-AF	7 WKHX-F<	7 WKLS-F	7 WKHX-F<	7 WKHX-F	7 WKLS-F
8	8 WPCH-F	8 WKHX-F	WAPW-F<	8 WZGC-F	WGST	8 WFOX-F	8	8 WYAY-AF	8	8
9	9	9	9 WYAY-AF	9 WAPW-F	9 WAOK	9	9		9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPW-F	1 WVEE-F>	1 WVEE-F	1 WVEE-F<	1 WSB -F	1 WVEE-F	1 WVEE-F>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F
2 WVEE-F>>	2 WSB -F	2 WSB -F>>	2 WSB -F>	2 WVEE-F>	2 WKLS-F	2 WKLS-F>	2 WKLS-F>	2 WKLS-F	2 WSB -F>
3 WSB -F>>	3 WAPW-F>>	3 WSTR-F	3 WAPW-F	3 WPCH-F	3 WAPW-F>>	3 WAPW-F	3 WZGC-F	3 WSB -F	3 WKLS-F
4 WYAY-AF	4 WYAY-AF	4 WYAY-AF	4 WPCH-F	4 WFOX-F	4 WSB -F	4 WZGC-F	4 WAPW-F	4 WAPW-F	4 WFOX-F
5 WPCH-F	5 WSTR-F	5 WAPW-F	5 WFOX-F	5 WYAY-AF	5 WZGC-F>>	5 WSB -F>	5 WSB -F>	5 WZGC-F	5 WZGC-F
WKLS-F	6 WPCH-F	6 WZGC-F<	6 WYAY-AF	6 WKHX-F	6	6	6 WKHX-F	6 WFOX-F	6 WKHX-F
7	7 WKLS-F<	7 WPCH-F	7 WKHX-F	7 WSTR-F	7	7	7	7 WKHX-F	7 WPCH-F<
8	8 WZGC-F	8 WKLS-F	8 WSTR-F	8	8	8	8	WGST	8 WYAY-AF
9	9	9	9	9	9	9	9	9	WAPW-F
									10 WGST

OTHER RATED STATIONS			METRO SHARE/ CUME RTG/ TSA AQH/ TSA CUME
WALR-F	104.7	Athens/Atlanta	0.5/2.5/ 36/ 862
WCNN	680	No. Atlanta	0.9/5.3/ 39/1303
WGKA	1190	Atlanta	0.4/0.6/ 16/ 143
WIGO	1340	Atlanta	0.9/2.2/ 39/ 505
WKHX	590	Atlanta	0.1/0.6/ 4/ 153
WQXI	790	Atlanta	0.4/1.8/ 17/ 435
WYZE	1480	Atlanta	0.4/0.8/ 15/ 191
WVFJ-F	93.3	Manchester	0.4/1.2/ 17/ 384

RADIO STATIONS

AM STATIONS

WAOK, 1380, 5 KW	, BLACK	NBN, NBC,	$ 60.00	(Mc-Guild)	Summit
WCNN, 680, 50 KW/10 KW (DA-N)	, NEWS/TALK	CNN, NBC,	$ 42.00	(HNWH)	
WGST, 640, 50 KW/1 KW (DA-2)	, NEWS/TALK	ABC I, NBS,	$ 80.00	(Eastman)	Jacor
WGKA, 1190, 10 KW (DAYS)	, CLASSICAL	,	$ 36.00	(CMBS)	
WIGO, 1340, 1 KW (DA-1)	, BLACK	SBN,	$ 40.00	(---)	
WKHX, 590, 5 KW (DA-N)	, BASIC SIMULCAST WITH WKHX-F				
WNIV, 970, 5 KW (DAYS, DA)	, RELIGION	,	$ 20.00	(---)	
WQXI, 790, 5 KW/1 KW (DA-N)	, SIMULCAST WITH WSTR-F				
WSB , 750, 50 KW	, MOR/TALK	ABC T, APR,	$ 190.00	(Christal)	Cox

FM STATIONS

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WAPW,  99.7, 100 KW @ 1000, CHR                           , $ 154.00 (Durpetti)         Susquehanna
WFOX,  97.1,  97 KW @ 1566, OLDIES                        , $ 145.00 (MMR)              Shamrock
WKHX, 101.5,  99 KW @  950, COUNTRY                       , $ 175.00 (Republic)         Cap Cities/ABC
WKLS,  96.1,  99 KW @  950, AOR                           , $ 170.00 (Katz)             Great American
WPCH,  94.9,  99 KW @  986, BTFL/EZ                    CBS, $ 165.00 (Eastman)          Jacor

WSTR,  94.1, 100 KW @  914, AC                            , $ 170.00 (Banner)           Jeff-Pilot
WSB ,  98.5, 100 KW @  920, AC                            , $ 213.00 (Christal)         Cox
WVEE, 103.3, 100 KW @ 1022, BLACK                   SOURCE, $ 200.00 (Mc-Guild)         Summit
WYAY, 106.7,  99 KW @ 1400, COUNTRY                       , $ 195.00 (MMR)              NewCity  (GAINESVILLE)
WYAI, 104.1,  60 KW @ 1200, COUNTRY   (BASIC SIMULCAST WITH WYAY-F)
WZGC,  92.9,  99 KW @  910, CLASSIC AOR                   , $ 147.00 (HNWH)             Cook Inlet
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                    MISCELLANEOUS COMMENTS:  WYAY and WYAI are simulcast and their figures are combined for
                                             the purpose of these rankings even though Arbitron's software
                                             would not allow them to accomplish this.
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************************************************ F O R M A T   C O D E S ************************************************
*                                                                                                                       *
*  CHR - Contemporart Hit Radio, Top 40, Contemporary                          T     - Talk                             *
*  AC  - Adult Contemporary                                                    N     - News                             *
*  O   - Oldies (1955 to near 1988)                                            SP    - Hispanic/Spanish                 *
*  B   - Black (audience predominantly Black - over 75%)                       BB    - Big Band, Nostalgia              *
*  U   - Urban (majority of audience is non-white                              M     - Middle of Road (MOR), Full       *
*              although a large segment is white)                                      Service, Variety                 *
*  EZ  - EZ listening, Beautiful Music                                         J/NA  - Jazz and New Age                 *
*  AOR - Album Oriented Rock, also includes Classic Rock                       R     - Religion, Christian, Christian Music*
*  CL  - Classical                                                             G     - Gospel                           *
*  C   - Country                                                               E     - Ethnic                           *
*  SAC - Soft Adult Contemporary                                               ?     - Others or Unknown                *
*                                                                                                                       *
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AUSTIN

Arbitron Rank/Pop (12+): 58/634,000

MSA Rank/Pop: 66/764,500
ADI # 70
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 21/17
Diaries: 1131/561:1/53.3%
Sample Target: 1000
% Below Line: 3.3
% Not Listed: 18.8

1989 Revenue: $23,000,000
HH Inc.: $27,114
Retail $: 5.3 Bil
Pop per Station: 37,294
#1 Biller: KASE-F $4,500,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KASE-F	(C)	184/17.0	15.4	12.7	13.4	13.4	14.6	248/2589	1826/28.8	24.7	23.2		14.3	154	1691	KASE-F
2. KKMJ-F	(AC)	103/ 9.5	7.8	7.0	7.2	9.4	7.9	121/1374	1241/19.6	18.9	21.9		6.6	71	878	KKMJ-F
3. KBTS-F	(CHR)	92/ 8.5	9.0	10.2	11.0	9.4	9.7	150/2577	1659/26.2	23.6	26.7		10.4	112	1917	KBTS-F
4. KLBJ-F	(AOR)	85/ 7.9	10.6	9.2	8.7	9.6	9.1	100/1615	1350/21.3	22.1	23.1		13.6	146	1893	KLBJ-F
5. KHFI-F	(CHR)	68/ 6.3	6.6	6.0	7.0	6.3	6.5	69/1341	1311/20.7	18.3	18.9		7.7	83	1439	KHFI-F
6. KQFX-F	(AC)	47/ 4.4	2.2	3.1	4.4	3.2	3.5	50/812	725/11.4	7.9	11.5		2.4	26	576	KQFX-F
7. KPEZ-F	(CL AOR)	44/ 4.1	4.1	4.3	4.5	2.4	4.3	44/839	804/12.7	11.5	11.3		4.8	52	825	KPEZ-F
8. KLBJ	(N/T)	43/ 4.0	4.2	4.3	4.3	4.5	4.2	51/974	793/12.5	15.6	14.1		5.7	61	1130	KLBJ
9. KEYI-F	(AC)	39/ 3.6	4.2	4.6	5.5	6.4	4.5	54/991	807/12.7	13.6	17.2		2.4	26	450	KEYI-F
10. KGSR-F	(J/NA)	28/ 2.6	2.2	2.9	2.4	----	2.5	28/529	514/ 8.1	7.0	0.0		4.0	43	578	KGSR-F
11. KVET	(C)	24/ 2.2	2.6	2.2	2.3	2.7	2.3	31/499	419/ 6.6	6.2	5.6		1.9	20	530	KVET
12. KLTD-F	(AC)	22/ 2.0	2.4	3.2	2.3	3.0	2.5	60/1093	529/ 8.3	7.4	7.9		2.0	22	298	KLTD-F
13. KAPT-F	(AC)	21/ 1.9	2.3	2.4	1.3	4.1	2.0	25/408	344/ 5.4	5.8	7.8		1.8	19	290	KAPT-F
14. KTXZ	(SP)	20/ 1.9	1.9	1.6	1.3	1.4	1.7	21/168	150/ 2.4	2.7	2.1		1.6	17	251	KTXZ

12+ FM SHARE (METRO): 84.15% (738 of 877) (WIN 89: 84.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBTS-F	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KBTS-F	1 KASE-F>>
2 KHFI-F	2 KLBJ-F	2 KLBJ-F<	2 KKMJ-F	2 KKMJ-F>	2 KKMJ-F>	2 KKMJ-F	2 KKMJ-F>	2 KKMJ-F	2 KASE-F	2 KEYI-F>
3	3 KBTS-F	3 KKMJ-F	3 KLBJ-F	3 KLBJ-F	3 KLBJ >	3 KBTS-F	3 KLBJ-F>	3 KLBJ-F<	3 KHFI-F>	3 KLBJ
4	4 KKMJ-F	4 KBTS-F>	4 KQFX-F	4 KQFX-F	4 KQFX-F	4 KLBJ-F	4 KQFX-F	4 KBTS-F>	4 KLBJ-F	4 KKMJ-F
5	5 KHFI-F	5 KQFX-F	5 KPEZ-F	5 KPEZ-F	5 KVET >>	5 KHFI-F	5 KBTS-F	5 KHFI-F	5 KLBJ	5
6	6 KPEZ-F	6 KPEZ-F<	6	6 KBTS-F	6 KLBJ-F	6	6	6 KQFX-F	6 KKMJ-F	6
7	7	7 KHFI-F	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KASE-F<	1 KASE-F>	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KBTS-F	1 KLBJ-F>	1 KLBJ-F	1 KASE-F	1 KASE-F>
2 KBTS-F>	2 KBTS-F	2 KKMJ-F>	2 KKMJ-F	2 KKMJ-F>>	2 KLBJ-F>	2 KASE-F	2 KASE-F	2 KLBJ-F>	2 KLBJ-F>
3 KLBJ-F	3 KKMJ-F	3 KQFX-F	3 KBTS-F>	3 KQFX-F	3 KHFI-F>	3 KBTS-F	3 KPEZ-F	3 KKMJ-F	3 KKMJ-F
KHFI-F	4 KLBJ-F	4 KLBJ-F	4 KLBJ-F	KBTS-F	4 KASE-F>	4 KPEZ-F	4 KKMJ-F>	4 KPEZ-F	4 KPEZ-F
5 KEYI-F>>	5 KHFI-F	KBTS-F>	5 KEYI-F	5 KLBJ-F	5 KKMJ-F	5 KKMJ-F	5 KGSR-F	KBTS-F	5 KQFX-F
6 KKMJ-F>	6 KEYI-F	6 KPEZ-F	6 KQFX-F	6	KEYI-F	6	6 KBTS-F	6	6
7 KQFX-F>	7	KHFI-F	KHFI-F	7	7 KPEZ-F	7	7 KQFX-F	7	7
8	8	KEYI-F>	8	8	KLTD-F>	8	8	8	8

OTHER RATED STATIONS			METRO SHARE/CUME RTG/	TSA AQH/TSA CUME
KFON	1370	Rollingwood/Aus	0.4/1.6/	6/ 121
KMOW	1490	Austin	0.4/1.1/	4/ 79
KTAE	1260	Taylor	1.2/1.4/	21/ 169
KGID-F	101.7	Giddings	0.5/1.3/	5/ 89
KSAH	720	Universal City	1.1/1.1/	15/ 108
KTSA	550	San Antonio	0.6/0.8/	6/ 83
WOAI	1200	San Antonio	1.2/3.3/	32/ 437

RADIO STATIONS

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KIXL,  970,  1 KW                   , GOSPEL/BLACK              , $  10.00 (Republic)
KLBJ,  590,  5 KW/1 KW (DA-N)       , NEWS/TALK        CBS, MBS, $  40.00 (Eastman)
KFON, 1370,  5 KW/500 W (DA-2)      , TALK                ABC T, $  18.00 (K & P)
KTXZ, 1560, 2.5 KW (DA-2)           , HISPANIC             US 2, $  12.00 (Katz Hisp.)
KVET, 1300,  5 KW/1 KW (DA-2)       , COUNTRY             ABC I, $  31.00 (Katz)

KAPT-F,  94.7,   97 KW @ 1154, SOFT AC/NAC                   , $  23.00 (Durpetti)             (LULING)
KASE-F, 100.7,  100 KW @ 1190, COUNTRY                       , $ 100.00 (Katz)
KBTS-F,  93.3,   93 KW @ 1983, CHR                           , $  60.00 (Christal)    Genesis/Booth
KEYI-F, 103.5,   90 KW @ 1260, AC                            , $  50.00 (Republic)    Degree
KGSR-F, 107.1,    3 KW @  300, JAZZ/NAC                      , $  25.00 (Mc-Guild)    Beta       (BASTROP)
KHFI-F,  98.3,    1 KW @  420, CHR                           , $  48.00 (Republic)    Encore

KKMJ-F,  95.5,  100 KW @ 1000, AC                            , $  83.00 (CBS)         Keymarket
KLBJ-F,  93.7,   97 KW @ 1057, AOR                           , $  75.00 (Eastman)
KLTD-F,  99.1,   19 KW @  300, OLDIES                 TRNSTR, $  25.00 (Torbet)      Shamrock-Lynett  (LAMPASAS) ---
KPEZ-F, 102.3,    3 KW @  300, CLASSIC AOR                   , $  39.00 (Christal)    Clear Channel
KQFX-F,  96.7,   28 KW @  300, OLDIES                        , $  32.00 (Banner)      Capitol-Johnson (GEORGETOWN)
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BALTIMORE

Arbitron Rank/Pop (12+): 17/2,006,100

MSA Rank/Pop: 15/2,323,900
ADI # 22
Average Person Ratings: 19.1
Market TSL: 25.00 hours

Stations: 35/20
Diaries: 1949/1029:1/54.1%
Sample Target: 1740
% Below Line: 11.9
% Not Listed: 11.2

1989 Revenue: $61,500,000
HH Inc.: $31,528
Retail $: 17.6 Bil
Pop per Station: 100,305
#1 Biller: WMMX-F $10,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WXYV-F	(B)	321/ 8.4	9.1	7.3	7.6	6.6	8.1	325/3117	3026/15.1	15.8	13.0	10.7	388	4438	WXYV-F
2. WLIF-F	(EZ)	306/ 8.0	7.9	9.1	8.6	9.9	8.4	324/3350	3169/15.8	16.3	18.3	5.4	195	2372	WLIF-F
3. WBAL	(N/T)	300/ 7.8	7.5	9.7	9.6	7.0	8.6	317/3841	3584/17.9	18.3	16.5	7.0	255	2898	WBAL
4. WPOC-F	(C)	255/ 6.7	5.3	6.4	6.5	7.4	6.2	279/2873	2485/12.4	11.7	14.8	6.2	223	2659	WPOC-F
5. WWMX-F	(AC)	250/ 6.5	7.5	6.1	7.3	7.1	6.8	265/3755	3488/17.4	19.4	16.2	4.6	168	2726	WWMX-F
6. WIYY-F	(AOR)	238/ 6.2	6.4	6.2	6.7	6.3	6.4	275/3744	3268/16.3	15.1	14.2	8.1	293	3206	WIYY-F
7. WBSB-F	(CHR)	209/ 5.5	6.6	5.2	6.0	5.7	5.8	234/4096	3610/18.0	18.1	17.7	7.6	274	4072	WBSB-F
8. WQSR-F	(O)	184/ 4.8	5.3	4.1	2.8	3.4	4.3	193/2734	2547/12.7	14.1	9.5	3.8	136	1916	WQSR-F
9. WCBM	(T)	127/ 3.3	3.2	2.9	2.6	4.3	3.0	127/1259	1246/ 6.2	5.8	6.6	2.8	101	771	WCBM
10. WWIN-F	(B)	111/ 2.9	2.1	2.0	2.0	1.8	2.3	111/1298	1298/ 6.5	6.8	8.0	3.6	129	1335	WWIN-F
WBGR	(R/G)	111/ 2.9	1.9	3.0	2.1	2.4	2.5	115/987	964/ 4.8	3.8	4.1	1.7	63	879	WBGR
12. WYST-F	(SAC)	106/ 2.8	3.1	2.3	2.3	2.8	2.6	111/2076	2013/10.0	9.5	8.8	2.1	75	1393	WYST-F
13. WGRX-F	(CL AOR)	93/ 2.4	2.0	3.2	2.0	2.5	2.4	137/2326	1770/ 8.8	6.9	8.2	2.8	102	1842	WGRX-F
14. WRBS-F	(REL)	83/ 2.2	1.5	1.2	1.2	1.1	1.5	94/790	725/ 3.6	3.2	2.5	2.2	78	684	WRBS-F
15. WITH	(BB)	67/ 1.8	1.2	1.5	1.5	1.4	1.5	67/785	785/ 3.9	3.8	4.8	1.1	41	842	WITH

12+ FM SHARE (METRO): 75.76% (2575 of 3399) (WIN 89: 72.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBSB-F	1 WXYV-F	1 WXYV-F	1 WWMX-F	1 WWMX-F	1 WLIF-F<	1 WBAL >	1 WLIF-F>	1 WXYV-F	1 WXYV-F>	1 WXYV-F>>
2 WXYV-F>	2 WIYY-F>	2 WWMX-F	2 WXYV-F	2 WXYV-F	2 WBAL >	2 WLIF-F<	2 WBAL <	WLIF-F	2 WIYY-F	2 WBAL >>
3 WIYY-F	3 WWMX-F	3 WIYY-F>	3 WQSR-F	3 WQSR-F	3 WPOC-F>	3 WXYV-F<	3 WXYV-F<	3 WIYY-F	WBSB-F>	3 WCBM
4	4 WBSB-F>	4 WQSR-F<	4 WIYY-F	4 WLIF-F<	4 WQSR-F	4 WPOC-F	4 WWMX-F	4 WWMX-F	4 WBAL <	4 WWIN-F<
5	5 WGRX-F	5 WBSB-F	5 WPOC-F<	5 WPOC-F	5 WCBM	5 WWMX-F	5 WPOC-F	WBAL	5 WPOC-F	5 WPOC-F
6	6 WPOC-F	6 WPOC-F<	6 WLIF-F	6 WIYY-F	6 WWMX-F	6 WIYY-F	6 WIYY-F	6 WBSB-F<	6 WWMX-F	6 WIYY-F>>
7	7	7 WLIF-F	7 WBSB-F	7 WBAL	7 WBGR	7	7 WQSR-F	7 WPOC-F	WLIF-F	7 WLIF-F
8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WXYV-F>	1 WXYV-F<	1 WWMX-F>	1 WWMX-F	1 WWMX-F
2 WBSB-F<	2 WWMX-F	2 WXYV-F	2 WXYV-F>	2 WLIF-F
3 WWMX-F<	3 WBSB-F	3 WBSB-F>	3 WBSB-F	3 WXYV-F
4 WIYY-F>>	4 WIYY-F>	4 WPOC-F	4 WLIF-F<	4 WQSR-F
5 WLIF-F>	5 WPOC-F	WIYY-F	5 WQSR-F	5 WPOC-F
6 WPOC-F	6 WQSR-F	6 WQSR-F	6 WIYY-F	6 WBSB-F>
7 WRQX-F	7 WYST-F	7 WYST-F>	7	7 WYST-F
WGRX-F	8	8	8	8
9	9		9	9
	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIYY-F	1 WIYY-F	1 WIYY-F	1 WIYY-F	1 WIYY-F
2 WXYV-F>	2 WXYV-F>>	2 WXYV-F>>	2 WXYV-F>	2 WQSR-F
3 WBSB-F	3 WGRX-F<	3 WGRX-F<	3 WQSR-F<	3 WXYV-F
4 WGRX-F>	4 WBSB-F	4 WWMX-F	4 WWMX-F	4 WBAL <
5 WWIN-F	5 WWMX-F	5 WWDC-F	5 WBSB-F	5 WPOC-F
6 WWMX-F	6 WWDC-F	WPOC-F	WBAL <	6 WWMX-F
7 WHFS-F	7 WWIN-F	WBSB-F<	7 WPOC-F	7
8	8	8 WBAL >	8 WGRX-F	8
9	9	9	9	9
10	10	10	10	10

OTHER RATED STATIONS			METRO CUME SHARE/RTG/	TSA TSA AQH/CUME
WCAO	600	Baltimore	1.5/4.3/	71/1036
WEBB	1360	Baltimore	1.0/3.3/	37/ 671
WLIF	1300	Baltimore	0.4/1.9/	17/ 397
WWIN	1400	Baltimore	1.3/4.5/	51/ 895
WYST	1010	Baltimore	0.5/2.4/	19/ 483
WASH-F	97.1	Washington	0.4/1.7/	23/ 431
WAVA-F	105.1	Arlington/Wash	0.5/2.8/	23/ 706
WFRE-F	99.9	Frederick	0.3/0.8/	36/ 463
WGAY-F	99.5	Washington	0.5/1.5/	23/ 338
WHFS-F	99.1	Annapolis	1.4/5.2/	55/1089
WHUR-F	96.3	Washington	1.3/4.4/	51/ 970
WKYS-F	93.9	Washington	0.8/2.5/	32/ 554
WLTT-F	94.7	Bethesda/Washg	0.4/1.5/	17/ 359
WMZQ	1390	Arlington		
WMZQ-F	98.7	Washington	0.9/1.6/	45/ 561
WPGC-F	95.5	Morningside	1.5/5.8/	62/1320
WRQX-F	107.3	Washington	1.4/7.0/	57/1504
WTOP	1500	Washington	0.6/2.8/	23/ 584
WWDC-F	101.1	Washington	1.4/7.1/	58/1585
WWRC	980	Washington	0.4/1.1/	16/ 231
WYCR-F	98.5	York/Hanover	0.4/1.3/	66/1210

AM STATIONS

WBAL	1090	50 KW (DA-N)	NEWS/TALK	CBS	$ 130.00	(HNWH)	Hearst
WBGR	860	2.5 KW/100 W(DA-1)	RELIG/GOSPEL	NBN	$ 45.00	(Roslin)	Mortenson
WCAO	600	5 KW (DA-1)	COUNTRY	NBC	$ 60.00	(Mc-Guild)	Summit
WCBM	680	10 KW/5 KW (DA-2)	TALK	ACB I, ABC T	$ 45.00	(Katz)	
WEBB	1360	5 KW/1.7 KW(DA-1)	BLACK	SBN	$ 35.00	(Roslin)	
WITH	1230	1 KW	NOSTALGIA	MBS	$ 40.00	(---)	
WWIN	1400	1 KW	BLACK		$ 34.00	(Durpetti)	Almic (P)
WYST	1010	1 KW (DAYS)	OLDIES	APR	$ 30.00	(MMR)	United

FM STATIONS

WBSB	104.3	50 KW @ 420	CHR	ABC C	$ 160.00	(Banner)	Scripps-Howard
WGRX	100.7	16 KW @ 858	CLASSIC AOR	ABC F	$ 54.00	(Durpetti)	Shamrock-Lynett (WESTMINISTER)
WIYY	97.9	13 KW @ 946	AOR	ABC R	$ 100.00	(HNWH)	Hearst
WLIF	101.9	13 KW @ 961	SOFT AC		$ 144.00	(Christal)	Infinity
WPOC	93.1	16 KW @ 870	COUNTRY	ABC D	$ 136.00	(Banner)	Nationwide
WQSR	105.7	50 KW @ 500	OLDIES	CBS US 1	$ 80.00	(MMR)	Sconnix
WRBS	95.1	50 KW @ 500	RELIGION		$ 20.00	(---)	
WWIN	95.9	3 KW @ 300	CHR/URBAN		$ 130.00	(Durpetti)	Almic (P)
WWMX	106.5	7 KW @ 1182	AC		$ 130.00	(Katz)	Capitol-Goodmon
WXYV	102.7	50 KW @ 400	BLACK		$ 127.00	(Mc-Guild)	Summit
WYST	92.3	10 KW @ 550	AC	APR	$ 70.00	(MMR)	United

BATON ROUGE

Arbitron Rank/Pop (12+): 80/435,400

MSA Rank/Pop: 82/545,200
ADI # 93
Average Person Ratings: 16.0
Market TSL: 21.25 hours

Stations: 21/15
Diaries: 1016/429:1/53.8%
Sample Target: 840
% Below Line: 13.5
% Not Listed: 9.1

1989 Revenue: $12,800,000
HH Inc.: $26,846
Retail $: 3.6 Bil
Pop per Station: 27,212
#1 Biller: WYNK-AF $2,800,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WYNK-AF	(C)	102/14.6	8.7	14.7	14.8	12.7	13.2	221/2629	1136/26.1	21.3	23.1		12.3	92	1168	WYNK-AF
2. WFMF-F	(CHR)	86/12.4	13.7	10.8	12.3	10.5	12.3	146/2211	1194/27.4	28.7	25.2		14.9	111	1588	WFMF-F
3. KQXL-F	(B)	82/11.8	9.9	11.3	13.5	11.3	11.6	122/1106	864/19.8	16.6	21.3		15.5	116	1129	KQXL-F
4. WXOK	(B)	59/ 8.5	5.7	7.4	8.2	7.8	7.4	65/830	705/16.2	14.8	16.0		8.6	64	1053	WXOK
5. KHOM-F	(O)	47/ 6.8	5.1	5.7	4.2	4.3	5.4	114/1456	574/13.2	12.4	7.3		6.3	47	518	KHOM-F
6. WTGE-F	(AC)	38/ 5.5	4.1	5.1	4.4	7.3	4.8	50/884	615/14.1	12.5	13.2		5.6	42	712	WTGE-F
WNDC	(R/G)	38/ 5.5	5.6	4.2	4.2	2.1	4.9	39/327	295/ 6.8	9.2	1.8		3.2	24	280	WNDC
8. WGGZ-F	(CHR)	34/ 4.9	6.7	7.9	6.9	7.4	6.6	68/1838	874/20.1	20.4	21.3		6.7	50	1091	WGGZ-F
9. WKJN-F	(C)	32/ 4.6	5.4	6.5	6.7	7.0	5.8	69/1120	505/11.6	14.8	14.1		4.4	33	486	WKJN-F
10. WJBO	(N/T)	30/ 4.3	6.3	3.2	4.7	4.8	4.6	33/652	579/13.3	13.6	14.9		2.9	22	425	WJBO
11. WCKW-F	(CL AOR)	24/ 3.5	3.6	4.0	2.9	2.8	3.5	73/1082	433/ 9.9	8.5	8.7		3.1	23	395	WCKW-F
12. KIEZ-F	(EZ)	18/ 2.6	1.6	----	----	----	1.0	19/293	253/ 5.8	2.6	0.0		1.6	12	218	KIEZ-F
13.																
14.																
15.																

12+ FM SHARE (METRO): 76.42% (483 of 632) (WIN 89: 77.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFMF-F>>	1 WFMF-F<	1 WYNK-AF	1 WYNK-AF	1 WYNK-AF	1 WYNK-AF>>	1 WYNK-AF	1 WYNK-AF>	1 WYNK-AF	1 KQXL-F	1 WYNK-F
2 KQXL-F>>	2 KQXL-F	2 KQXL-F	2 KQXL-F	2 KQXL-F	2 WXOK	2 WFMF-F	2 WFMF-F	2 WFMF-F	2 WFMF-F>	2 KQXL-F
3 WGGZ-F>	3 WYNK-AF>	3 WFMF-F>	3 KHOM-F	3 KHOM-F<	3 KHOM-F	3 KQXL-F>	3 WXOK <	3 KQXL-F>	3 WYNK-AF	3 WXOK
4 WXOK	4 WTGE-F	4 WXOK	4 WFMF-F	4 WFMF-F	4 WKJN-F	4 WXOK <	4 KQXL-F	4 KHOM-F<	4 WXOK >	4 WFMF-F
5	5 WGGZ-F<	WTGE-F	5 WTGE-F	5 WXOK	WJBO	5 KHOM-F	5 KHOM-F	5 WGGZ-F	5 WGGZ-F	5
6	6 WXOK	6	6 WXOK	WTGE-F	KQXL-F	6 WKJN-F	6	6 WTGE-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFMF-F	1 WFMF-F	1 WFMF-F	1 WFMF-F<	1 WYNK-AF	1 WYNK-AF	1 KQXL-F	1 KQXL-F	1 WYNK-AF	1 WYNK-AF
2 KQXL-F	2 KQXL-F>	2 KQXL-F	2 WYNK-AF	2 WFMF-F<	2 WFMF-F	2 WYNK-AF	2 WCKW-F	2 KQXL-F>	2 KQXL-F
3 WYNK-AF>	3 WYNK-AF	3 WNDC	3 KQXL-F	3 KQXL-F	KQXL-F>	WFMF-F	WFMF-F	3 WTGE-F<	3 KHOM-F
4 WXOK	4 WXOK	4 KHOM-F	4 WXOK	4 KHOM-F	4 WTGE-F	4 WTGE-F	4 WYNK-AF	4 WFMF-F	4 WTGE-F
5 WGGZ-F>	5 WNDC	WTGE-F	5 KHOM-F	5 WXOK	WGGZ-F>	5 WCKW-F	WTGE-F>	5 KHOM-F	5 WCKW-F
6 WNDC	6 WGGZ-F	6 WXOK	6 WNDC	WNDC	6 KHOM-F>	6 WGGZ-F	6 WJBO >	6	6 WFMF-F

OTHER RATED STATIONS			METRO SHARE/ CUME RTG/ TSA AQH/ TSA CUME
WLUX	1550	Baton Rouge	0.6/1.5/ 4/ 93
WQCK-F	92.7	Clinton	0.4/2.7/ 3/ 129
WTKL	1260	Baton Rouge	1.0/3.0/ 8/ 152
WXLT-F	94.1	McComb	0.7/3.9/ 12/ 299
KDEA-F	99.1	New Iberia	1.7/5.0/ 60/ 820
KSMB-F	94.5	Lafayette	0.4/2.8/ 74/1225
WFPR	1400	Hammond	0.4/0.8/ 5/ 117
WWL	870	New Orleans	0.7/2.0/ 20/ 443

RADIO STATIONS

WJBO, 1150, 5 KW (DA-1) , TALK CBS, TALKNT, $ 24.00 (HNWH) Jenne
WNDC, 910, 1 KW (DA-1) , GOSPEL , $ 10.00 (Republic)
WTKL, 1260, 1 KW (DAYS) , BTFL/EZ , $ 13.00 (---)
WXOK, 1460, 5 KW/1 KW (DA-3) , BLACK NBC, $ 26.00 (Torbet)

KQXL-F, 106.5, 50 KW @ 300, BLACK SBN, ABC F, $ 35.00 (Banner) (NEW ROADS)
WFMF-F, 102.5, 85 KW @ 1200, CHR , $ 56.00 (HNWH) Jenne

WGGZ-F, 98.1, 95 KW @ 1550, CHR RADRAD, ABC C, $ 50.00 (Katz)
WKJN-F, 103.3, 100 KW @ 1045, COUNTRY MBS, $ 44.00 (Christal) (HAMMOND)

WQCK-F, 92.7, 3 KW @ 300, RELIGION , $ 9.00 (---) (CLINTON)
WTGE-F, 100.7, 95 KW @ 690, AC , $ 37.00 (Republic)
WXLT-F, 94.1, 100 KW @ 980, AOR , $ 10.00 (Southern) (MACOMB, MS)
WYNK-F, 101.5, 100 KW @ 1550, COUNTRY ABC E, $ 63.00 (Katz) Narragansett

BIRMINGHAM

Arbitron Rank/Pop (12+): 52/773,000

MSA Rank/Pop: 56/921,000
ADI # 48
Average Person Ratings: 15.6
Market TSL: 20.75 hours

Stations: 23/20
Diaries: 1120/690:1/56.3%
Sample Target: 1100
% Below Line: 2.9
% Not Listed: 8.9

1989 Revenue: $24,500,000
HH Inc.: $23,096
Retail $: 5.7 Bil
Pop per Station: 38,650
#1 Biller: WZZK-AF $6,100,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WZZK-AF (C)	197/16.3	16.2	14.4	18.7	17.5	16.4	337/4035	2358/28.7	30.0	28.6		14.5	167	1959	WZZK-AF
2. WENN-F (B)	142/11.8	12.3	10.6	11.0	10.5	11.4	196/2170	1516/19.6	17.7	19.5		18.5	224	2442	WENN-F
3. WZRR-F (AOR)	110/ 9.1	8.2	8.6	8.2	10.4	8.5	152/1654	1191/15.4	16.3	16.7		10.3	125	1257	WZRR-F
4. WAPI-F (CHR)	105/ 8.7	7.8	8.0	7.3	8.4	7.9	177/2693	1672/21.6	19.3	20.1		13.4	162	2262	WAPI-F
5. WMJJ-F (AC)	100/ 8.3	8.2	11.9	10.4	8.3	9.7	123/1881	1489/19.3	19.1	18.7		6.6	80	1281	WMJJ-F
6. WATV (B)	75/ 6.2	5.1	4.0	4.0	3.7	4.8	75/797	782/10.1	10.7	8.0		3.1	37	724	WATV
7. WKXX-F (CHR)	64/ 5.3	7.0	5.8	7.1	7.3	6.3	80/1869	1406/18.2	18.3	19.5		6.4	77	1911	WKXX-F
8. WERC (N/T)	60/ 5.0	5.2	6.3	5.6	3.6	5.5	61/1067	1032/13.4	13.4	9.4		4.9	59	780	WERC
9. WAPI (BB)	59/ 4.9	4.6	4.2	3.7	4.5	4.3	60/740	705/ 9.1	10.1	8.8		3.9	47	603	WAPI
10. WDJC-F (REL)	38/ 3.1	2.6	3.1	2.8	2.9	2.9	60/1149	683/ 8.8	6.3	7.7		3.1	37	604	WDJC-F
11. WJLD (B)	32/ 2.7	1.6	2.0	1.7	2.8	2.0	35/508	478/ 6.2	5.6	6.5		1.7	20	341	WJLD
12. WAGG (REL)	29/ 2.4	3.8	3.6	2.9	2.7	3.2	29/396	390/ 5.0	7.0	5.9		1.7	20	275	WAGG

12+ FM SHARE (METRO): 70.82% (779 of 1100) (WIN 89: 72.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPI-F	1 WZRR-F	1 WZZK-AF	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>>	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>	1 WENN-F>>	1 WENN-F>
2 WENN-F>>	2 WENN-F	2 WZRR-F	2 WMJJ-F	2 WMJJ-F	2 WMJJ-F	2 WENN-F	2 WZRR-F	2 WENN-F<	2 WAPI-F	2 WATV >
3 WKXX-F	3 WAPI-F	WENN-F	3 WZRR-F	3 WZRR-F	3 WATV <	3 WAPI-F	3 WMJJ-F	3 WZRR-F	3 WZZK-AF	3 WZZK-F>>
4	4 WZZK-AF	4 WMJJ-F	4 WENN-F>	4 WENN-F>	4 WAPI	4 WZRR-F	4 WENN-F	4 WMJJ-F	4 WZRR-F	4 WERC
5	5 WKXX-F	5 WAPI-F>	5 WAPI-F<	5 WAPI-F<	5 WERC	5 WMJJ-F	5 WERC <	WAPI-F>	5 WMJJ-F	5 WMJJ-F<
6	6 WMJJ-F>>	6 WKXX-F	6 WKXX-F	6 WATV <	6 WENN-F	6 WERC	6 WAPI	6 WKXX-F	6 WKXX-F	6 WZRR-F
7	7	7	7	7 WKXX-F	7	7 WATV	7 WAPI-F	7 WAPI	7 WDJC-F	7 WQEN-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WENN-F>	1 WENN-F>	1 WENN-F	1 WZZK-AF	1 WZZK-AF>	1 WAPI-F	1 WZRR-F>>	1 WZRR-F>>	1 WZRR-F<	1 WZZK-AF>
2 WAPI-F>	2 WAPI-F<	2 WZZK-AF	WENN-F	2 WMJJ-F	2 WZRR-F>	2 WENN-F	2 WZZK-AF>	2 WZZK-AF>	2 WZRR-F
3 WZRR-F>	3 WZRR-F	3 WKXX-F	3 WMJJ-F>	3 WENN-F>	3 WENN-F	WAPI-F<	3 WENN-F	3 WMJJ-F	3 WMJJ-F
4 WMJJ-F	4 WKXX-F<	4 WZRR-F	4 WAPI-F	4 WZRR-F	4 WKXX-F>>	4 WZZK-AF	4 WMJJ-F>	WENN-F	4 WENN-F
5 WKXX-F>>	5 WZZK-AF	WMJJ-F	5 WZRR-F	5 WKXX-F	5 WZZK-AF	5 WKXX-F	5 WKXX-F	5 WAPI-F>	5 WERC
6	WMJJ-F>>	6 WAPI-F>	6 WKXX-F>	6 WATV <	6	6 WMJJ-F	6	6 WERC	6
7	7	7 WAGG	7 WATV	7 WAPI-F	7	7	7	7 WKXX-F	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WAYE	1220	Birmingham	0.5/2.2/ 6/ 173
WCRL	1570	Oneonta	0.4/1.1/ 5/ 104
WCRT	1260	Birmingham	0.8/2.4/ 10/ 187
WFFN-F	92.9	Cordova	0.5/1.2/ 6/ 92
WFHK	1430	Pell City	1.1/0.7/ 13/ 52
WVOK	690	Birmingham	0.7/5.2/ 13/ 575
WYDE	850	Birmingham	0.4/2.4/ 6/ 202
WQEN-F	103.7	Gadsden/Anstn	0.4/1.4/ 62/1005
WRSA-F	96.9	Decatur/Hntsvle	0.6/1.1/ 34/ 462
WZBQ-F	102.5	Jasper	1.9/6.2/ 91/1235

RADIO STATIONS

WAGG,	1320,	5 KW	, GOSPEL	SBN,	$ 30.00	(HNWH)	
WAPI,	1070,	50 KW/5 KW (DA-N)	, NOSTALGIA	NBC,	$ 29.00	(Christal)	Dittman
WATV,	900,	1 KW	, BLACK	ABC E,	$ 30.00	(Roslin)	
WAYE,	1220,	1 KW (DAYS)	, RELIGION	,	$ 15.00	(---)	Willis
WCRT,	1260,	5 KW/41 W	, OLDIES	CNN, TRNSTR,	$ 16.00	(Banner)	
WERC,	960,	5 KW (DA-N)	, NEWS/TALK	,	$ 40.00	(Mc-Guild)	Sungroup
WJLD,	1400,	1 KW	, BLACK	MBC, SBN,	$ 21.00	(---)	
WVOK,	690,	50 KW/30 W	, COUNTRY	CBS,	$ 17.00	(Republic)	Dick
WZZK,	610,	5 KW/1 KW (DA-N)	, SIMULCAST WITH WZZK-F				
WAPI-F,	94.5,	98 KW @ 1214,	CHR	ABC C,	$ 80.00	(Christal)	Dittman
WDJC-F,	93.7,	99 KW @ 984,	RELIGION	,	$ 22.00	(---)	Crawford
WENN-F,	107.7,	100 KW @ 640,	BLACK	SBN,	$ 57.00	(HNWH)	
WKXX-F,	106.9,	99 KW @ 1114,	CHR	ABC D,	$ 59.00	(Mc-Guild)	Sungroup
WMJJ-F,	96.5,	100 KW @ 1026,	AC	,	$ 107.00	(Banner)	Capitol-Johnson
WZRR-F,	99.5,	100 KW @ 869,	CLASSIC AOR	,	$ 50.00	(Republic)	Dick
WZZK-F,	104.7,	100 KW @ 1300,	COUNTRY	,	$ 130.00	(Katz)	NewCity

BOSTON

Arbitron Rank/Pop (12+): 8/3,184,100
MSA Rank/Pop: 6/3,719,500
ADI # 6
Average Person Ratings: 18.6
Market TSL: 24.25 hours

Stations: 36/30
Diaries: 2429/1311:1/50.1%
Sample Target: 2190
% Below Line: 3.8
% Not Listed: 11.8

1989 Revenue: $111,800,000
HH Inc.: $35,763
Retail $: 34.9 Bil
Pop per Station: 106,136
#1 Biller: WXKS-F $15,200,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1.	WRKO	(T)	460/ 7.8	6.6	6.6	6.5	7.7	6.9	595/5755	4634/14.6	13.8	13.8		5.4	292	3208	WRKO
2.	WBZ	(MOR)	433/ 7.3	5.9	5.4	5.9	6.6	6.1	593/7958	5324/16.7	15.4	17.3		6.9	371	4011	WBZ
3.	WZOU-F	(CHR)	418/ 7.1	5.5	5.6	6.6	5.7	6.2	531/8574	6320/19.8	18.2	17.7		7.3	397	5758	WZOU-F
4.	WXKS-F	(CHR)	352/ 5.9	6.2	8.0	7.7	7.1	6.9	412/7004	5754/18.1	18.5	18.4		7.0	380	6422	WXKS-F
5.	WJIB-F	(EZ)	283/ 4.8	5.1	5.2	6.3	5.4	5.3	380/5178	3673/11.5	12.2	13.4		5.1	276	2623	WJIB-F
6.	WBCN-F	(AOR)	274/ 4.6	5.3	5.5	5.8	5.1	5.3	361/6369	4367/13.7	14.8	14.5		6.8	367	3314	WBCN-F
7.	WHDH	(T)	271/ 4.6	4.7	4.4	4.6	4.4	4.6	306/4401	3699/11.6	14.7	12.5		4.9	267	3179	WHDH
8.	WSSH-F	(SAC)	255/ 4.3	3.5	4.6	3.9	4.3	4.1	365/5552	3855/12.1	10.4	10.6		4.1	222	2569	WSSH-F
9.	WODS-F	(O)	244/ 4.1	5.1	4.8	3.7	4.7	4.4	378/6295	4235/13.3	14.3	14.3		3.3	181	3348	WODS-F
10.	WEEI	(N)	243/ 4.1	4.5	3.8	3.6	4.0	4.0	268/5053	4361/13.7	15.0	14.5		4.0	218	3813	WEEI
11.	WMJX-F	(AC)	241/ 4.1	4.6	4.5	4.7	3.7	4.5	284/5202	4369/13.7	14.2	12.2		5.2	283	2903	WMJX-F
12.	WROR-F	(AC)	216/ 3.7	2.2	2.8	3.0	3.1	2.9	248/4752	3588/11.3	9.9	11.5		3.0	161	2818	WROR-F
13.	WZLX-F	(CL AOR)	177/ 3.0	3.1	3.5	3.6	4.2	3.3	262/4062	2977/ 9.3	10.6	12.4		2.9	158	2551	WZLX-F
14.	WILD	(B)	170/ 2.9	2.5	2.1	2.1	2.4	2.4	173/946	910/ 2.9	3.1	2.7		1.1	62	980	WILD
15.	WVBF-F	(AC)	141/ 2.4	2.3	2.4	2.4	2.4	2.4	179/3491	2803/ 8.8	6.9	8.8		2.5	133	2060	WVBF-F
16.	WBOS-F	(AOR)	116/ 2.0	1.6	2.2	1.3	2.4	1.8	167/2584	1813/ 5.7	5.7	6.9		1.5	82	1477	WBOS-F
17.	WCGY-F	(AOR)	105/ 1.8	1.9	1.9	1.4	1.9	1.8	149/2764	1892/ 5.9	5.4	5.3		2.1	112	1765	WCGY-F
18.	WCRB-F	(CL)	101/ 1.7	2.1	1.7	1.9	2.5	1.9	155/2675	1808/ 5.7	6.7	6.8		1.9	105	1696	WCRB-F
19.	WXKS	(BB)	98/ 1.7	1.4	2.1	2.1	1.0	1.8	98/856	844/ 2.7	3.4	2.9		1.1	59	438	WXKS
20.	WFNX-F	(AOR)	92/ 1.6	1.9	1.9	2.2	1.8	1.9	97/1428	1296/ 4.1	5.2	5.2		1.5	82	1748	WFNX-F
21.	WAAF-F	(AOR)	86/ 1.5	1.8	1.2	0.9	1.5	1.4	235/3921	1638/ 5.1	6.7	6.6		3.7	201	3314	WAAF-F
22.	WPLM-F	(BB)	62/ 1.0	2.1	1.2	1.9	0.8	1.5	160/2539	1330/ 4.2	4.2	2.9		0.3	15	265	WPLM-F
23.																	
24.																	
25.																	

12+ FM SHARE (METRO): 63.70% (3324 of 5218) (WIN 89: 65.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F>>	1 WXKS-F	1 WXKS-F	1 WODS-F	1 WODS-F	1 WRKO	1 WBZ	1 WRKO >	1 WRKO	1 WBZ	1 WBZ
2 WXKS-F	2 WBCN-F	2 WBCN-F	2 WBCN-F<	2 WRKO <	2 WBZ >	2 WRKO >	2 WJIB-F	2 WZOU-F	2 WZOU-F	2 WHDH
3	3 WZOU-F>	3 WZOU-F	3 WXKS-F	3 WMJX-F	3 WJIB-F<	3 WEEI <	3 WSSH-F	3 WXKS-F	3 WHDH	3 WRKO
4	4 WZLX-F	4 WODS-F<	4 WROR-F<	WBCN-F<	4 WHDH	4 WXKS-F	4 WXKS-F<	4 WJIB-F	4 WXKS-F	4 WMJX-F
5	5 WMJX-F	5 WMJX-F<	5 WMJX-F	5 WXKS-F	5 WEEI	5 WZOU-F	5 WBCN-F<	WBCN-F	5 WMJX-F	5 WEEI
6	6 WROR-F	6 WROR-F	6 WRKO	WROR-F	6 WSSH-F	6 WBCN-F<	6 WZOU-F	6 WODS-F	6	6
7	7 WILD <	7 WZLX-F	7 WZOU-F	WBZ <	7 WODS-F	7 WHDH	7 WODS-F	WBZ	7	7
8	8 WCGY-F	8 WRKO	8 WZLX-F	8 WSSH-F	8	8 WROR-F	8 WBZ	8 WHDH	8	8
9	9	9	9	9	9	9	9	9 WSSH-F	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXKS-F	1 WXKS-F	1 WZOU-F	1 WXKS-F	1 WMJX-F<	1 WBCN-F>	1 WBCN-F>	1 WBCN-F	1 WBCN-F>	1 WRKO
2 WZOU-F>>	2 WZOU-F>	2 WXKS-F	2 WZOU-F	2 WSSH-F	2 WXKS-F<	2 WXKS-F<	2 WZLX-F	2 WZLX-F	WODS-F
3 WBCN-F	3 WBCN-F	3 WBCN-F	3 WMJX-F	3 WODS-F	3 WZOU-F	3 WZLX-F>	3 WXKS-F>	WXKS-F	3 WBCN-F
4 WMJX-F	4 WMJX-F	4 WMJX-F	4 WROR-F	4 WXKS-F	4 WAAF-F	4 WZOU-F>	4 WFNX-F	4 WODS-F	4 WZLX-F
5 WILD >	5 WILD >	WILD	WODS-F<	WROR-F<	5 WCGY-F	5 WAAF-F<	5 WZOU-F	5 WRKO	5 WBZ <
6 WZLX-F	6 WROR-F	6 WROR-F	6 WBCN-F<	6 WZOU-F<	6 WZLX-F>	6 WCGY-F	WODS-F	6 WROR-F	6 WXKS-F<
WSSH-F	7 WVBF-F	WBOS-F<	7 WSSH-F<	7 WBZ	7 WROR-F	7 WROR-F	7 WROR-F	7 WZOU-F	7 WROR-F
8 WCGY-F	8 WZLX-F	8 WVBF-F	8 WILD	8 WJIB-F	8 WMJX-F	8	8 WMJX-F	8 WMJX-F	8 WHDH
9	9	9	9	9	9	9	9	9	9
	10	10	10	10	10	10	10	10	10

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WBET	1460	Brokton	0.4/0.8/ 28/ 331
WBOQ-F	104.9	Gloucester	0.3/1.1/ 22/ 368
WCAP	980	Lowell	0.3/1.1/ 19/ 387
WCCM	800	Lawrence	0.3/0.7/ 20/ 265
WESX	1230	Salem	0.5/1.0/ 31/ 334
WEZE	1260	Boston	0.4/1.3/ 27/ 547
WJDA	1300	Quincy	0.8/1.1/ 45/ 358
WKKU	1510	Boston	0.5/1.6/ 32/ 585
WROL	950	Boston	0.5/1.8/ 30/ 610
WCTK-F	98.1	New Bedford	0.4/1.0/130/1596
WHJY-F	94.1	Providence	0.7/1.8/288/3009
WHOB-F	106.3	Nashua	0.3/1.6/ 56/1221
WOKQ-F	97.5	Dover/Portsmth	0.4/1.4/199/2511
WXLO-F	104.5	Fitchbrg/Worcst	0.6/2.0/127/2049

RADIO STATIONS

AM STATIONS

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WBZ ,  1030,  50 KW (DA-1)     , MOR                     NBC, $ 230.00 (Group W)      Westinghouse
WEEI,   590,   5 KW (DA-1)     , NEWS                    CBS, $ 135.00 (CBS)
WHDH,   850,  50 KW (DA-2)     , TALK             NBC,TLKNT, $ 173.00 (Durpetti)
WILD,  1090,   5 KW (DAYS)     , BLACK                   SBN, $  42.00 (Roslin)

WMEX,  1150,   5 KW (DA-2)     , OLDIES                ABC E, $  35.00 (Mc-Guild)     Greater Media
WRKO,   680,  50 KW (DA-2)     , TALK                    MBS, $ 180.00 (Republic)     Atlantic Ventures
WROL,   950,   5 KW (DAYS)     , RELIGION                   , $  21.00 (---)
WXKS,  1430,   5 KW/1 KW(DA-N), NOSTALGIA                   , $   N/A  (MMR)          Pyramid
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FM STATIONS

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WBCN,  104.1,  19 KW @  742, AOR                            , $ 345.00 (Torbet)       Infinity
WBOS,   92.9,  17 KW @  860, CL.AOR/VARIOUS              NBC, $  90.00 (Katz)         Ackerly
WCGY,   93.7,  50 KW @  430, CLASSIC AOR                    , $  65.00 (K & P)        Curt Gowdy
WCRB,  102.5,  15 KW @  920, CLASSICAL                      , $  95.00 (CMBS)
WFNX,  101.7,  1.6 KW @ 465, AOR                            , $  69.00 (---)
WJIB,   96.9,  12 KW @ 1010, BTFL/EZ                        , $ 110.00 (Mc-Guild)     Emmis
WMJX,  106.7,  12 KW @  720, AC                             , $ 142.00 (Mc-Guild)     Greater Media

WODS,  103.3,  16 KW @  890, OLDIES                   RADRAD, $ 140.00 (CBS)          CBS
WPLM,   99.1,  50 KW @  430, NOSTALGIA                      , $  42.00 (---)                    (PLYMOUTH)
WROR,   98.5,   8 KW @ 1191, AC                         US 1, $ 165.00 (Republic)     Atlantic Ventures
WSSH,   99.5,  32 KW @  600, SOFT AC                        , $ 190.00 (HNWH)         Noble
WVBF,  105.7,  14 KW @  954, AC                             , $ 130.00 (Banner)       Fairbanks
WXKS,  107.9,  24 KW @  719, CHR                            , $ 300.00 (MMR)          Pyramid
WZLX,  100.7,  50 KW @  500, CLASSIC AOR                    , $ 150.00 (Christal)     Cook Inlet
WZOU,   94.5,   8 KW @ 1050, CHR                            , $ 165.00 (Eastman)      Ardman
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BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 39/992,000

MSA Rank/Pop: 54 Buffalo) 1,180,000
(197 Niagara Falls) ADI # 38
Average Person Ratings: 18.5
Market TSL: 24.00 hours

Stations: 25/21
Diaries: 1318/753.1/59.4%
Sample Target: 1290
% Below Line: 3.1
% Not Listed: 10.0

1989 Revenue: $28,100,000
HH Inc.: $27,650
Retail $: 7.9 Bil
Pop per Station: 47,238
#1 Biller: WBEN $4,700,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WJYE-F (SAC)	162/ 8.8	7.9	9.1	11.2	9.3	9.3	173/2003	1896/19.1	18.4	22.5		6.5	114	1724	WJYE-F
2. WBUF-F (AC)	158/ 8.6	5.4	6.3	8.6	6.8	7.2	177/1872	1626/16.4	12.3	18.1		6.4	112	1140	WBUF-F
3. WYRK-F (C)	151/ 8.2	8.8	8.8	8.5	10.0	8.6	192/1932	1544/15.6	16.2	18.4		8.1	142	1434	WYRK-F
4. WKSE-F (CHR)	149/ 8.1	9.1	11.3	9.5	11.0	9.5	163/2683	2393/24.1	24.4	26.5		11.3	199	3398	WKSE-F
5. WBEN (MOR)	144/ 7.8	10.7	6.8	7.9	9.1	8.3	155/2530	2330/23.5	31.2	26.2		9.8	172	2195	WBEN
6. WGR -F (AOR)	142/ 7.7	9.1	7.6	9.4	7.4	8.4	166/2081	1787/18.0	17.2	15.3		7.0	124	1524	WGR -F
7. WBLK-F (B)	140/ 7.6	4.7	6.6	5.7	4.8	6.1	141/1149	1136/11.5	10.1	10.4		5.5	97	1684	WBLK-F
8. WMJQ-F (CHR)	121/ 6.6	5.1	5.9	4.2	4.5	5.4	220/3288	2180/22.0	19.1	15.0		8.0	141	1975	WMJQ-F
9. WHTT-F (O)	100/ 5.4	6.1	6.0	5.2	5.2	5.7	121/1831	1629/16.4	17.3	13.9		7.2	127	1483	WHTT-F
10. WECK (BB)	71/ 3.9	3.2	3.8	5.8	5.7	4.2	74/895	855/ 8.6	7.1	9.3		4.0	71	726	WECK
11. WUFX-F (CL AOR)	67/ 3.6	4.9	4.4	2.9	3.7	4.0	74/1369	1234/12.4	14.2	11.5		6.0	106	1599	WUFX-F
12. WGR (N/T)	56/ 3.0	3.5	4.0	1.6	4.2	3.0	71/1254	1026/10.3	11.7	11.5		1.8	32	722	WGR
13. CJFT (MOR)	33/ 1.8	1.6	1.2	1.1	0.4	1.4	34/381	374/ 3.8	2.6	1.9					CJFT
14. WGKT (AC)	23/ 1.3	0.8	0.9	1.3	1.2	1.1	23/292	292/ 2.9	3.1	5.3		0.6	11	209	WGKT
WBMW-F (J/NAC)	23/ 1.3	1.3	1.4	0.6	1.1	1.1	28/509	412/ 4.2	3.9	2.9		1.3	23	685	WBMW-F

12+ FM SHARE (METRO): 76.10% (1258 of 1653) (WIN 89: 72.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSE-F	1 WGR -F	1 WGR -F	1 WBUF-F	1 WBUF-F	1 WBEN	1 WBEN >	1 WJYE-F	1 WBUF-F	1 WBEN	1 WBEN >>
2 WMJQ-F>>	2 WKSE-F	2 WBLK-F<	2 WJYE-F<	2 WJYE-F	2 WJYE-F<	2 WBUF-F<	2 WBUF-F	2 WKSE-F	2 WBLK-F<	2 WGR -F
3 WBLK-F>	3 WBLK-F	3 WKSE-F<	3 WHTT-F	3 WHTT-F	3 WYRK-F<	3 WKSE-F	3 WGR-F	3 WGR-F	3 WKSE-F>	3 WBLK-F
4 WGR -F	4 WMJQ-F	4 WBUF-F	4 WGR -F<	4 WBLK-F<	4 WBUF-F>	4 WYRK-F	WYRK-F	4 WKSE-F	4 WMJQ-F	4 WYRK-F
5	5 WUFX-F	5 WJYE-F	5 WBLK-F	5 WYRK-F	5 WECK	5 WMJQ-F	5 WHTT-F	5 WYRK-F	5 WJYE-F<	5 WHTT-F
6	6 WBUF-F	6 WHTT-F	6 WYRK-F	6 WGR -F	6 WHTT-F	WGR -F<	6 WBLK-F	6 WBLK-F	6 WGR -F	6
7	7 WJYE-F	7 WMJQ-F	7 WKSE-F	7 WKSE-F	7	7 WBLK-F	7 WKSE-F	7 WMJQ-F	7 WYRK-F>	7
8	8 WHTT-F	8	8 WMJQ-F	8	8	8	8 WMJQ-F	8	8 WUFX-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLK-F	1 WKSE-F	1 WKSE-F	1 WBLK-F	1 WBUF-F	1 WGR -F>>	1 WGR -F>>	1 WGR -F>	1 WGR -F>	1 WHTT-F
2 WKSE-F>	2 WBLK-F>	2 WBUF-F	2 WKSE-F<	2 WJYE-F	2 WKSE-F	2 WUFX-F	2 WBLK-F<	2 WUFX-F	2 WGR -F
3 WGR -F	3 WGR -F	3 WHTT-F	3 WJYE-F<	3 WBLK-F	3 WMJQ-F>	WMJQ-F	3 WUFX-F>	3 WHTT-F	3 WYRK-F
4 WMJQ-F>	WBUF-F	4 WJYE-F	4 WBUF-F>	4 WKSE-F	4 WUFX-F	4 WKSE-F	4 WMJQ-F	4 WMJQ-F	4 WBUF-F
5 WBUF-F	5 WMJQ-F	5 WBLK-F	5 WHTT-F	5 WHTT-F<	5 WBLK-F>>	WBLK-F	5 WJYE-F	5 WYRK-F<	5 WUFX-F
6 WJYE-F	6 WHTT-F	6 WMJQ-F	6 WMJQ-F<	6 WYRK-F	6 WBUF-F	6	6 WYRK-F	6 WKSE-F	6 WJYE-F
WHTT-F	7 WJYE-F	WGR -F	7 WGR -F	7 WMJQ-F	7 WYRK-F>	7	WKSE-F	WBUF-F	7 WBEN <
8	8	8 WYRK-F>	8 WYRK-F	8	8	8	8 WHTT-F	8	8 WBLK-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WDCX-F	99.5	Buffalo	1.1/3.3/ 23/ 416
WHTT	1120	Buffalo	0.4/1.8/ 7/ 191
WJJL	1440	Niagara Falls	0.6/1.2/ 11/ 121
WLVL	1340	Lockport	0.5/1.7/ 9/ 171
WUFO	1080	Amherst	0.4/1.4/ 8/ 139
WWKB	1520	Buffalo	1.0/4.4/ 22/ 521
WXRL	1300	Lancaster/Buffl	0.8/3.9/ 17/ 447
CFNY-F	102.1	Brampton ON	0.7/2.6/ 12/ 281
CHTZ-F	97.7	St. Catharines	0.4/3.1/ 7/ 304
CHUM-F	104.5	Toronto	0.3/1.8/ 7/ 213

AM STATIONS

WBEN, 930, 5 KW (DA-N) , MOR CBS, $ 80.00 (Eastman)
WECK, 1230, 1 KW , NOSTALGIA CBS, $ 31.00 (Roslin)
WGKT, 1400, 1 KW , OLDIES , $ 20.00 (CBS) Metroplex
WGR , 550, 5 KW (DA-N) , NEWS/TALK ABC E, $ 42.00 (Katz)
WUFO, 1080, 1 KW (DAYS) , BLACK SBN, $ 16.00 (---)
WWKB, 1520, 50 KW (DA-1) , BUSINESS NEWS , $ 40.00 (HNWH) Price

FM STATIONS

WBLK, 93.7, 50 KW @ 400, BLACK RADRAD, $ 40.00 (Durpetti)
WBMW, 107.7, 13 KW @ 650, JAZZ/NAC SMN, US 1, $ 38.00 (Torbet) (WETHERSFIELD)
WBUF, 92.9, 91 KW @ 580, AC , $ 90.00 (Mc-Guild) Lincoln
WDCX, 99.5, 110 KW @ 640, RELIGION , $ 21.00 (---) Crawford
WGR , 96.9, 13 KW @ 890, AOR , $ 66.00 (Katz)
WHTT, 104.1, 50 KW @ 500, OLDIES , $ 62.00 (MMR) Pyramid
WJYE, 96.1, 50 KW @ 480, EZ/SOFT AC , $ 64.00 (Christal) Williams
WKSE, 98.5, 45 KW @ 380, CHR ABC R, $ 66.00 (HNWH) Price
WMJQ, 102.5, 105 KW @ 1347, CHR SOURCE, $ 50.00 (Eastman)
WUFX, 103.3, 49 KW @ 340, CLASSIC AOR RADRAD, $ 47.00 (CBS) Metroplex
WYRK, 106.5, 50 KW @ 390, COUNTRY , $ 70.00 (Mc-Guild) Stoner

CHARLOTTE

Arbitron Rank/Pop (12+): 41/930,900

MSA Rank/Pop: 44/1,092,800
ADI # 31
Average Person Ratings: 17.6
Market TSL: 22.75 hours

Stations: 26/19
Diaries: 1318/706:1/54.8%
Sample Target: 1190
% Below Line: 4.7
% Not Listed: 12.6

1989 Revenue: $32,900,000
HH Inc.: $27,430
Retail $: 9.0 Bil
Pop per Station: 48,994
#1 Biller: WSOC-AF $6,000,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1.	WSOC-F	(C)	218/13.3	15.4	9.1	14.4	12.7	13.1	372/3886	2245/24.1	27.9	23.8		0.6	10	289	WSOC-F
2.	WPEG-F	(B)	152/ 9.3	9.5	11.4	10.6	10.7	10.2	212/2086	1608/17.3	14.9	16.3		14.7	249	1916	WPEG-F
3.	WCKZ-F	(CHR)	151/ 9.2	8.0	8.7	8.5	8.2	8.6	258/3451	2069/22.2	18.3	18.1		12.2	206	2255	WCKZ-F
4.	WRFX-F	(CL AOR)	115/ 7.0	7.9	7.5	7.2	7.3	7.4	151/1899	1409/15.1	17.1	14.5		8.4	142	1642	WRFX-F
5.	WEZC-F	(AC)	111/ 6.8	5.5	6.0	5.3	5.8	5.9	165/1988	1300/14.0	13.1	10.3		3.5	60	1003	WEZC-F
6.	WBT	(MOR)	109/ 6.7	9.0	5.6	7.2	5.8	7.1	120/1777	1496/16.1	17.8	14.4		4.5	77	1170	WBT
7.	WMXC-F	(AC)	93/ 5.7	6.3	6.6	7.2	5.7	6.4	115/1625	1237/13.3	15.0	13.8		4.7	79	1157	WMXC-F
8.	WTDR-F	(C)	86/ 5.3	4.8	4.5	3.6	3.9	4.6	169/1805	916/ 9.8	11.2	11.8		5.3	89	789	WTDR-F
9.	WBT -F	(AC)	79/ 4.8	4.8	3.8	3.8	5.0	4.3	150/2567	1411/15.2	14.7	16.2		4.1	69	1237	WBT -F
10.	WWMG-F	(O)	76/ 4.7	4.8	4.5	3.6	3.9	4.4	120/1757	1106/11.9	11.2	11.8		4.3	72	832	WWMG-F
11.	WZZG-F	(CHR)	62/ 3.8	4.3	5.6	4.9	5.3	4.7	109/1791	1017/10.9	12.8	15.8		5.0	85	1488	WZZG-F
12.	WGSP	(REL)	28/ 1.7	0.4	1.0	1.0	0.6	1.0	28/175	175/ 1.9	1.3	1.0					WGSP

12+ FM SHARE (METRO): 87.54% (1250 of 1428) (WIN 89: 87.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCKZ-F>>	1 WRFX-F	1 WSOC-F<	1 WSOC-F	1 WSOC-F	1 WSOC-F>	1 WSOC-F>	1 WSOC-F>	1 WSOC-F>	1 WPEG-F	1 WPEG-F
2 WPEG-F	2 WCKZ-F<	2 WPEG-F<	2 WRFX-F	2 WPEG-F<	2 WBT	2 WRFX-F	2 WEZC-F	2 WCKZ-F>	2 WCKZ-F>	2 WSOC-F
3	3 WPEG-F>	3 WRFX-F<	WPEG-F>	3 WRFX-F	3 WEZC-F>	3 WPEG-F<	3 WCKZ-F	3 WRFX-F	3 WBT	WMXC-F
4	4 WSOC-F	4 WCKZ-F>	4 WWMG-F<	4 WEZC-F	4 WTDR-F	4 WCKZ-F	4 WRFX-F	WPEG-F	4 WSOC-F>	4 WRFX-F
5	5 WZZG-F<	5 WMXC-F	5 WEZC-F	5 WWMG-F	5 WPEG-F	5 WBT	5 WBT	5 WEZC-F	5 WBT -F	5 WBT
6	6 WMXC-F	WEZC-F<	6 WCKZ-F<	WMXC-F	6 WMXC-F	6 WMXC-F<	6 WPEG-F	6 WMMG-F	6	6
7	7	7 WWMG-F	7 WMXC-F	7 WCKZ-F	7	7 WEZC-F	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPEG-F	1 WCKZ-F	1 WPEG-F	1 WCKZ-F	1 WSOC-F>	1 WZZG-F>	1 WRFX-F>	1 WRFX-F>	1 WRFX-F>	1 WRFX-F
2 WCKZ-F	2 WPEG-F	2 WMXC-F	2 WSOC-F	2 WPEG-F	2 WCKZ-F>	2 WPEG-F	2 WPEG-F>>	2 WSOC-F<	2 WSOC-F
3 WSOC-F	3 WSOC-F	3 WSOC-F	3 WPEG-F	WMXC-F<	3 WXRC-F	3 WZZG-F	3 WSOC-F	3 WPEG-F>	3 WPEG-F>
WRFX-F	WMXC-F	4 WCKZ-F<	4 WMXC-F<	4 WEZC-F	WRFX-F	4 WCKZ-F>	4 WCKZ-F	4 WCKZ-F	4 WWMG-F
5 WTDR-F	5 WRFX-F	5 WWMG-F	5 WEZC-F	5 WBT -F<	5 WPEG-F	5 WSOC-F	5 WWMG-F>	5 WWMG-F<	WEZC-F
6 WZZG-F	6 WTDR-F	6 WRFX-F	6 WBT -F	6 WCKZ-F	WMXC-F	6	6 WZZG-F	6 WZZG-F	6 WBT
7 WEZC-F	7 WEZC-F	7 WBT -F	7	7 WWMG-F	7 WBT -F	7	WEZC-F	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME				
WGIV	1600	Charlotte	0.8/3.4/ 13/ 317	WFGW	1010	Black Mountain	
WHVN	1240	Charlotte	0.3/1.9/ 5/ 175	WFMX-F	105.7	Statesville	0.9/2.3/ 42/ 764
WLON	1050	Lincolnton	0.7/1.3/ 15/ 157	WKRR-F	92.3	Asheboro	0.4/1.8/ 55/ 675
WRDX-F	106.5	Salisbury/Chrlt	1.3/3.3/ 32/ 455	WMIT-F	106.9	Black Mountain	0.7/3.3/ 50/ 951
WRHI	1340	Rock Hill	0.4/0.8/ 6/ 84	WMQX-F	93.1	Winston-Salem	0.3/0.7/ 22/ 359
WROQ-F	95.1	Charlotte	0.6/2.3/ 10/ 247	WSPA-F	98.9	Spartanburg	0.9/2.5/ 37/ 500
WSAT	1280	Salisbury	0.3/0.7/ 5/ 69	WWDM-F	101.3	Sumter	0.4/1.7/ 22/ 401
				WXRC-F	95.7	Hickory	1.2/4.8/ 56/ 886

RADIO STATIONS

AM STATIONS

WBT , 1110, 50 KW (DA-N)	, MOR	NBC, $ 78.00	(Banner)	Jeff-Pilot	
WGIV, 1600, 1 KW (DA-2)	, BLACK	NBN, $ 25.00	(HNWH)	Broadcasting Partners	

FM STATIONS

WBT -F, 107.9, 97 KW @ 1962,	AC	, $ 55.00	(Banner)	Jeff-Pilot	
WCKZ-F, 101.9, 100 KW @ 1000,	CHR/URBAN	US 2, $ 45.00	(Durpetti)	Beasley	
WEZK-F, 102.9, 100 KW @ 1545,	BTFL/EZ	, $ 42.00	(CBS)	Keymarket	(HICKORY)
WTDR-F, 96.9 100 KW @ 1554,	COUNTRY	ABC E, $ 58.00	(Republic)	Trumper	(STATESVILLE)
WMXC-F, 104.7, 100 KW @ 1230,	AC	, $ 95.00	(MMR)	EZ	
WPEG-F, 97.9, 50 KW @ 400,	BLACK	RADRAD, $ 64.00	(HNWH)	Broadcasting Part.	(CONCORD)
WRFX-F, 99.7, 100 KW @ 1044,	AOR	, $ 80.00	(Mc-Guild)	Pyramid	(KANNAPOLIS)
WZZG-F, 95.1, 100 KW @ 1000,	CHR	US 1, $ 50.00	(Republic)		
WSOC-F, 103.7, 100 KW @ 1003,	AC	, $ 106.00	(Christal)	Cox	
WWMG-F, 96.1, 100 KW @ 1738,	OLDIES	, $ 51.00	(Eastman)	Voyager	(SHELBY)
WXRC-F, 95.7, 100 K2 @ 1276,	AOR	ABC R, $ 25.00	(---)		(HICKORY)

MISCELLANEOUS COMMENTS: WAES-A changes calls to WROQ-A in January...WLVK-F changes calls to WTDR-F as of March...WROQ-F changes calls to WZZG-F in January.

CHATTANOOGA

Arbitron Rank/Pop (12+): 96/360,500
MSA Rank/Pop: 110/427,200
ADI # 84
Average Person Ratings: 17.1
Market TSL: 22.25 hours

Stations: 18/18
Diaries: 808/446:1/54.2%
Sample Target: 760
% Below Line: 0.0
% Not Listed: 15.6

1989 Revenue: $12,400,000
HH Inc.: $23,680
Retail $: 3.1 Bil
Pop per Station: 20,027
#1 Biller: WSKZ-F $2,600,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WSKZ-F	(CHR)	80/13.0	17.3	18.0	19.2	15.0	16.9	174/2130	1036/28.7	31.3	32.0		17.9	118	1248	WSKZ-F
2. WUSY-F	(C)	79/12.8	12.9	12.2	12.6	12.9	12.6	191/1853	885/24.5	27.2	21.1		13.4	88	833	WUSY-F
3. WDEF-F	(EZ)	58/ 9.4	11.9	9.6	10.3	12.9	10.3	73/1040	785/21.8	24.5	23.5		8.8	58	723	WDEF-F
4. WLMX-F	(AC)	48/ 7.8	6.8	10.0	10.5	12.4	8.8	55/863	712/19.8	18.3	23.1		7.3	48	616	WLMX-F
WJTT-F	(B)	48/ 7.8	8.4	6.9	7.9	8.2	7.8	62/533	451/12.5	11.0	13.0		12.4	82	529	WJTT-F
6. WDOD-F	(C)	47/ 7.6	9.6	8.0	9.4	8.5	8.6	69/978	642/17.8	23.9	17.9		7.7	51	571	WDOD-F
7. WFXS-F	(CL AOR)	36/ 5.8	3.0	2.1	1.1	2.7	3.0	46/476	354/ 9.8	9.8	8.7		7.1	47	585	WFXS-F
8. WNOO	(B)	28/ 4.5	6.1	4.5	3.4	3.1	4.6	28/270	270/ 7.5	6.9	7.4		3.2	21	290	WNOO
9. WSGC-F	(O)	21/ 3.4	1.0	3.7	3.6	0.7	2.9	24/423	344/ 9.5	5.5	2.4		2.1	14	251	WSGC-F
10. WDOD	(C)	19/ 3.1	2.3	1.9	2.3	2.2	2.4	23/335	299/ 8.3	8.0	6.9		1.1	7	286	WDOD
11. WDEF	(MOR)	18/ 2.9	3.1	2.2	3.8	4.4	3.0	19/327	307/ 8.5	10.2	10.9		2.7	18	277	WDEF

12+ FM SHARE (METRO): 81.19% (423 of 521) (WIN 89: 84.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSKZ-F>>	1 WSKZ-F>	1 WSKZ-F	1 WSKZ-F<	1 WUSY-F	1 WDEF-F	1 WSKZ-F	1 WUSY-F	1 WSKZ-F	1 WSKZ-F	1 WUSY-F
2 WJTT-F	2 WFXS-F	2 WUSY-F	2 WUSY-F	2 WSKZ-F	2 WUSY-F	2 WDEF-F<	2 WLMX-F<	2 WUSY-F	2 WJTT-F	2 WJTT-F>
3	3 WUSY-F	3 WLMX-F	3 WLMX-F	3 WLMX-F	3 WDOD-F	3 WUSY-F>	3 WSKZ-F	3 WLMX-F>	3 WUSY-F	3 WSKZ-F
4	WLMX-F	4 WJTT-F	4 WDOD-F<	4 WDOD-F<	4	4 WDOD-F	4 WDEF-F	4 WJTT-F	4 WDOD-F	4
5	5 WJTT-F	WFXS-F	5 WJTT-F	5 WJTT-F	5	5 WLMX-F	5 WFXS-F	WDEF-F	5 WDEF-F	5
6	6	6 WDOD-F	6	6 WDEF-F	6	6 WJTT-F	WDOD-F	WFXS-F	6	6
7	7	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSKZ-F>	1 WSKZ-F<	1 WLMX-F	1 WLMX-F	1 WUSY-F	1 WFXS-F	1 WSKZ-F	1 WSKZ-F>>	1 WSKZ-F>	1 WSKZ-F
2 WLMX-F	2 WLMX-F	2 WJTT-F	2 WUSY-F	2 WLMX-F	2 WSKZ-F	2 WFXS-F>	2 WFXS-F>	2 WUSY-F	2 WDOD-F
3 WUSY-F	3 WJTT-F	3 WUSY-F	WSKZ-F	WJTT-F	3 WUSY-F>	3 WUSY-F>	3 WUSY-F	WFXS-F	3 WUSY-F
WJTT-F	4 WUSY-F	4 WSKZ-F	4 WJTT-F>	4 WDEF-F	4 WLMX-F>	4 WLMX-F	4 WLMX-F>	4 WDOD-F	4 WLMX-F
5 WFXS-F>>	5 WFXS-F	5 WFXS-F>>	5 WDEF-F	5 WSKZ-F	5 WJTT-F	5	5 WJTT-F	5 WLMX-F	5 WFXS-F
6	6	6	6	6	WDOD-F>	6	6 WDOD-F	6 WSGC-F	6 WSGC-F
	7		7	7	7	7	7	7	7

OTHER RATED STATIONS			METRO CUME SHARE/RTG/	TSA TSA AQH/CUME
WBDX-F	102.7	Trenton	1.0/4.1/	8/ 199
WDXB	1490	Chattanooga	0.3/2.3/	2/ 83
WEPG	910	S. Pittsburg	0.8/1.7/	5/ 63
WFLI	1070	Lookout Mountn	1.1/3.5/	10/ 218
WGOW	1150	Chattanooga	1.5/6.0/	10/ 228
WMOC	1450	Chattanooga	0.3/2.9/	2/ 104
WQCH	1590	Lafayette	1.3/2.4/	8/ 87

RADIO STATIONS

WDEF,	1370,	5 KW (DA-N)	, MOR	CBS, NBC,	$ 30.00	(Katz)	Park	
WDOD,	1310,	5 KW (DA-N)	, COUNTRY	ABC E,	$ 20.00	(Banner)	Bahakel	
WFLI,	1070,	50 KW/1 KW (DA-2)	, RELIGION	ABC I,	$ 12.00	(---)		
WGOW,	1150,	5 KW/1 KW (DA-N)	, TALK	SUN,	$ 20.00	(Christal)	Bloomington	
WNOO,	1260,	5 KW (DAYS)	, BLACK	SBN,	$ 15.00	(Eastman)		
WDEF-F,	92.3,	97 KW @ 895,	BTFL/EZ	ABC D,	$ 35.00	(Katz)	Park	
WDOD-F,	96.5,	100 KW @ 1080,	COUNTRY	ABC E,	$ 40.00	(Banner)	Bahakel	
WJTT-F,	94.3,	3 KW @ 300,	BLACK	RADRAD,	$ 22.00	(HNWH)		
WLMX-F,	105.5,	3 KW @ 270,	AC	,	$ 44.00	(Republic)	Baum	(ROSSVILLE, GA)
WSGC-F,	101.9,	3 KW @ 650,	OLDIES	,	$ N/A	(---)		(RINGOLD, GA)
WSKZ-F,	106.5,	100 KW @ 1076,	CHR	,	$ 57.00	(Christal)	Bloomington	
WUSY-F,	100.7,	100 KW @ 500,	COUNTRY	MBS,	$ 52.00	(Mc-Guild)	Colonial	
WFXS-F,	102.3,	3 KW @ 287,	CLASSIC ROCK	NBC,	$ 16.00	(Eastman)		

CHICAGO

Arbitron Rank/Pop (12+): 3/6,744,900
MSA Rank/Pop: 3/8,150,000
ADI # 3
Average Person Ratings: 18.8
Market TSL: 24.50 hours

Stations: 39/39
Diaries: 3337/2021:1/54.3%
Sample Target: 3150
% Below Line: 0.0
% Not Listed: 10.4

1989 Revenue: $228,000,000
HH Inc.: $33,675
Retail $: 60.0 Bil
Pop per Station: 172,946
#1 Biller: WGN $37,400,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGN	(N/T)	1054/ 8.3	10.7	9.3	9.1	9.5	9.4	1169/12889	10980/16.3	24.2	17.5		7.3	886	8440	WGN
2. WGCI-F	(B)	909/ 7.2	7.3	6.7	6.2	7.4	6.8	913/9852	9744/14.4	15.0	15.1		10.4	1250	12123	WGCI-F
3. WVAZ-F	(B)	672/ 5.3	5.1	4.9	4.7	6.0	5.0	679/7533	7411/11.0	10.5	11.5		5.1	615	6710	WVAZ-F
4. WBBM	(N/T)	567/ 4.5	4.9	5.5	5.3	4.8	5.1	622/13223	11788/17.5	18.3	17.0		3.9	474	8648	WBBM
5. WBBM-F	(CHR)	560/ 4.4	4.0	3.6	4.1	3.8	4.0	566/9962	9721/14.4	15.0	15.5		7.3	886	12085	WBBM-F
6. WXEZ-AF	(EZ)	535/ 4.2	3.7	4.1	4.5	5.2	4.1	549/7032	6788/10.1	9.3	11.1		3.6	233	2692	WXEZ-AF
7. WLUP-F	(AOR)	505/ 4.0	4.1	4.4	4.8	4.8	4.3	528/9187	8781/13.0	13.0	13.0		5.6	374	3567	WLUP-F
8. WCKG-F	(CL AOR)	481/ 3.8	3.4	3.8	4.1	4.0	3.8	519/8463	7863/11.7	12.0	11.4		4.4	536	6869	WCKG-F
9. WTMX-F	(AC)	444/ 3.5	3.1	2.6	2.6	2.7	2.9	453/6861	6603/ 9.8	8.5	8.2		2.9	347	4524	WTMX-F
10. WUSN-F	(C)	443/ 3.5	3.5	3.7	2.7	3.4	3.3	454/5939	5759/ 8.5	8.7	8.0		3.2	384	4390	WUSN-F
11. WLUP	(T)	410/ 3.2	3.7	3.5	2.5	3.1	3.2	453/5476	5058/ 7.5	7.7	7.6		3.1	374	3657	WLUP
12. WJMK-F	(O)	390/ 3.1	3.1	3.5	2.8	3.4	3.1	424/8098	7317/10.8	11.3	11.9		2.7	331	5691	WJMK-F
13. WKQX-F	(AC)	377/ 3.0	3.1	4.4	4.0	3.1	3.6	387/7999	7730/11.5	12.0	11.7		3.5	424	8561	WKQX-F
14. WJJD	(BB)	347/ 2.7	3.2	2.6	3.0	2.7	2.9	361/5103	4869/ 7.2	6.9	6.2		2.7	331	3591	WJJD
15. WLIT-F	(AC)	341/ 2.7	2.8	2.0	3.0	3.6	2.6	353/5634	5453/ 8.1	7.1	9.3		1.7	202	3180	WLIT-F
16. WNUA-F	(J/NA)	338/ 2.7	2.3	2.1	2.3	1.3	2.3	339/5522	5344/ 7.9	7.1	5.5		2.9	350	5609	WNUA-F
17. WOJO-F	(SP)	324/ 2.5	1.2	1.9	1.7	1.6	1.8	324/2612	2612/ 3.9	3.0	3.1		1.0	120	1672	WOJO-F
18. WXRT-F	(AOR)	318/ 2.5	3.4	2.3	2.7	2.7	2.7	335/4743	4482/ 6.6	7.8	6.6		3.2	388	5015	WXRT-F
19. WYTZ-F	(CHR)	316/ 2.5	3.8	3.7	4.4	3.6	3.6	346/7606	7250/10.7	13.4	13.8		3.6	429	9616	WYTZ-F
20. WMAQ	(C)	280/ 2.2	2.1	1.8	1.8	1.6	2.0	309/8593	7449/11.0	10.5	7.4		2.2	266	5886	WMAQ
21. WLS	(T)	248/ 2.0	1.4	1.4	1.6	1.6	1.6	310/5314	3950/ 5.9	4.7	5.8		2.0	242	3849	WLS
22. WFYR-F	(SAC)	222/ 1.7	1.8	1.6	2.0	1.9	1.8	235/5325	5054/ 7.5	7.8	8.2		1.8	216	4050	WFYR-F
23. WFMT-F	(CL)	207/ 1.6	1.1	1.3	1.4	1.2	1.4	209/3401	3345/ 5.0	4.7	4.6		1.6	199	3422	WFMT-F
24. WVON	(B)	184/ 1.4	0.8	1.0	0.9	0.9	1.0	184/887	887/ 1.3	1.4	1.2		0.4	53	852	WVON
25. WNIB-F	(CL)	148/ 1.2	1.8	1.3	1.2	1.3	1.4	152/3545	3501/ 5.2	5.2	4.6		1.3	154	3725	WNIB-F
26. WIND	(SP)	140/ 1.1	1.2	1.4	1.0	0.5	1.2	140/1665	1665/ 2.5	2.3	1.8		0.9	108	1720	WIND
27.																
28.																
29.																
30.																

12+ FM SHARE (METRO): 69.18% (7875 of 11384) (WIN 89: 65.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBBM-F<	1 WGCI-F>	1 WGCI-F	1 WVAZ-F	1 WVAZ-F	1 WGN >>	1 WGN >	1 WGN	1 WGCI-F	1 WGCI-F>	1 WGN >
2 WGCI-F	2 WLUP-F	2 WVAZ-F	2 WGCI-F	2 WGCI-F	2 WBBM	2 WGCI-F	2 WXEZ-AF	2 WGN	2 WBBM-F	2 WVAZ-F
3 WYTZ-F	3 WVAZ-F<	3 WLUP-F	3 WLUP	3 WGN <	3 WXEZ-AF>	3 WBBM	WTMX-F	3 WLUP	3 WVAZ-F	3 WBBM
4	4 WCKG-F	4 WCKG-F	4 WLUP-F<	4 WLUP	4 WJJD	4 WLUP-F	4 WVAZ-F<	4 WVAZ-F	4 WGN	4 WGCI-F>
5	5 WLUP <	5 WLUP	5 WJMK-F	5 WJMK-F<	5 WVAZ-F<	5 WBBM-F<	5 WGCI-F	5 WXEZ-AF	5 WBBM	5 WLS
6	6 WBBM-F	6 WTMX-F	WCKG-F	6 WTMX-F<	6 WUSN-F	6 WVAZ-F	6 WUSN-F	WCKG-F<	6 WCKG-F	6 WMAQ
7	7 WXRT-F	7 WBBM-F	7 WTMX-F<	7 WLUP-F<	7 WJMK-F	7 WKQX-F<	WCKG-F	7 WBBM-F	7 WYTZ-F	7 WBBM-F
8	8 WTMX-F	8 WKQX-F	8 WGN	8 WCKG-F	8 WMAQ <	8 WXEZ-AF	8 WLIT-F	8 WTMX-F	8 WOJO-F	8 WJJD
9	9 WOJO-F	WJMK-F<	9 WKQX-F	9 WUSN-F<	9 WNUA-F	9 WUSN-F	9 WLVP-F	9 WLUP-F	9 WVON	9
10	WKQX-F	10 WXRT-F	10 WNUA-F	10 WXEZ-AF	10 WLS	WMAQ	10 WLUP-F	10 WJMK-F	WLS	10
				WKQX-F	WGCI-F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WGCI-F>	1 WGCI-F>	1 WGCI-F<	1 WGCI-F	1 WVAZ-F
2 WBBM-F>	2 WVAZ-F	2 WVAZ-F>	2 WVAZ-F>	2 WGCI-F>
3 WLUP-F	3 WTMX-F	3 WTMX-F	3 WTMX-F	3 WTMX-F<
4 WVAZ-F<	WBBM-F	4 WKQX-F	4 WBBM-F	4 WGN
5 WOJO-F<	5 WLUP-F	5 WLUP	5 WLIT-F	5 WLIT-F
6 WTMX-F	6 WKQX-F<	6 WLUP-F	6 WKQX-F	6 WXEZ-AF<
7 WCKG-F	7 WOJO-F	7 WOJO-F	7 WOJO-F	7 WJMK-F
8 WKQX-F<	8 WCKG-F	8 WCKG-F<	8 WLUP-F<	8 WKQX-F
9 WXRT-F<	9 WLIT-F	9 WLIT-F	9 WUSN-F	9 WUSN-F
10 WLIT-F	10 WXRT-F	10 WBBM-F	10 WGN	10 WLUP

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGCI-F	1 WLUP-F	1 WLUP-F	1 WLUP-F<	1 WLUP
2 WLUP-F	2 WGCI-F	2 WLUP	2 WCKG-F	WCKG-F<
3 WCKG-F<	3 WCKG-F	3 WCKG-F	3 WGCI-F	3 WLUP-F<
4 WBBM-F	4 WLUP	4 WGCI-F<	4 WLUP	4 WVAZ-F
5 WXRT-F>	5 WXRT-F	5 WVAZ-F>	5 WVAZ-F	5 WJMK-F<
6 WLUP	WVAZ-F	6 WXRT-F	6 WXRT-F	6 WGCI-F<
7 WYTZ-F	7 WBBM-F>	7 WJMK-F	7 WJMK-F	7 WGN
8 WKQX-F	8 WJMK-F	8 WOJO-F	8 WGN	8 WBBM
9 WTMX-F	9 WOJO-F	9 WBBM	9 WTMX-F	9 WNUA-F<
10 WVAZ-F	WKQX-F	10 WFYR-F	WKQX-F	10 WUSN-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WABT-F	103.9	Dundee/Chicago	0.4/1.4/ 57/ 935
WBUS-F	99.9	Kankakee/Joliet	0.4/1.9/ 89/1942
WGCI	1390	CHICAGO	0.4/2.0/ 51/1359
WJOL	1340	Joliet	0.3/0.7/ 43/ 458
WJPC	950	CHICAGO	0.1/0.7/ 8/ 511
WLNR-F	106.3	LANSING/CHICAGO	0.7/2.0/ 87/1356
WOPA	1200	Chicago	0.3/0.9/ 40/ 605
WTAQ	1300	LA GRANGE	0.5/1.1/ 58/ 763
WXLC-F	102.3	Waukegan	0.4/1.2/ 45/ 807
WYCA-F	92.3	HAMMOND	0.4/1.5/ 57/1030
WYLL-F	106.7	DES PLAINES/CHI	0.3/1.1/ 39/ 760
WYSY-F	107.9	AURORA	0.8/2.4/117/1938

RADIO STATIONS

WBBM	780	50 KW	NEWS	CBS	$ 235.00	(CBS)	CBS
WGCI	1390	5 KW (DA-2)	BLACK		$ N/A	(Mc-Guild)	Gannett
WGN	720	50 KW	TALK/VARIETY	ABC 1	$ 300.00	(Christal)	Tribune Co.
WIND	560	5 KW (DA-2)	HISPANIC		$ 75.00	(Katz Hisp)	Tichenor
WJJD	1160	50 KW/4 KW (DA-2)	NOSTALGIA	US 2	$ 125.00	(Katz)	Infinity
WJPC	950	1 KW/5 KW (DA-N)	TALK	NBN	$ 45.00	(---)	Douglas
WLS	890	50 KW	AC/TALK	ABC C	$ 105.00	(Banner)	
WLUP	1000	50 KW (DA-2)	TALK/AOR		$ 115.00	(MMR)	Evergreen
WMAQ	670	50 KW	NEWS	NBC APR	$ 125.00	(Group W)	Westinghouse
WVON	1450	1 KW	BLACK TALK	MBS	$ 50.00	(Roslin)	
WXEZ	820	5 KW/1 KW (DA-N)	BTFL/EZ	MBS	$ N/A	(Republic)	Century

FM STATIONS

WBBM	96.3	6.2 KW @ 1174	CHR	RADRAD	$ 140.00	(CBS)	CBS
WCKG	105.9	4.2 KW @ 1575	CLASSIC AOR		$ 150.00	(Katz)	Cox
WFMT	98.7	16 KW @ 1167	CLASSICAL		$ 120.00	(HNWH)	
WFYR	103.5	4 KW @ 1548	SOFT AC		$ 124.00	(Republic)	Summit
WGCI	107.5	33 KW @ 600	BLACK		$ 200.00	(Mc-Guild)	Gannett
WJMK	104.3	4 KW @ 1575	OLDIES	US 2	$ 170.00	(Katz)	Infinity
WKQX	101.1	6 KW @ 1170	AC/CONTEMPORARY	SOURCE	$ 165.00	(HNWH)	Emmis
WLIT	93.9	5 KW @ 1581	SOFT AC		$ 172.00	(Christal)	Viacom
WLUP	97.9	6 KW @ 1174	CHR		$ 200.00	(MMR)	Evergreen
WNIB	97.1	8 KW @ 1196	CLASSICAL		$ 100.00	(CMBS)	
WNUA	95.5	8 KW @ 1170	JAZZ/NAC		$ 125.00	(Durpetti)	Pyramid
WOJO	105.1	6 KW @ 1174	HISPANIC		$ 98.00	(Katz Hisp.)	Tichenor
WTMX	101.9	4 KW @ 1560	AC		$ 163.00	(Mc-Guild)	Bonneville
WUSN	99.5	6 KW @ 1170	COUNTRY	US 2	$ 160.00	(MMR)	Cook Inlet
WVAZ	102.7	6 KW @ 1170	BLACK AC	ABC F	$ 140.00	(Durpetti)	Broadcasting Partners
WXEZ	100.3	6 KW @ 1167	BTFL/EZ	MBS	$ 175.00	(Republic)	Century
WXRT	93.1	7 KW @ 1310	AOR		$ 153.00	(CBS)	
WYTZ	94.7	4 KW @ 1535	CHR	ABC R	$ 158.00	(Banner)	Cap Cities/ABC

CINCINNATI

Arbitron Rank/Pop (12+): 31/1,183,200

MSA Rank/Pop: 31/1,427,200
ADI # 30
Average Person Ratings: 16.5
Market TSL: 21.75 hours

Stations: 24/21
Diaries: 1414/837:1/62.5%
Sample Target: 1340
% Below Line: 1.6
% Not Listed: 9.9

1989 Revenue: $55,000,000
HH Inc.: $29,445
Retail $: 12.3 Bil
Pop per Station: 56,342
#1 Biller: WLW $12,800,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WLW	(MOR)	189/ 9.7	8.4	13.4	12.0	8.8	10.9	268/4215	2951/24.9	23.4	26.3	9.0	195	2295	WLW
2. WKRQ-F	(CHR)	185/ 9.5	10.5	9.7	10.6	9.4	10.1	280/4208	2836/24.0	25.5	24.2	11.3	245	2964	WKRQ-F
3. WEBN-F	(AOR)	176/ 9.0	10.3	11.9	10.2	11.9	10.4	242/3415	2478/20.9	22.7	25.0	13.1	284	3984	WEBN-F
4. WWEZ-F	(EZ)	134/ 6.9	8.6	5.6	7.1	9.2	7.1	163/2143	1669/14.1	16.3	15.4	5.8	126	1385	WWEZ-F
5. WIZF-F	(B)	128/ 6.6	5.9	4.4	4.0	3.5	5.2	132/1227	1152/ 9.7	8.8	7.7	9.4	203	1331	WIZF-F
6. WWNK-F	(AC)	114/ 5.8	5.7	5.6	6.2	6.6	5.8	141/2447	1916/16.2	14.4	16.0	4.6	99	1427	WWNK-F
7. WGRR-F	(O)	107/ 5.5	5.9	4.4	4.0	3.5	4.9	142/2085	1499/12.7	8.8	7.7	7.2	156	1776	WGRR-F
8. WRRM-F	(AC)	101/ 5.2	4.7	5.3	6.1	5.3	5.3	113/1828	1587/13.4	12.2	14.2	3.7	80	1325	WRRM-F
9. WUBE-F	(C)	98/ 5.0	5.2	5.3	4.8	4.6	5.1	154/1987	1198/10.1	10.5	12.0	5.7	123	1262	WUBE-F
WKRC	(MOR)	98/ 5.0	6.1	4.1	5.0	6.6	5.1	114/1939	1560/13.2	19.9	19.2	5.4	117	1562	WKRC
11. WOFX-F	(O)	96/ 4.9	5.4	5.9	6.0	4.6	5.6	125/2115	1619/13.7	15.9	13.4	5.3	114	1472	WOFX-F
12. WCKY	(T)	94/ 4.8	4.8	3.0	3.8	4.9	4.1	97/1505	1280/10.8	11.7	11.1	3.8	82	1231	WCKY
13. WMLX	(BB)	66/ 3.4	3.0	1.8	1.9	0.9	2.5	70/403	385/ 3.3	3.5	2.0	0.8	17	200	WMLX
14. WBVE-F	(C)	37/ 1.9	2.5	2.5	2.8	2.7	2.4	76/1256	633/ 5.3	7.3	7.7	3.0	64	613	WBVE-F
15. WSAI	(AC)	29/ 1.5	1.2	1.4	1.2	1.6	1.3	30/757	601/ 5.1	4.1	5.3	0.8	17	424	WSAI

12+ FM SHARE (METRO): 71.16% (1251 of 1758) (WIN 89: 72.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRQ-F>>	1 WEBN-F>	1 WEBN-F	1 WEBN-F	1 WLW	1 WLW	1 WLW >	1 WEBN-F	1 WKRQ-F<	1 WLW	1 WCKY
2 WIZF-F>	2 WKRQ-F>	2 WKRQ-F	2 WGRR-F	2 WEBN-F	2 WWEZ-F>	2 WKRQ-F	2 WWNK-F<	2 WLW <	2 WKRQ-F	2 WIZF-F
3 WEBN-F	3 WWNK-F<	3 WWNK-F	3 WLW <	3 WGRR-F<	3 WCKY <	WKRC	3 WWEZ-F	3 WEBN-F>	3 WEBN-F<	3 WLW
4	4 WOFX-F	WGRR-F	4 WRRM-F<	4 WRRM-F	4 WKRC	WEBN-F	WLW	4 WWEZ-F	4 WIZF-F>	WEBN-F>>
5	5 WIZF-F<	5 WOFX-F	5 WWNK-F<	5 WWNK-F<	5 WUBE-F	5 WCKY	5 WRRM-F	5 WIZF-F<	5 WCKY	5 WKRQ-F
6	6 WRRM-F	WIZF-F<	6 WOFX-F	6 WOFX-F	6 WMLX <	6 WUBE-F	6 WKRQ-F	6 WWNK-F<	6	6
7	7 WGRR-F	7 WRRM-F<	7 WIZF-F<	7 WUBE-F<	7 WGRR-F	7 WWNK-F	7 WGRR-F	7 WOFX-F	7	7
8	8	8 WLW	8 WKRQ-F	8 WIZF-F	8	WWEZ-F	8 WOFX-F	8	8	8
9	9	9	9 WUBE-F	9 WKRQ-F	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKRQ-F>	1 WKRQ-F>	1 WRRM-F	1 WKRQ-F	1 WRRM-F
2 WEBN-F>	2 WEBN-F	2 WKRQ-F	2 WRRM-F	2 WWNK-F
3 WWNK-F	3 WRRM-F	3 WEBN-F	3 WWNK-F<	3 WKRQ-F
4 WIZF-F>	4 WWNK-F	4 WWNK-F<	4 WIZF-F<	4 WIZF-F
5 WRRM-F	5 WIZF-F	5 WOFX-F	5 WEBN-F	5 WGRR-F
6 WGRR-F>	6 WOFX-F	6 WIZF-F>	6 WGRR-F	6 WEBN-F
7 WUBE-F>	7 WGRR-F	7 WGRR-F>	7 WUBE-F	7 WUBE-F<
8 WOFX-F>	8	8 WUBE-F	8 WOFX-F	8 WLW <
9	9	WLW	9	9 WOFX-F
	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEBN-F>>	1 WEBN-F>>	1 WEBN-F>>	1 WEBN-F>	1 WLW
2 WKRQ-F>	2 WOFX-F>	2 WOFX-F	2 WLW <	2 WEBN-F>
3 WOFX-F	3 WWNK-F	3 WLW	3 WOFX-F	3 WOFX-F
4 WIZF-F	WLW	4 WWNK-F	4 WGRR-F>	WGRR-F
5 WWNK-F	5 WKRQ-F	5 WIZF-F	5 WWNK-F<	5 WUBE-F
WGRR-F>	6 WIZF-F	WGRR-F>	6 WKRQ-F	6 WWNK-F
7 WLW	7 WGRR-F	7 WUBE-F	7 WUBE-F	7 WRRM-F
8 WKRC	8	8 WRRM-F	8	8
9	9	9	9	9
10	10	10	10	10

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WAKW-F	93.3	Cincinnati	1.0/3.3/ 33/ 635
WCNW	1560	Fairfield/Cinci	0.5/0.7/ 10/ 165
WNOP	740	Newport	0.7/1.5/ 13/ 178
WRBZ-F	107.1	Milford	0.8/3.1/ 16/ 381
WSCH-F	99.3	Aurora	0.4/1.0/ 14/ 159
WTSJ	1050	Cincinnati	0.5/1.3/ 9/ 165
WGTZ-F	92.9	Eaton	0.4/1.7/ 37/ 948
WPFB-F	105.9	Middletown	0.7/1.1/ 22/ 334
WTUE-F	104.7	Dayton	0.6/2.3/ 40/ 866

RADIO STATIONS

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	CLASSICAL	, $ 25.00	(CMBS)	
WCKY,	1530,	50 KW (DA-N)	, NEWS/TALK	CBS, NBC, $ 62.00	(CBS)	Federated
WUBE,	1230,	1 KW	, COUNTRY	NBC, US 2, $ 25.00	(Christal)	American
WKRC,	500,	5 KW/1 KW (DA-2)	, MOR	ABC E, $ 90.00	(Katz)	Great American
WLW ,	700,	50 KW	, MOR	ABC I, $ 95.00	(Eastman)	Jacor
WMLX,	1180,	1 KW (DAYS, DA)	, NOSTALGIA	SMN, $ 29.00	(---)	(FLORENCE, KY)
WNOP,	740,	1 KW (DAYS, DA)	, JAZZ/VARIETY	, $ 20.00	(---)	(NEWPORT, KY)
WSAI,	1360,	5 KW (DA-N)	, OLDIES	, $ 28.00	(MMR)	Booth

FM STATIONS

WGGR,	103.5,	19 KW @ 790,	OLDIES	, $ 59.00	(Republic)	Dalton
WBVE,	96.5,	19 KW @ 810,	COUNTRY	ABC D, $ 46.00	(Eastman)	(HAMILTON)
WEBN,	102.7,	15 KW @ 810,	AOR	, $ 115.00	(Eastman)	Jacor
WIZF,	100.9,	1 KW @ 466,	BLACK	ABC C, $ 33.00	(HNWH)	Interurban (ERLANGER, KY)
WKRQ,	101.9,	23 KW @ 690,	CHR	ABC F, $ 105.00	(Katz)	Great American
WOFX,	94.9,	27 KW @ 650,	OLDIES	MBS, $ 66.00	(MMR)	Hoker (FAIRFIELD)
WRBZ,	107.1,	3 KW @ 300,	JAZZ/NAC	, $ 33.00	(K & P)	(MILFORD)
WRRM,	98.5,	18 KW @ 810,	AC	, $ 84.00	(Christal)	Susquehanna
WUBE,	105.1,	14 KW @ 920,	COUNTRY	, $ 75.00	(Christal)	American
WWEZ,	92.5,	11 KW @ 905,	BTFL/EZ	, $ 70.00	(CBS)	Federated
WWNK,	94.1,	32 KW @ 550,	AC	, $ 65.00	(MMR)	Booth

CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES
WBLZ-F changes to WGRR-F as of January		

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
SAC - Soft Adult Contemporary

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

CLEVELAND

Arbitron Rank/Pop (12+): 22/1,763,200

MSA Rank/Pop: 24/1,843,700
ADI # 10
Average Person Ratings: 18.8
Market TSL: 24.75 hours

Stations: 28/23
Diaries: 1823/967:1/56.0%
Sample Target: 1640
% Below Line: 3.0
% Not Listed: 9.2

1989 Revenue: $51,500,000
HH Inc.: $29,425
Retail $: 14.2 Bil
Pop per Station: 76,660
#1 Biller: WMMS-F $8,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WLTF-F	(AC)	299/ 9.0	7.9	8.8	9.0	7.3	8.7	372/5208	3765/21.4	20.0	19.5	8.4	251	3476	WLTF-F
2. WMMS-F	(AOR)	282/ 8.5	8.2	7.6	10.7	10.2	8.8	413/5988	3852/21.8	22.2	26.9	9.7	291	4066	WMMS-F
3. WQAL-F	(AC)	269/ 8.1	5.9	7.0	6.9	9.7	7.0	301/3238	2749/15.6	14.5	16.5	5.0	149	2145	WQAL-F
4. WMJI-F	(AC)	247/ 7.4	6.8	9.0	6.9	6.3	7.5	293/4432	3361/19.1	18.8	17.6	6.7	199	3118	WMJI-F
5. WDOK-F	(SAC)	236/ 7.1	8.5	5.6	6.6	6.2	6.9	303/4333	3253/18.4	20.7	15.1	4.9	145	2564	WDOK-F
6. WZAK-F	(B)	219/ 6.6	7.2	6.4	6.4	7.2	6.7	238/2750	2360/13.4	13.2	13.0	11.0	328	3355	WZAK-F
7. WGAR-F	(C)	172/ 5.2	4.9	4.4	5.5	5.1	5.0	222/3203	2258/12.8	12.3	10.2	5.5	164	1570	WGAR-F
8. WNCX-F	(CL AOR)	162/ 4.9	6.1	7.6	7.3	5.1	6.5	214/3610	2643/15.0	14.8	14.2	6.2	185	2234	WNCX-F
9. WRMR	(BB)	148/ 4.5	4.8	4.4	4.5	4.5	4.6	169/1938	1631/ 9.3	9.7	11.8	3.0	91	981	WRMR
WPHR-F	(CHR)	148/ 4.5	5.4	5.6	3.4	3.8	4.7	206/3979	2531/14.4	15.7	12.9	6.0	179	2235	WPHR-F
11. WWWE	(N/T)	132/ 4.0	4.6	5.5	4.6	4.6	4.7	173/3498	2386/13.5	17.2	12.7	4.6	137	2211	WWWE
12. WJMO-F	(B)	96/ 2.9	2.6	2.3	1.9	1.4	2.4	99/1984	1888/10.7	6.4	4.8	3.1	94	2071	WJMO-F
13. WERE	(N/T)	94/ 2.8	2.4	2.5	2.6	3.4	2.6	97/1586	1489/ 8.4	9.1	9.4	2.0	61	1139	WERE
14. WCLV-F	(CL)	93/ 2.8	2.6	1.6	2.1	3.0	2.3	100/1339	1248/ 7.1	7.0	7.6	1.7	52	978	WCLV-F
15. WJMO	(B)	82/ 2.5	2.6	2.3	1.9	1.4	2.3	82/1052	1022/ 5.8	6.4	4.8	1.0	94	1063	WJMO
16. WNWV-F	(J/NAC)	64/ 1.9	2.1	2.9	2.4	2.7	2.3	79/1639	1197/ 6.8	8.0	7.8	4.9	145	1582	WNWV-F
WABQ	(R/G)	64/ 1.9	1.2	1.8	0.9	0.4	1.5	64/643	643/ 3.6	2.4	1.4	0.4	12	271	WABQ

12+ FM SHARE (METRO): 78.95% (2381 of 3016) (WIN 89: 80.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F	1 WMMS-F>	1 WLTF-F<	1 WLTF-F	1 WLTF-F	1 WQAL-F>	1 WMMS-F>	1 WDOK-F	1 WMMS-F	1 WZAK-F>	1 WZAK-F>>
2 WZAK-F>>	2 WLTF-F	2 WMMS-F	2 WMJI-F	2 WMJI-F	2 WDOK-F	2 WMJI-F<	2 WQAL-F	2 WMJI-F	2 WLTF-F	2 WQAL-F>>
3 WMMS-F	3 WZAK-F	3 WMJI-F	3 WMMS-F	3 WDOK-F	3 WRMR	3 WLTF-F<	3 WMMS-F<	WLTF-F	3 WPHR-F	3 WERE
4 WJMO-F	4 WNCX-F>	4 WDOK-F<	4 WDOK-F>	4 WMMS-F>	WLTF-F	4 WQAL-F	4 WMJI-F	4 WQAL-F	4 WMMS-F<	4 WWWE
5	5 WPHR-F	5 WZAK-F	5 WNCX-F	5 WQAL-F	5 WGAR-F<	5 WDOK-F	WLTF-F>	5 WDOK-F	5 WMJI-F<	5 WDOK-F
6	6 WDOK-F	6 WNCX-F>	6 WZAK-F<	WNCX-F<	6 WMJI-F	6 WZAK-F<	6 WGAR-F<	6 WZAK-F<	6 WJMO-F	6 WLTF-F
7	7	7 WGAR-F	7 WGAR-F	7 WGAR-F	7 WWWE	7 WWWE	7 WNCX-F	7 WNCX-F	7 WNCX-F	7
8	8	8	8	8 WZAK-F	8	8 WGAR-F	8	8 WPHR-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPHR-F<	1 WLTF-F	1 WLTF-F	1 WLTF-F>	1 WLTF-F
2 WLTF-F	2 WMMS-F	2 WMMS-F	2 WMMS-F<	2 WDOK-F>
3 WZAK-F<	3 WZAK-F>	3 WZAK-F>	3 WDOK-F<	3 WMMS-F
4 WMMS-F>>	4 WPHR-F	4 WDOK-F	4 WZAK-F>	4 WZAK-F<
5 WJMO-F	5 WDOK-F	5 WMJI-F	5 WMJI-F	5 WQAL-F<
6 WDOK-F	6 WJMO-F<	6 WJMO-F>	6 WPHR-F	6 WMJI-F
7 WMJI-F	7 WMJI-F	7 WJMO	7 WQAL-F<	7
8 WNCX-F>	8	WGAR-F	8 WGAR-F	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMMS-F>>	1 WMMS-F	1 WMMS-F<	1 WMMS-F<	1 WMJI-F>
2 WNCX-F	2 WNCX-F>	2 WNCX-F<	2 WMJI-F	2 WMMS-F<
3 WZAK-F>	3 WMJI-F	3 WMJI-F>	3 WNCX-F	3 WNCX-F
4 WPHR-F>	4 WZAK-F	4 WLTF-F	4 WLTF-F>	4 WLTF-F
5 WLTF-F>	5 WLTF-F	5 WZAK-F	5 WDOK-F<	5 WDOK-F
6 WMJI-F	6	6 WJMO-F	6 WZAK-F	6 WGAR-F
WJMO-F	7	7 WDOK-F	7 WGAR-F	7
8 WNWV-F>	8	8 WWWE >	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WCCD	1000	Parma	0.3/0.7/ 10/ 130
WEOL	930	Elyria	0.6/1.8/ 21/ 314
WGAR	1220	Cleveland	1.0/4.1/ 42/ 960
WHK	1420	Cleveland	0.8/4.5/ 25/ 864
WRKG	1380	Lorain	0.4/0.7/ 13/ 116
WZLE-F	104.9	Lorain	0.3/1.1/ 9/ 218
CKLW	800	Windsor	0.4/2.0/ 31/ 655
WKDD-F	96.5	Akron/Canton	0.7/4.5/156/3362
WONE-F	97.5	Akron/Cleveland	0.7/4.4/166/2537
WQMX-F	94.9	Medina/Akron	0.8/2.0/ 94/1209
WREO-F	97.1	Ashtabula	0.4/0.7/ 24/ 388

RADIO STATIONS

AM STATIONS

WABQ,	1540,	1 KW (DAYS)	, RELIGION	NBN,	$ 20.00	(---)		
WERE,	1300,	5 KW (DA-1)	, TALK	MBS,	$ 52.00	(Banner)	Metroplex	
WGAR,	1220,	50 KW (DA-N)	, COUNTRY	ABC E,	$ N/A	(HNWH)	Nationwide	
WHK ,	1420,	5 KW (DA-N)	, BUSINESS NEWS	NBC, TALKNT,	$ 37.00	(Katz)	Malrite	
WJMO,	1490,	1 KW	, BLACK	NBN, SBN,	$ 34.00	(MMR)	United	
WRMR,	850,	10 KW/5 KW (DA-2)	, NOSTALGIA	APR,	$ 41.00	(Christal)		
WWWE,	1100,	50 KW	, NEWS/TALK	ABC I, CNN,	$ 80.00	(Eastman)	Booth	

FM STATIONS

WCLV,	95.5,	31 KW @ 625,	CLASSICAL	,	$ 59.00	(HNWH)		
WDOK,	102.1,	12 KW @ 850,	SOFT AC	,	$ 78.00	(Republic)		
WGAR,	99.5,	50 KW @ 500,	COUNTRY	ABC E,	$ 84.00	(HNWH)	Nationwide	
WLTF,	106.5,	11 KW @ 1060,	AC	APR,	$ 117.00	(Christal)	Booth	
WMJI,	105.7,	27 KW @ 900,	AC	,	$ 105.00	(Eastman)	Jacor	
WMMS,	100.7,	34 KW @ 600,	AOR	SOURCE, NBC,	$ 165.00	(Katz)	Malrite	
WNCX,	98.5,	16 KW @ 960,	CLASSIC AOR	ABC F, RADRAD,	$ 75.00	(Banner)	Metroplex	
WNWV,	107.3,	50 KW @ 466,	JAZZ/NAC	SMN,	$ 58.00	(Torbet)		(ELYRIA)
WPHR,	107.9	70 KW @ 385,	CHR	SOURCF, US 1,	$ 57.00	(Republic)	Ardman	
WQAL,	104.1,	11 KW @ 1060,	AC	,	$ 102.00	(Christal)	ML/WIN	
WZAK,	93.1,	27 KW @ 620,	BLACK	RADRAD,	$ 81.00	(Durpetti)	Zapis	

MISCELLANEOUS COMMENTS: WRQC-F changes calls to WJMO-F as of January 1990

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,106,200
MSA Rank/Pop: 35/1,320,300
ADI # 34
Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 23/21
Diaries: 1429/774:1/59.8%
Sample Target: 1300
% Below Line: 1.6
% Not Listed: 10.7

1989 Revenue: $42,000,000
HH Inc.: $27,661
Retail $: 10.0 Bil
Pop per Station: 52,676
#1 Biller: WNCI-F $8,100,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WNCI-F	(CHR)	281/15.2	13.9	13.7	16.0	13.6	14.7	370/4679	3498/31.6	29.4	29.8		14.0	278	3148	WNCI-F
2. WSNY-F	(AC)	186/10.0	10.3	10.6	10.8	10.3	10.4	199/2750	2553/23.1	26.0	21.9		9.7	193	2227	WSNY-F
3. WTVN	(MOR)	170/ 9.2	9.7	7.1	7.0	6.8	8.3	196/2625	2048/18.5	17.2	16.8		6.2	123	1572	WTVN
4. WLVQ-F	(AOR)	141/ 7.6	5.8	7.3	9.6	9.1	7.6	173/2591	2156/19.5	17.4	20.0		8.1	161	2311	WLVQ-F
5. WBNS-F	(EZ)	122/ 6.6	6.5	7.2	7.6	8.0	7.0	142/2000	1696/15.3	13.7	15.6		3.8	76	1235	WBNS-F
6. WXGT-F	(CHR)	115/ 6.2	8.5	7.6	5.4	6.5	6.9	152/2476	1790/16.2	19.4	21.8		9.4	186	2378	WXGT-F
7. WHOK-F	(C)	111/ 6.0	6.0	5.6	5.6	6.6	5.8	172/2117	1345/12.2	11.7	14.2		7.4	147	1471	WHOK-F
8. WVKO	(B)	91/ 4.9	3.6	4.7	3.9	4.4	4.3	91/908	908/ 8.2	7.5	6.0		6.4	126	1112	WVKO
9. WMGG-F	(CL AOR)	75/ 4.1	4.7	5.1	5.2	4.1	4.8	98/1630	1275/11.5	14.4	12.7		5.2	104	1739	WMGG-F
10. WMNI	(C)	43/ 2.3	2.8	2.5	2.6	2.7	2.5	43/547	509/ 4.6	5.6	5.2		2.0	40	442	WMNI
11. WBBY-F	(J)	42/ 2.3	1.6	1.6	2.1	1.5	1.9	49/814	708/ 6.4	5.6	5.9		1.5	30	887	WBBY-F
12. WCOL	(BB)	38/ 2.1	2.3	2.8	1.9	3.5	2.3	39/592	568/ 5.1	5.3	6.8		1.2	23	459	WCOL
13. WCKX-F	(B)	36/ 1.9	1.1	1.6	1.0	2.1	1.4	36/579	569/ 5.1	4.7	4.4		3.4	68	893	WCKX-F
14. WXLE-F	(O)	33/ 1.8	2.3	1.5	2.0	2.6	1.9	40/848	736/ 6.7	7.9	8.7		1.6	32	471	WXLE-F
15. WXMX-F	(SAC)	31/ 1.7	1.6	1.8	----	----	1.3	32/778	721/ 6.5	5.3	0.0	-	1.6	32	449	WXMX-F

12+ FM SHARE (METRO): 74.47% (1231 of 1653) (WIN 89: 73.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNCI-F>>	1 WNCI-F	1 WNCI-F>	1 WSNY-F<	1 WSNY-F	1 WTVN >	1 WNCI-F>	1 WNCI-F	1 WNCI-F>	1 WNCI-F>	1 WBNS-F>>
2 WXGT-F>	2 WLVQ-F>	2 WSNY-F	2 WNCI-F>	2 WNCI-F>	2 WBNS-F	2 WTVN	2 WSNY-F	2 WSNY-F	2 WSNY-F	2 WTVN
3 WVKO	3 WSNY-F<	3 WLVQ-F>	3 WLVQ-F<	3 WTVN	3 WSNY-F	3 WSNY-F	3 WTVN	3 WTVN	3 WXGT-F>	3 WNCI-F
4 WCKX-F	4 WXGT-F>	4 WXGT-F	4 WTVN >	4 WLVQ-F	4 WHOK-F	4 WLVQ-F>	4 WLVQ-F<	4 WLVQ-F	4 WTVN <	4 WHOK-F<
5	5 WMGG-F	5 WTVN	5 WHOK-F	5 WHOK-F	5 WNCI-F	5 WBNS-F	5 WBNS-F	5 WBNS-F<	5 WLVQ-F	5 WSNY-F
6	6	6	6 WVKO	6 WBNS-F	6	6 WXGT-F	6 WHOK-F	6 WXGT-F	6 WBNS-F	WLVQ-F
7	7	7	WBNS-F	7	7	7 WHOK-F	7	7	7	7 WXGT-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNCI-F>>	1 WNCI-F>>	1 WNCI-F	1 WNCI-F	1 WSNY-F	1 WXGT-F	1 WLVQ-F	1 WLVQ-F>>	1 WLVQ-F	1 WLVQ-F
2 WSNY-F	2 WLVQ-F	2 WSNY-F>	2 WSNY-F>>	WNCI-F>	2 WNCI-F	2 WNCI-F	2 WNCI-F>	2 WNCI-F>	2 WSNY-F
3 WLVQ-F	3 WXGT-F	3 WVKO	3 WVKO	3 WTVN	3 WLVQ-F>	3 WXGT-F>	3 WSNY-F>	3 WSNY-F	3 WTVN <
4 WXGT-F>	WVKO	WLVQ-F	4 WLVQ-F<	4 WVKO	4 WMGG-F>>	4 WMGG-F	4 WXGT-F	4 WXGT-F	4 WNCI-F
5 WVKO	5 WMGG-F	5 WMGG-F>	5 WTVN	5 WHOK-F	5 WSNY-F	5 WSNY-F	5 WMGG-F	5 WTVN	5 WHOK-F
6 WHOK-F	6	6 WXGT-F	6	6	WHOK-F>>	6	6 WTVN	6 WHOK-F	6 WBNS-F
WCKX-F>	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
WBNS	1460	Columbus	1.5/6.9/ 27/ 796
WCLT	1430	Newark	0.3/0.8/ 6/ 103
WCLT-F	100.3	Newark	1.5/2.9/ 45/ 516
WHTH	790	Heath	0.7/1.0/ 19/ 154
WRFD	880	Columbus/Wrthgt	0.6/2.3/ 21/ 416
WSWZ-F	103.5	Lancaster	1.3/3.0/ 28/ 415
WHIZ-F	102.5	Zanesville	0.4/0.7/ 41/ 450
WLW	700	Cincinnati	1.2/5.0/ 54/1171

AM STATIONS

WBNS,	1460,	5 KW/1 KW (DA-N) , MOR	APR, CBS,	$ 35.00 (Banner)	Columbus Dispatch
WCOL,	1230,	1 KW , NOSTALGIA	SMN, CBS,	$ 30.00 (Christal)	Great Trails
WNMI,	920,	1 KW/500 W (DA-2), COUNTRY	MBS, NBC,	$ 33.00 (Torbet)	
WRFD,	880,	9 KW (DAYS, DA) , RELIGION	CNN,	$ 20.00 (---)	Salem
WTVN,	610,	5 KW (DA-N) , MOR	ABC E,	$ 115.00 (Katz)	Great American
WVKO,	1580,	1 KW/250 W (DA-2), BLACK	SBN,	$ 34.00 (Mc-Guild)	Saga

FM STATIONS

WBBY,	103.9,	2.7 KW @ 360, JAZZ	NBC,	$ 32.00 (---)	
WBNS,	97.1,	36 KW @ 660, BTFL/EZ	,	$ 70.00 (Banner)	Columbus Dispatch
WCKX,	106.3,	3 KW @ 328, BLACK	NBN,	$ 30.00 (Roslin)	(LONDON)
WHOK,	95.5,	50 KW @ 492, COUNTRY	APR,	$ 46.00 (Christal)	
WLVQ,	96.3,	18 KW @ 753, AOR	,	$ 143.00 (Katz)	Great American
WMGG,	99.7,	50 KW @ 500, CLASSIC AOR	,	$ 62.00 (Torbet)	
WNCI,	97.9,	175 KW @ 565, CHR	APR,	$ 144.00 (MMR)	Nationwide
WSNY,	94.7,	22 KW @ 753, AC	,	$ 134.00 (Mc-Guild)	Saga
WXGT,	92.3,	22 KW @ 753, CHR/AOR	RADRAD,	$ 70.00 (Christal)	Great Trails
WXLE,	103.1,	1.5 KW @ 455, OLDIES	ABC F, MBS,	$ 31.00 (Durpetti)	Ragen Henry (LANCASTER)

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 7/3,184,300
MSA Rank/Pop: (12 Dallas) 2,830,000
(37 Fort Worth) ADI# 7
Average Person Ratings: 17.9
Market TSL: 23.50 hours

Stations: 30/30
Diaries: 2425/1313:1/52.3%
Sample Target: 2200
% Below Line: 0.0
% Not Listed: 7.5

1989 Revenue: $129,700,000
HH Inc.: $30,967
Retail $: 30.4 Bil
Pop per Station: 106,143
#1 Biller: KVIL-AF $21,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KSCS-F	(C)	503/ 8.6	7.6	6.6	6.9	6.7	7.4	555/6608	5893/18.5	17.6	16.4	9.6	580	5749	KSCS-F
2. KVIL-AF	(AC)	409/ 7.2	10.2	8.0	8.6	9.3	8.5	433/5053	4733/ 9.3	17.7	17.3	7.8	471	4958	KVIL-AF
3. KKDA-F	(B)	359/ 6.3	5.4	5.6	5.9	8.5	5.8	436/4278	3536/11.1	10.9	14.4	8.2	492	4346	KKDA-F
4. KPLX-F	(C)	316/ 5.6	6.1	5.5	7.3	6.6	6.1	393/5251	4615/14.5	15.4	14.5	7.8	469	4966	KPLX-F
5. KJMZ-F	(B)	295/ 5.2	4.7	5.4	4.3	3.4	4.9	332/4623	4321/13.6	13.3	9.5	6.3	377	4850	KJMZ-F
6. WBAP	(C)	260/ 4.6	4.4	7.3	6.6	5.1	5.7	442/6568	4004/12.6	12.9	13.1	4.0	238	2974	WBAP
7. KRLD	(N/T)	258/ 4.5	6.3	5.3	4.3	4.8	5.1	315/6243	5078/15.9	21.8	15.9	3.9	233	3322	KRLD
KHYI-F	(CHR)	258/ 4.5	3.2	4.2	4.3	4.8	4.1	272/4684	4428/13.9	13.2	13.7	5.0	301	5365	KHYI-F
9. KTXQ-F	(AOR)	244/ 4.3	3.4	3.8	3.6	3.6	3.8	272/4424	3955/12.4	10.6	11.1	4.4	264	4013	KTXQ-F
10. KEGL-F	(CHR)	239/ 4.2	3.4	4.0	4.4	4.5	4.0	265/5067	4373/13.7	13.9	14.5	4.2	251	4780	KEGL-F
11. KMEZ-F	(EZ)	218/ 3.8	4.0	4.3	4.0	4.4	4.0	232/2676	2462/ 7.7	8.0	8.3	2.5	149	1818	KMEZ-F
12. KLTY-F	(REL)	186/ 3.3	2.9	3.5	2.8	2.4	3.1	207/2928	2423/ 7.6	6.1	6.8	2.6	154	1605	KLTY-F
13. KZPS-F	(CL AOR)	170/ 3.0	2.6	2.9	2.7	2.4	2.8	201/3420	2957/ 9.3	8.5	8.2	3.2	190	2938	KZPS-F
KLUV-F	(O)	170/ 3.0	3.1	3.4	3.1	3.8	3.2	188/3874	3505/11.0	10.3	10.8	3.5	211	2603	KLUV-F
15. KOAI-F	(J/NA)	166/ 2.9	3.3	3.4	3.3	2.3	3.2	168/2584	2559/ 8.0	9.3	6.3	3.5	209	2229	KOAI-F
16. KAAM	(BB)	144/ 2.5	1.8	1.3	1.6	0.9	1.8	146/1503	1452/ 4.6	4.7	2.9	1.0	61	1013	KAAM
17. KLIF	(T)	141/ 2.5	3.5	2.6	2.7	2.6	2.8	147/2321	2202/ 6.9	8.1	6.3	2.1	129	1560	KLIF
18. WRR -F	(CL)	137/ 2.4	2.0	1.7	1.4	1.7	1.9	146/2272	2103/ 6.6	6.2	4.2	2.1	127	1596	WRR -F
19. KQZY-F	(SAC)	120/ 2.1	3.0	2.7	2.8	3.7	2.7	132/2159	1856/ 5.8	8.4	8.6	1.8	110	1295	KQZY-F
20. KHVN	(R/G)	112/ 2.0	1.3	2.0	1.8	2.5	1.8	114/1194	1150/ 3.6	2.8	3.5	1.4	87	881	KHVN
KESS	(SP)	112/ 2.0	1.0	1.0	0.7	1.5	1.2	132/936	873/ 2.7	1.7	2.2	1.3	79	922	KESS
22. KKDA	(B)	108/ 1.9	1.2	1.8	2.6	1.7	1.9	116/1429	1353/ 4.2	3.6	3.1	1.4	82	997	KKDA
23. KMGC-F	(AC)	104/ 1.8	2.6	2.8	2.3	2.3	2.4	108/2425	2355/ 7.4	7.3	7.4	2.2	131	2212	KMGC-F
24. KKWM-F	(AC)	73/ 1.3	2.1	1.6	2.2	2.4	1.8	78/1773	1586/ 5.0	7.5	8.9	1.4	85	1296	KKWM-F
KDGE-F	(AOR)	73/ 1.3	1.4	1.1	1.4	0.7	1.3	82/1474	1365/ 4.3	4.0	2.7	2.0	121	1858	KDGE-F

12+ FM SHARE (METRO): 76.55% (4028 of 5262) (WIN 89: 77.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHYI-F>	1 KKDA-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KVIL-AF<	1 KSCS-F	1 KSCS-F	1 KKDA-F	1 WBAP
2 KJMZ-F>	2 KTXQ-F	2 KVIL-AF	2 KVIL-AF>	2 KVIL-AF>	2 KVIL-AF	2 KSCS-F	2 KVIL-AF>	2 KVIL-AF	2 KJMZ-F	2 KPLX-F
3 KKDA-F	3 KSCS-F	3 KKDA-F	3 KPLX-F<	3 KPLX-F	3 KRLD	3 KRLD	3 KPLX-F	3 KJMZ-F	3 KHYI-F	3 KKDA-F
4 KEGL-F	4 KJMZ-F	4 KPLX-F<	4 KTXQ-F	4 KTXQ-F<	4 WBAP	4 KKDA-F	4 KMEZ-F<	4 KPLX-F<	4 KSCS-F	4 KRLD >>
5	5 KEGL-F	5 KTXQ-F	5 KKDA-F<	5 WBAP <	5 KMEZ-F	5 KPLX-F	5 KKDA-F	5 KKDA-F<	5 KEGL-F>	5 KSCS-F
6	6 KPLX-F	6 KJMZ-F<	6 WBAP	6 KKDA-F	6 KPLX-F	6 WBAP >	6 KTXQ-F	6 WBAP	6 WBAP <	6 KVIL-F<
7	7 KZPS-F	7 KEGL-F	7 KZPS-F	7 KLUV-F	7 KAAM	7 KTXQ-F	7 WBAP	7 KTXQ-F<	7 KTXQ-F	7 KLIF
8	8 KVIL-AF	8	KLUV-F	8 KZPS-F	8	KHYI-F	8	8 KHYI-F	8 KPLX-F	8
9	9	9	9	9 KOAI-F	9	9	9	KEGL-F	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKDA-F>	1 KKDA-F	1 KSCS-F	1 KVIL-AF	1 KVIL-AF
2 KVIL-AF	2 KVIL-AF	2 KVIL-AF	2 KSCS-F>	2 KSCS-F>
3 KJMZ-F<	KSCS-F	3 KPLX-F	3 KKDA-F<	3 KPLX-F>
4 KEGL-F	4 KEGL-F<	KEGL-F<	4 KPLX-F	4 KKDA-F
5 KSCS-F	5 KJMZ-F<	5 KKDA-F<	5 KEGL-F	5 KLUV-F
KPLX-F	6 KPLX-F	6 KJMZ-F	6 KJMZ-F	6 KEGL-F<
7 KHYI-F>	7 KHYI-F	7 KZPS-F<	7 KLTY-F	7 KLTY-F
8	8	8 KTXQ-F<	8 KLUV-F	8
9	9	9	KHYI-F	9
	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKDA-F<	1 KTXQ-F>	1 KTXQ-F>	1 KTXQ-F<	1 KSCS-F
2 KJMZ-F	2 KKDA-F	2 KSCS-F	2 KSCS-F	2 WBAP <
3 KEGL-F	3 KZPS-F<	3 KZPS-F	3 KKDA-F	3 KTXQ-F>
4 KTXQ-F>	4 KJMZ-F<	4 KKDA-F	4 WBAP <	4 KVIL-AF<
5 KPLX-F	5 KSCS-F	5 KOAI-F	5 KZPS-F	5 KZPS-F
6 KZPS-F	6 KEGL-F	6 WBAP	6 KJMZ-F<	6 KKDA-F<
KLTY-F	7 KPLX-F	KPLX-F	7 KPLX-F	7 KPLX-F
8 KESS	8	8 KHYI-F	8 KVIL-AF	8 KRLD
KDGE-F	9	KEGL-F	9	9
10	10	10	10	10

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KFJZ	870	Ft. Worth/Dalls	0.3/0.6/ 17/ 185
KJZY-F	99.1	Denton/Dallas	0.3/1.0/ 19/ 408
KSSA-F	95.3	Mckinney/Planto	0.1/0.9/ 58/ 487

RADIO STATIONS

AM STATIONS

KAAM,	1310,	5 KW (DA-N)	, NOSTALGIA	SMN,	$ 45.00	(Durpetti)	Bonneville
KESS,	1270,	5 KW (DA-1)	, HISPANIC	,	$ 53.00	(Caballero)	
KHVN,	970,	1 KW/270 W	, GOSPEL	ABC F,	$ 45.00	(Mc-Guild)	
KKDA,	730,	500 W (DAYS)	, BLACK	APR,	$ N/A	(Katz)	
KLDD,	570,	5 KW (DA-2)	, SOFT AC	US 1,	$ 43.00	(MMR)	Anchor
KLIF,	1190,	50 KW/5 KW (DA-2)	, TALK	NBC,	$ 75.00	(Eastman)	Susquehanna
KRLD,	1080,	50 KW (DA-N)	, NEWS	CBS, MBS,	$ 205.00	(CBS)	Command
WBAP,	820,	50 KW	, COUNTRY	ABC I,	$ 190.00	(Banner)	Cap Cities/ABC

FM STATIONS

KHYI,	94.9,	33 KW @ 1509,	CHR	,	$ 130.00	(MMR)	Evergreen
KJMZ,	100.3,	89 KW @ 1280,	BLACK	US 1,	$ 110.00	(Mc-Guild)	Summit
KKDA,	104.5,	98 KW @ 1585,	BLACK	APR,	$ 178.00	(Katz)	
KEGL,	97.1,	97 KW @ 1460,	CHR	,	$ 154.00	(Torbet)	Sandusky
KLTY,	94.1,	100 KW @ 1585,	RELIGION	ABC F,	$ 96.00	(HNWH)	
KLUV,	98.7,	98 KW @ 1585,	OLDIES	US 2,	$ 117.00	(MMR)	TK
KMEZ,	107.5,	25 KW @ 1264,	BTFL/EZ	US 2,	$ 118.00	(Mc-Guild)	Gilmore
KMGC,	102.9,	100 KW @ 1572,	SOFT AC/JAZZ	,	$ 116.00	(Christal)	Shamrock
KOAI,	106.1,	100 KW @ 1585,	JAZZ/NAC	,	$ 95.00	(HNWH)	Gannett
KPLX,	99.5,	100 KW @ 1680,	COUNTRY	APR,	$ 235.00	(Eastman)	Susquehanna
KQZY,	105.3,	100 KW @ 1560,	SOFT AC	,	$ 115.00	(Group W)	Westinghouse
KSCS,	96.3,	99 KW @ 1680,	COUNTRY	,	$ 153.00	(Banner)	Cap Cities/ABC
KTXQ,	102.1,	100 KW @ 1420,	AOR	RADRAD,	$ 146.00	(CBS)	CBS
KVIL,	103.7,	100 KW @ 1550,	AC	,	$ 375.00	(Torbet)	Infinity
KKWM,	97.9,	99 KW @ 1680,	SOFT AC	SOURCE,	$ 100.00	(MMR)	Anchor
KZPS,	92.5,	96 KW @ 1685,	CLASSIC AOR	,	$ 100.00	(Durpetti)	
WRR ,	101.1,	98 KW @ 1510,	CLASSICAL	,	$ 70.00	(CMBS)	City of Dallas

CALL LETTER CHANGES

KZEW-F changes calls to KKWM-F as of January...

FORMAT CHANGES

STATION SALES

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
SAC - SoFt Adult Contemporary

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

DAYTON

Arbitron Rank/Pop (12+): 48/807,400

MSA Rank/Pop: 55/935,200
ADI # 52
Average Person Ratings: 16.5
Market TSL: 21.75 hours

Stations: 21/16
Diaries: 1254/644:1/58.1%
Sample Target: 1120
% Below Line: 8.6
% Not Listed: 13.7

1989 Revenue: $21,500,000
HH Inc.: $28,229
Retail $: 6.5 Bil
Pop per Station: 50,462
#1 Biller: WTUE-F $3,500,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WHKO-F	(C)	141/10.6	8.5	8.5	8.4	9.0	9.0	221/2177	1458/18.1	17.5	19.0		8.3	110	1480	WHKO-F
2. WGTZ-F	(CHR)	136/10.2	9.7	9.5	7.3	8.6	9.2	183/3270	2229/27.6	24.0	50.1		15.6	206	2673	WGTZ-F
3. WTUE-F	(AOR)	129/ 9.7	8.3	10.1	9.2	12.1	9.3	167/2463	1693/21.0	20.0	23.6		10.5	139	1978	WTUE-F
4. WHIO	(MOR)	93/ 7.0	8.9	7.1	8.8	8.4	7.9	95/1522	1391/17.2	17.8	17.0		6.3	83	1123	WHIO
5. WVUD-F	(SAC)	83/ 6.2	5.8	5.3	6.1	5.8	5.8	88/1224	1069/13.2	12.0	11.6		4.0	53	740	WVUD-F
WAZU-F	(AOR)	83/ 6.2	5.7	7.8	7.3	3.7	6.8	119/1701	1097/13.6	13.1	8.0		8.3	109	1351	WAZU-F
7. WWSN-F	(AC)	78/ 5.9	6.5	7.8	6.5	7.3	6.7	99/1308	1063/13.2	14.3	16.5		5.2	68	848	WWSN-F
8. WYMJ-F	(O)	77/ 5.8	3.4	3.8	2.9	3.6	4.0	80/1069	960/11.9	12.0	12.2		3.8	50	859	WYMJ-F
9. WONE	(C)	57/ 4.3	5.4	3.3	4.7	4.7	4.4	69/933	745/ 9.2	10.0	10.8		4.4	58	663	WONE
10. WDAO	(B)	50/ 3.8	2.8	2.5	1.9	3.3	2.8	50/578	562/ 7.0	5.9	4.8		3.9	52	484	WDAO
11. WLW	(MOR)	45/ 3.4	3.9	5.0	4.9	3.7	4.3	123/2021	768/ 9.5	10.4	11.0		5.0	66	768	WLW
12. WCLR-F	(EZ)	40/ 3.0	4.0	3.0	2.7	1.0	3.2	66/787	564/ 7.0	7.2	2.6		2.4	32	348	WCLR-F
13.																

12+ FM SHARE (METRO): 75.63% (869 of 1149) (WIN 89: 73.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGTZ-F>>	1 WTUE-F>	1 WTUE-F	1 WHKO-F<	1 WHKO-F	1 WHKO-F	1 WHIO	1 WTUE-F<	1 WTUE-F<	1 WGTZ-F>	1 WHKO-F>>
2 WAZU-F	2 WGTZ-F<	2 WHKO-F	2 WTUE-F	2 WTUE-F	2 WHIO >	2 WGTZ-F	2 WHKO-F	2 WHKO-F	2 WHKO-F<	2 WHIO >>
3	3 WAZU-F>	WGTZ-F	3 WGTZ-F	3 WGTZ-F	3 WYMJ-F<	3 WTUE-F	3 WVUD-F	3 WGTZ-F>	3 WAZU-F	3 WAZU-F>>
4	4 WHKO-F	4 WWSN-F	4 WWSN-F	4 WWSN-F<	4 WONE	4 WHKO-F	4 WYMJ-F<	4 WAZU-F	4 WTUE-F>	4 WGTZ-F
5	5 WWSN-F	5 WAZU-F	5 WYMJ-F	5 WYMJ-F	5 WVUD-F	5 WVUD-F	5 WWSN-F	5 WYMJ-F	5 WHIO	5
6	WVUD-F	6 WYMJ-F<	6 WVUD-F	6 WVUD-F	6 WWSN-F	6 WYMJ-F<	6 WGTZ-F	WVUD-F<	6	6
7	7	7 WVUD-F	7	7	7	7 WWSN-F	7 WAZU-F	7 WWSN-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WGTZ-F>>	1 WGTZ-F>	1 WGTZ-F	1 WGTZ-F>	1 WHKO-F
2 WAZU-F>	2 WVUD-F	2 WVUD-F	2 WHKO-F<	2 WGTZ-F
3 WVUD-F	WTUE-F	WTUE-F	3 WWSN-F<	3 WWSN-F<
WTUE-F>	4 WWSN-F	4 WWSN-F	4 WVUD-F	4 WVUD-F
5 WWSN-F>>	5 WHKO-F>	WHKO-F>>	5 WTUE-F	5 WYMJ-F
6 WYMJ-F	6 WYMJ-F	6 WYMJ-F	6 WYMJ-F	6 WTUE-F
WDAO >	7	7 WAZU-F>>	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTUE-F	1 WTUE-F>>	1 WTUE-F>>	1 WTUE-F>	1 WTUE-F
2 WAZU-F>>	2 WAZU-F>>	2 WAZU-F	2 WAZU-F	2 WHKO-F>
3 WDAO >	3 WHKO-F	3 WGTZ-F	3 WHKO-F>	3 WYMJ-F
4 WOFX-F	WGTZ-F	4 WHKO-F>	4 WYMJ-F	4 WWSN-F
WHKO-F	5	5 WLW	5 WWSN-F	5 WLW
6 WGRR-F	6	WYMJ-F	WGTZ-F	6 WGTZ-F
WGTZ-F>>	7	WWSN-F>	7	7 WAZU-F

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
WBLY	1600	Springfield	0.6/2.3/ 8/ 199
WFCJ-F	93.7	Miamisburg/Datn	1.0/3.9/ 20/ 489
WING	1410	Dayton	1.0/5.1/ 17/ 519
WPFB	910	Middletown	1.1/2.3/ 25/ 419
WPFB-F	105.9	Middletown	1.5/3.9/ 33/ 595
WBVE-F	96.5	Hamilton	1.5/4.4/ 64/1001
WGRR-F	103.5	Hamilton/Cinci	1.1/4.4/ 50/ 765
WOFX-F	94.9	Fairfield	1.7/4.6/ 57/ 928
WWEZ-F	92.5	Cincinnati	1.0/2.4/ 42/ 622

RADIO STATIONS

WDAO, 1210, 1 KW (DAYS)	, BLACK	SBN, $ 28.00 (---)	
WHIO, 1290, 5 KW (DA-N)	, MOR/TALK	CBS, $ 71.00 (Durpetti)	Cox
WING, 1410, 5 KW (DA-N)	, OLDIES	NBC, US 1, $ 30.00 (Katz)	Great Trails
WONE, 980, 5 KW (DA-N)	, COUNTRY	ABC I, $ 45.00 (Mc-Guild)	Summit
WAZU-F, 102.9, 50 KW @ 493,	AOR	ABC F, $ 44.00 (Christal)	Osborn (SPRINGFIELD)
WCLR-F, 95.7, 50 KW @ 476,	BTFL/EZ	, $ 18.00 (Regional)	(PIQUA)
WFCJ-F, 93.7, 50 KW @ 492,	RELIGION	, $ 15.00 (---)	(MIAMISBURG)
WGTZ-F, 92.9, 40 KW @ 590,	CHR	, $ 74.00 (Katz)	Great Trails
WHKO-F, 99.1, 50 KW @ 1060,	COUNTRY	, $ 65.00 (Durpetti)	Cox
WPFB-F, 105.9, 34 KW @ 590,	COUNTRY	US 2, $ 20.00 (Roslin)	(MIDDLETOWN)
WTUE-F, 104.7, 50 KW @ 500,	AOR	, $ 77.00 (Mc-Guild)	Summit
WVUD-F, 99.9, 50 KW @ 500,	SOFT AC	ABC E, $ 41.00 (Republic)	University of Dayton
WWSN-F, 107.7, 50 KW @ 420,	AC	, $ 70.00 (Eastman)	Stoner
WYMJ-F, 103.9, 1.5 KW @ 528,	OLDIES	US 1, $ 40.00 (Banner)	

MISCELLANEOUS COMMENTS: WBLZ-F changes calls WGRR-F as of January...

DENVER

Arbitron Rank/Pop (12+): 24/1,599,500

MSA Rank/Pop: 27/1,664,300
ADI # 19
Average Person Ratings: 17.7
Market TSL: 23.00 hours

Stations: 29/29
Diaries: 1739/920:1/55.5%
Sample Target: 1560
% Below Line: 0.0
% Not Listed: 9.2

1989 Revenue: $67,000,000
HH Inc.: $32,533
Retail $: 14.5 Bil
Pop per Station: 55,155
#1 Biller: KOA $10,000,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KOA (N/T)	221/ 7.8	8.4	6.1	6.2	6.4	7.1	303/4883	3571/22.3	26.6	18.2	6.2	183	3049	KOA
2. KRXY-AF (CHR)	197/ 7.0	7.5	7.5	7.0	7.0	7.3	212/3437	3145/19.7	21.5	18.1	9.2	265	3237	KRXY-AF
3. KOSI-F (EZ)	184/ 6.5	7.1	5.8	6.3	6.3	6.4	222/3061	2580/16.1	14.5	14.6	4.9	143	1447	KOSI-F
4. KBCO-AF (AOR)	176/ 6.2	7.3	6.9	8.2	7.5	7.2	186/2462	2250/14.1	14.5	15.7	6.9	201	2548	KBCO-AF
5. KYGO-F (C)	171/ 6.0	5.8	6.3	6.5	6.9	6.2	203/2894	2416/15.1	12.9	14.8	9.2	272	2891	KYGO-F
6. KQKS-F (CHR)	165/ 5.8	5.3	5.1	4.9	5.5	5.3	212/3257	2583/16.1	14.7	16.4	6.4	187	2645	KQKS-F
7. KXKL-AF (O)	157/ 5.5	6.3	7.6	7.6	7.6	6.8	188/3212	2659/16.6	17.8	19.3	5.7	169	2152	KXKL-AF
8. KBPI-F (AOR)	130/ 4.6	3.8	4.0	3.5	5.1	4.0	154/2780	2254/14.1	13.5	16.1	6.7	196	2608	KBPI-F
9. KSYY-F (AC)	122/ 4.3	4.0	4.0	2.7	2.0	3.8	136/2219	1992/12.5	11.8	7.0	2.4	72	1216	KSYY-F
10. KHOW (MOR)	119/ 4.2	2.9	3.4	3.2	2.4	3.4	141/1881	1550/ 9.7	9.5	7.3	2.0	60	954	KHOW
11. KAZY-F (AOR)	118/ 4.2	4.7	5.4	6.3	5.4	5.2	146/2200	1760/11.0	13.9	14.4	6.3	184	2522	KAZY-F
12. KXLT-F (AC)	117/ 4.1	5.0	5.3	4.2	4.7	4.7	122/1892	1812/11.3	11.7	13.8	4.1	121	1124	KXLT-F
13. KRFX-F (AOR)	114/ 4.0	3.7	4.0	4.0	3.6	3 [illegible]	128/2009	1791/11.2	10.9	12.5	4.3	126	1847	KRFX-F
14. KVOD-F (CL)	92/ 3.3	2.6	3.2	3.3	4.2	3.1	105/1320	1168/ 7.3	7.2	9.4	1.6	46	970	KVOD-F
15. KYGO (C)	78/ 2.8	1.1	1.1	1.5	1.5	1.6	92/1152	920/ 5.8	3.5	4.4	1.7	50	717	KYGO
16. KEZW (BB)	74/ 2.6	2.5	2.1	2.4	3.4	2.4	78/872	809/ 5.1	5.2	6.0	1.4	40	709	KEZW
17. KHIH-F (J/NA)	72/ 2.5	2.3	2.6	2.8	2.5	2.5	73/1271	1187/ 7.4	7.6	6.1	2.6	76	1001	KHIH-F
18. KYBG (T)	52/ 1.8	2.1	1.4	0.5	0.6	1.4	58/893	827/ 5.2	5.0	2.8	0.1	4	88	KYBG
19. KTCL-F (AOR)	46/ 1.6	0.6	0.7	1.2	1.2	1.0	51/725	615/ 3.8	2.8	2.8	1.4	42	489	KTCL-F
20. KLZ (AOR)	33/ 1.2	2.5	2.9	2.0	2.2	2.2	40/700	491/ 3.1	5.2	7.2	1.4	40	629	KLZ

12+ FM SHARE (METRO): 72.84% (1869 of 2566) (WIN 89: 76.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKS-F>>	1 KRXY-AF	1 KBCO-AF	1 KBCO-AF	1 KBCO-AF	1 KOA	1 KOA >	1 KOSI-F	1 KQKS-F<	1 KQKS-F	1 KOA >>
2 KRXY-AF>>	2 KBCO-AF	2 KRXY-AF	2 KXKL-AF	2 KXKL-AF	2 KOSI-F	2 KHOW <	2 KOA	2 KRXY-AF<	2 KRXY-AF	2 KYGO-F
3	3 KBPI-F<	3 KXKL-AF	3 KYGO-F	3 KOSI-F	3 KYGO-F	3 KRXY-AF<	3 KBCO-AF<	3 KBCO-AF	3 KOA >	3 KXKL-F
4	4 KAZY-F	4 KBPI-F<	4 KXLT-F<	4 KYGO-F	4 KHOW	4 KYGO-F	4 KYGO-F	4 KOSI-F	4 KBCO-AF<	KHOW <
5	5 KRFX-F<	5 KYGO-F	5 KOA	5 KOA	5 KVOD-F	5 KBCO-AF<	5 KSYY-F<	5 KYGO-F<	5 KOSI-F<	5 KBCO-F
6	6 KQKS-F<	6 KRFX-F	6 KRFX-F	6 KHOW	6 KXKL-AF	6 KOSI-F	6 KXKL-AF<	6 KOA <	6 KXKL-AF	6 KYGO
7	7 KXLT-F	KAZY-F	KOSI-F	7 KXLT-F<	7 KSYY-F	7 KXKL-AF<	7 KRFX-F<	7 KXKL-AF	7 KAZY-F	7
				8 KSYY-F	8	8 KQKS-F	8 KRXY-AF			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRXY-AF>	1 KRXY-AF>	1 KBCO-AF	1 KRXY-AF	1 KOSI-F
2 KQKS-F	2 KXLT-F	2 KXLT-F	2 KXLT-F	2 KSYY-F<
3 KAZY-F<	3 KBCO-AF<	3 KRXY-AF>	3 KSYY-F	3 KXLT-F<
4 KBPI-F	4 KQKS-F	4 KYGO-F	KOSI-F	4 KYGO-F<
5 KRFX-F>	5 KBPI-F	KOSI-F	5 KBCO-AF<	5 KXKL-AF<
6 KXLT-F	6 KRFX-F<	6 KXKL-AF	6 KXKL-AF	6 KHOW <
KSYY-F	7 KAZY-F	KBPI-F	KYGO-F	7 KBCO-AF

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBPI-F	1 KBCO-AF	1 KBCO-AF>	1 KBCO-AF	1 KBCO-AF>
2 KRXY-AF>	2 KAZY-F	2 KAZY-F	2 KXKL-AF	2 KXKL-AF
3 KAZY-F>	3 KRXY-AF<	3 KRFX-F	3 KRXY-AF<	3 KOA
4 KXKL-AF	4 KBPI-F>	4 KRXY-AF	4 KBPI-F	4 KRFX-F
5 KTCL-F	5 KXKL-AF<	5 KXKL-AF	KAZY-F	5 KYGO-F
6 KBCO-AF	6 KRFX-F	6 KBPI-F<	6 KRFX-F	6 KAZY-F<
KSYY-F	7 KQKS-F	7 KXLT-F	KOA <	7 KHOW
KQKS-F			8 KYGO-F	

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KDEN	1340	Denver	0.7/3.0/ 21/ 484
KDHT-F	92.5	Greeley	0.9/2.6/ 33/ 588
KDKO	1510	Littleton/Denve	0.9/2.7/ 25/ 439
KNUS	710	Denver	0.9/2.7/ 36/ 529
KRKS	990	Denver	0.5/1.8/ 14/ 312
KRZN	760	Englewood	0.6/2.7/ 19/ 492

RADIO STATIONS

AM STATIONS

KBXG	710	5 KW (DA-1)	TALK	CNN	$ N/A	(Banner)	Sandusky
KDEN	1340	1 KW	TALK	ABC C, MBS	$ 35.00	(Savalli)	
KEZW	1430	5 KW (DA-N)	NOSTALGIA	SMN	$ 45.00	(Torbet)	
KHOW	630	5 KW (DA-N)	MOR	MBS, NBC	$ 78.00	(Republic)	Viacom
KLTT	800	1 KW (DAYS, DA)	RELIGION		$ 18.00	(---)	Mortenson
KLZ	560	5 KW (DA-1)	COUNTRY	SMN	$ 70.00	(Mc-Guild)	Summit
KOA	850	50 KW	NEWS/TALK	ABC I, ABC E	$140.00	(Eastman)	Subrink
KRZN	1150	5 KW/1 KW (DA-2)	OLDIES		$ 37.00	(Christal)	Genesis/Booth
KYGO	950	5 KW (DA-N)	COUNTRY	US 2	$ N/A	(CBS)	Jeff-Pilot

FM STATIONS

KAZY	106.7	100 KW @ 987	AOR	ABC R	$ 90.00	(Mc-Guild)	Summit
KBCO	97.3	88 KW @ 1541	AOR		$170.00	(MMR)	Noble (BOULDER)
KBPI	105.9	100 KW @ 1433	AOR	SOURCE	$100.00	(Banner)	Great American
KHIH	94.7	30 KW @ 984	JAZZ/NAC	SMN	$ 70.00	(Banner)	Adams (BOULDER)
KXLT	100.3	100 KW @ 350	AC		$100.00	(Christal)	Genesis/Booth
KOSI	101.1	100 KW @ 1624	BTFL/EZ		$ 95.00	(Torbet)	
KQKS	104.3	28 KW @ 1400	CHR		$ 71.00	(HNWH)	Western Cities (LONGMONT)
KRFX	103.5	100 KW @ 1061	OLDIES	CBS	$ 80.00	(Eastman)	Jacor
KRXY	107.5	91 KW @ 1149	CHR		$109.00	(Katz)	Cap Cities/ABC
KSYY	95.7	100 KW @ 725	SOFT AC	MBS	$ 81.00	(Republic)	Viacom
KTCL	93.3	100 KW @ 1330	AOR	MBS	$ 40.00	(Mc-Guild)	(FT.COLLINS)
KVOD	99.5	100 KW @ 300	CLASSICAL		$ 75.00	(Katz)	Henry
KXKL	105.1	100 KW @ 1150	OLDIES		$137.00	(Durpetti)	Shamrock
KYGO	98.5	100 KW @ 700	COUNTRY	US 2	$112.00	(CBS)	Jeff-Pilot
KYBG	92.1	.8 KW @ 610	TALK		$ 35.00	(Banner)	Century (CASTLE ROCK)

CALL LETTER CHANGES

KBXG-F changes to KNUS-A as of February,1990

FORMAT CHANGES

STATION SALES

DETROIT

Arbitron Rank/Pop (12+): 6/3,595,600
MSA Rank/Pop: 5/4,346,200
ADI # 8
Average Person Ratings: 18.8
Market TSL: 24.75 hours

Stations: 32/29
Diaries: 2454/1465:1/54.4%
Sample Target: 2320
% Below Line: 1.2
% Not Listed: 8.1

1989 Revenue: $113,300,000
HH Inc.: $31,289
Retail $: 35.5 Bil
Pop per Station: 123,986
#1 Biller: WJR $21,000,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1.	WJR	(MOR)	532/ 7.9	8.3	9.2	9.9	9.6	8.8	675/9351	6870/19.1	21.4	22.4		7.2	485	6696	WJR
2.	WJLB-F	(B)	492/ 7.3	7.8	6.4	7.4	6.9	7.2	511/5495	5117/14.2	14.3	13.7		9.1	611	6169	WJLB-F
3.	WHYT-F	(CHR)	401/ 5.9	5.0	4.3	3.8	4.4	4.8	448/7729	6970/19.4	16.2	16.9		7.7	514	7223	WHYT-F
4.	WWJ	(N)	389/ 5.8	5.7	3.9	4.5	4.6	5.0	401/6864	6308/17.5	18.0	14.9		3.9	259	4571	WWJ
5.	WJOI-F	(EZ)	364/ 5.4	4.8	5.0	5.5	5.5	5.2	372/4169	3904/10.9	12.0	12.2		2.9	195	2599	WJOI-F
6.	WWWW-F	(C)	334/ 4.9	4.7	3.5	4.3	5.2	4.3	381/4622	4013/11.2	11.9	11.9		5.0	334	4004	WWWW-F
7.	WKQI-F	(CHR)	300/ 4.4	4.2	4.2	4.3	4.0	4.3	321/6193	5750/16.0	16.6	15.7		3.6	242	4796	WKQI-F
8.	WLTI-F	(SAC)	291/ 4.3	4.7	4.1	3.7	3.5	4.2	304/4540	4294/11.9	11.6	10.1		3.1	211	2600	WLTI-F
9.	WNIC-F	(AC)	289/ 4.3	3.9	4.1	3.8	4.0	4.0	296/5074	4753/13.2	12.8	12.2		4.3	287	2866	WNIC-F
10.	WJZZ-F	(J)	268/ 4.0	3.5	3.8	2.5	2.1	3.5	270/3416	3267/ 9.1	9.5	6.2		5.4	366	3553	WJZZ-F
11.	WLLZ-F	(AOR)	262/ 3.9	3.6	3.3	4.1	4.7	3.7	282/5293	4746/13.2	12.7	13.3		4.9	332	5049	WLLZ-F
12.	WRIF-F	(AOR)	252/ 3.7	3.0	3.2	3.8	3.5	3.4	290/5588	4621/12.9	12.0	12.3		4.1	275	4720	WRIF-F
13.	WDFX-F	(CHR)	251/ 3.7	4.2	4.4	4.5	4.1	4.2	259/5382	4950/13.8	14.6	13.1		5.9	396	6244	WDFX-F
14.	WXYT	(N)	235/ 3.5	3.0	3.3	3.7	3.4	3.4	239/3235	3085/ 8.6	8.3	7.5		3.9	262	3237	WXYT
	WCSX-F	(CL AOR)	235/ 3.5	3.6	3.6	3.9	3.3	3.7	273/5320	4510/12.5	12.0	10.6		3.5	238	3725	WCSX-F
16.	WOMC-F	(O)	187/ 2.8	2.6	4.1	2.6	3.6	3.0	207/3497	3257/ 9.1	8.8	9.8		1.9	129	2018	WOMC-F
17.	CKLW	(BB)	153/ 2.3	2.7	3.2	3.2	3.2	2.8	199/3428	2731/ 7.6	7.8	8.5		2.1	139	2065	CKLW
18.	WKSG-F	(O)	128/ 1.9	2.0	2.7	2.1	2.2	2.2	129/2653	2593/ 7.2	7.1	7.8		2.1	144	1920	WKSG-F
19.	WQRS-F	(CL)	102/ 1.5	2.2	1.5	1.8	1.8	1.8	115/2190	2008/ 5.6	6.4	4.7		1.6	109	1801	WQRS-F
	WGPR-F	(B)	102/ 1.5	1.8	1.4	1.6	1.5	1.6	108/2385	2226/ 6.2	6.5	6.6		2.2	145	2371	WGPR-F
21.	CKMR-F	(O)	95/ 1.4	1.7	2.2	1.9	1.6	1.8	119/2451	1973/ 5.5	6.2	5.4		0.7	50	1063	CKMR-F
22.	WMTG	(AC)	92/ 1.4	1.6	1.9	1.5	1.0	1.6	98/1363	1330/ 3.7	3.8	2.8		1.5	101	856	WMTG
23.	WCXI	(C)	88/ 1.3	1.5	1.2	1.5	1.8	1.4	103/1674	1391/ 3.9	4.3	4.7		1.1	76	817	WCXI
24.	WQBH	(B)	70/ 1.0	1.1	1.4	1.1	1.0	1.1	70/985	985/ 2.7	2.9	3.3		0.7	50	665	WQBH
25.	WCHB	(B)	58/ 0.9	0.9	1.1	1.0	1.4	1.0	64/892	867/ 2.4	2.2	3.2		1.1	75	962	WCHB

12+ FM SHARE (METRO): 73.38% (4554 of 6206) (WIN 89: 71.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F>>	1 WJLB-F	1 WJLB-F>	1 WJLB-F>	1 WJLB-F	1 WJR >	1 WJR	1 WJOI-F<	1 WJLB-F	1 WJLB-F	1 WJR
2 WDFX-F	2 WHYT-F	2 WNIC-F<	2 WNIC-F<	2 WJR <	2 WWJ	2 WWJ	2 WJR	2 WHYT-F	2 WHYT-F	2 WJLB-F
3 WJLB-F	3 WLLZ-F	3 WKQI-F<	3 WKQI-F	3 WKQI-F<	3 WJOI-F	3 WJLB-F	3 WWWW-F<	3 WJR	3 WJR	3 WJZZ-F
4	4 WRIF-F<	4 WHYT-F	4 WLTI-F	4 WWWW-F	4 WWWW-F>	4 WKQI-F>	4 WJLB-F<	4 WJOI-F	4 WNIC-F<	4 WWJ
5	5 WCSX-F	5 WRIF-F	WJR	WNIC-F<	5 WXYT	5 WHYT-F	5 WLTI-F	5 WWJ <	5 WDFX-F	5 WXYT
6	6 WNIC-F	WLLZ-F<	WCSX-F	6 WLTI-F<	6 WLTI-F	6 WLLZ-F	6 WWJ	6 WWWW-F	6 WWJ	6 WJOI-F
7	7 WKQI-F<	7 WCSX-F	7 WJZZ-F<	7 WJZZ-F<	7 WKQI-F	7 WWWW-F	7 WCSX-F<	7 WLTI-F	7 WWWW-F<	7
8	8 WDFX-F	8 WLTI-F	8 WWWW-F	8 WCSX-F	WJLB-F	8 WNIC-F	8 WNIC-F	8 WKQI-F	8 WJZZ-F	8
9	9	9	WRIF-F	9	9		WHYT-F<	9	9	9
10	10	10	10	10	10	10	10 WKQI-F	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHYT-F>	1 WJLB-F	1 WJLB-F	1 WJLB-F	1 WJLB-F	1 WLLZ-F>	1 WLLZ-F	1 WRIF-F	1 WRIF-F<	1 WRIF-F
2 WJLB-F	2 WHYT-F	2 WNIC-F>	2 WNIC-F	2 WNIC-F	2 WRIF-F	2 WRIF-F	2 WLLZ-F	2 WLLZ-F	2 WCSX-F<
3 WDFX-F	3 WNIC-F>	3 WHYT-F	3 WLTI-F<	3 WLTI-F	WJLB-F	3 WCSX-F<	WCSX-F>	3 WJLB-F<	3 WLLZ-F<
4 WNIC-F	4 WKQI-F	4 WJZZ-F	4 WKQI-F	4 WKQI-F	4 WHYT-F	4 WJLB-F>	4 WJLB-F>	4 WCSX-F	4 WWWW-F<
5 WKQI-F	5 WLTI-F<	WCSX-F	5 WHYT-F>	5 WJR	5 WDFX-F>	5 WHYT-F>	5 WHYT-F<	5 WJZZ-F	5 WJR <
6 WLTI-F	6 WDFX-F	6 WKQI-F	6 WOMC-F	6 WWWW-F<	6 WKQI-F	6 WJZZ-F<	6 WJZZ-F	6 WKQI-F	6 WJLB-F
7 WOMC-F	WCSX-F	7 WLTI-F>	7 WJZZ-F<	7 WJZZ-F	WCSX-F<	7 WDFX-F	7 WKQI-F	WJR	7 WJZZ-F<
8 WCSX-F	8 WJZZ-F	8 WOMC-F	8 WJR	8 WJOI-F	8 WJZZ-F	8 WKQI-F	8 WWJ	WHYT-F<	8 WWJ
9	9 WOMC-F	9 WLLZ-F	9 WDFX-F	9	9	9	WLTI-F	9 WWWW-F	9 WKQI-F
10	10	10	10	10	10	10	10	10	10

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WHND	560	Monroe/Detroit	0.5/1.9/ 36/ 726
WMUZ-F	103.5	Detroit	0.7/1.8/ 51/ 820
WMXD-F	92.3	DETROIT	0.6/2.8/ 44/1038
WSAQ-F	107.1	Port Huron	0.4/0.8/ 48/ 328
WCRZ-F	107.9	Flint	0.4/0.6/140/1454
WIQB-F	102.9	Ann Arbor	0.5/1.5/ 72/1308
WTWR-F	98.3	Monroe/Toledo	0.4/0.7/ 25/ 363

RADIO STATIONS

AM STATIONS

WCXI	1130	50 KW/10 KW (DA-2)	COUNTRY	APR	$ 65.00	(Christal)	Shamrock
WHND	560	500 W (DAYS, DA)	OLDIES	US 1	$ N/A	(Mc-Guild)	Greater Media (MONROE)
WJR	760	50 KW	MOR/VARIETY	ABC I	$ 235.00	(Katz)	Cap Cities/ABC
WMKM	1440	1 KW	GOSPEL	NBN	$ 38.00	(Torbet)	
WMTG	1310	5 KW (DA-2)	BLACK	SMN	$ N/A	(Mc-Guild)	Fairmont
WQBH	1400	1 KW	BLACK		$ 48.00	(Patt)	
WWJ	950	5 KW (DA-N)	NEWS	CBS	$ 157.00	(CBS)	CBS
WXYT	1270	5 KW (DA-N)	NEWS/TALK	NBC, MBS	$ 90.00	(Roslin)	Fritz
CKLW	800	50 KW (DA-2)	NOSTALGIA		$ 76.00	(Banner)	(WINDSOR ONT.)

FM STATIONS

WCSX	94.7	10 KW @ 950	CLASSIC AOR	US 1	$ 109.00	(Mc-Guild)	Greater Media
WKQI	95.5	100 KW @ 430	CHR		$ 138.00	(HNWH)	Broadcasting Partners
WDFX	99.5	21 KW @ 745	CHR	SOURCE	$ 99.00	(MMR)	Hoker
WGPR	107.5	50 KW @ 360	BLACK	SBN	$ 60.00	(Lazar)	
WHYT	96.3	20 KW @ 780	CHR	ABC C	$ 150.00	(Katz)	Cap Cities/ABC
WJLB	97.9	50 KW @ 490	BLACK		$ 167.00	(MMR)	Booth/Genesis
WJOI	97.1	12 KW @ 802	BTFL/EZ		$ 137.00	(CBS)	CBS
WJZZ	105.9	20 KW @ 724	JAZZ		$ 80.00	(---)	
WKSG	102.7	50 KW @ 500	OLDIES	TRNSTR	$ 90.00	(Durpetti)	Ragan Henry
WLLZ	98.7	50 KW @ 480	AOR	MBS, NBC	$ 150.00	(Banner)	Westinghouse
WLTI	93.1	26 KW @ 600	SOFT AC		$ 106.00	(Christal)	Viacom
WMUZ	103.5	50 KW @ 500	RELIGION		$ 40.00	(---)	Crawford
WNIC	100.3	50 KW @ 400	AC		$ 161.00	(Mc-Guild)	Fairmont
WOMC	104.3	190 KW @ 416	OLDIES	US 2	$ 140.00	(Republic)	Infinity
WQRS	105.1	18 KW @ 782	CLASSICAL		$ 80.00	(CMBS)	Marlin
WRIF	101.1	27 KW @ 880	AOR	ABC R	$ 117.00	(Republic)	Great American
WVAE	92.3	21 KW @ 742	JAZZ/NAC		$ 81.00	(Roslin)	Fritz
WWWW	106.7	61 KW @ 508	COUNTRY	APR	$ 150.00	(Christal)	Shamrock
CKMR	93.9	100 KW @ 700	OLDIES		$ 62.00	(Banner)	(WINDSOR, ONT)

EL PASO

Arbitron Rank/Pop (12+): 79/454,000

MSA Rank/Pop: 88/569,700
ADI # 103
Average Person Ratings: 19.1
Market TSL: 25.00 hours

Stations: 23/18
Diaries: 865/525:1/55.6%
Sample Target: 840
% Below Line: 4.6
% Not Listed: 8.2

1989 Revenue: $13,200,000
HH Inc.: $21,657
Retail $: 2.9 Bil
Pop per Station: 25,222
#1 Biller: KHEY-AF $3,400,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KPRR-F	(CHR)	115/13.3	13.0	13.3	14.4	13.4	13.5	136/1601	1396/30.7	28.5	25.9		16.8	153	1320	KPRR-F
2. KLAQ-F	(AOR)	94/10.9	12.6	11.6	9.9	10.8	11.3	106/1167	971/21.4	25.5	22.1		15.4	140	1322	KLAQ-F
3. KHEY-F	(C)	91/10.5	12.5	11.0	11.6	10.4	11.4	104/1266	1058/23.3	24.8	22.1		13.1	119	1158	KHEY-F
4. KBNA-AF	(SP)	59/ 6.8	6.0	6.8	6.9	7.6	6.6	61/814	770/17.0	15.1	17.4		3.8	35	568	KBNA-AF
5. KOFX-F	(AC)	56/ 6.5	7.0	3.7	6.8	4.2	6.0	67/840	673/14.8	14.6	11.3		4.9	45	483	KOFX-F
6. KTSM-F	(EZ)	50/ 5.8	6.1	8.1	8.3	6.7	7.1	62/795	614/13.5	14.1	16.3		4.8	44	542	KTSM-F
7. KLTO-F	(AC)	48/ 5.5	3.0	2.8	5.1	5.9	4.1	48/813	771/17.0	10.1	15.0		3.5	32	530	KLTO-F
8. KEZB-F	(CHR)	47/ 5.4	3.6	6.2	4.6	4.3	4.9	58/1276	962/21.2	16.7	18.4		6.2	56	897	KEZB-F
9. KAMA	(SP)	44/ 5.1	6.5	5.9	4.8	4.9	5.6	59/720	619/13.6	11.7	4.0		4.8	44	519	KAMA
10. KAMZ-F	(AC)	36/ 4.2	3.5	4.3	4.7	7.1	4.2	36/711	693/15.3	12.3	18.6		5.6	51	726	KAMZ-F
11. KTSM	(N/T)	28/ 3.2	3.6	3.0	2.4	3.1	3.0	30/410	372/ 8.2	8.5	8.6		3.5	32	434	KTSM
12. KHEY	(C)	26/ 3.0	4.4	2.6	2.9	2.5	3.2	34/558	431/ 9.5	11.1	10.7		2.9	26	391	KHEY
13. KROD	(AC)	22/ 2.5	3.5	2.9	1.9	3.9	2.7	31/613	435/ 9.6	10.2	11.2		2.6	24	394	KROD

12+ FM SHARE (METRO): 77.20% (613 of 794) (WIN 89: 76.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRR-F>>	1 KLAQ-F>	1 KLAQ-F	1 KOFX-F<	1 KHEY-F	1 KHEY-F<	1 KPRR-F	1 KHEY-F	1 KPRR-F	1 KPRR-F>	1 KLAQ-F
2 KLAQ-F	2 KPRR-F	2 KHEY-F	2 KLAQ-F<	2 KOFX-F<	2 KTSM-F	2 KHEY-F	2 KLAQ-F>	2 KLAQ-F	2 KLAQ-F>	2 KTSM
3	3 KHEY-F	3 KPRR-F	3 KHEY-F	3 KLAQ-F	3 KBNA-AF	3 KLAQ-F	3 KPRR-F	3 KHEY-F>	3 KHEY-F	3 KPRR-F
4	4 KOFX-F	4 KOFX-F	4 KLTO-F	4 KLTO-F	KAMA >	4 KAMA	4 KBNA-AF<	4 KOFX-F	4 KAMZ-F<	KHEY-F
5	5 KLTO-F	5 KLTO-F	5 KBNA-AF	5 KBNA-AF	5 KTSM	5 KLTO-F<	5 KTSM-F	5 KLTO-F	5 KTSM-F<	KHEY
6	6	6 KEZB-F	6 KPRR-F	6 KPRR-F	6	6 KEZB-F	KOFX-F	6 KBNA-AF	6 KOFX-F	6
7	7	7	7	7	7	7 KBNA-AF	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KPRR-F	1 KHEY-F	1 KLTO-F	1 KHEY-F	1 KHEY-F
2 KHEY-F>	2 KPRR-F	2 KOFX-F	2 KPRR-F	2 KLTO-F
3 KLAQ-F	3 KLTO-F	3 KHEY-F>	3 KLTO-F	3 KOFX-F
4 KBNA-AF	4 KOFX-F	4 KPRR-F	4 KOFX-F	4 KBNA-AF
5 KEZB-F>	KLAQ-F	KLAQ-F	5 KBNA-AF<	KEZB-F
6 KLTO-F>	6 KEZB-F	KEZB-F	6 KLAQ-F<	6 KPRR-F
7 XHGU-F	7	7	7 KEZB-F	7
KAMZ-F>	8	8	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLAQ-F	1 KLAQ-F>>	1 KLAQ-F>	1 KLAQ-F>	1 KLAQ-F
2 KPRR-F>>	2 KPRR-F>	2 KOFX-F>	2 KHEY-F	2 KOFX-F
3 KHEY-F>	3 KOFX-F	3 KHEY-F	3 KPRR-F	3 KHEY-F>
4 KEZB-F>	KHEY-F	4 KPRR-F	KOFX-F	4 KBNA-AF
5 KROD >	5	KLTO-F	5	KLTO-F
6	6	6 KBNA-AF>	6	6
	7	7	7	7
	8	8	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KELP	1590	El Paso	0.7/2.1/ 9/ 122
KEZB	1150	El Paso	1.3/4.2/ 11/ 192
KPAS-F	103.1	Fabens/El Paso	1.2/1.7/ 10/ 77
KVIV	1340	El Paso	1.2/3.0/ 11/ 144
XHGU-F	105.9	Ciudad Juarez	0.6/3.5/ 5/ 167
XHIM-F	105.1	Ciudad Juarez	0.9/3.0/ 8/ 138
XHNZ-F	107.5	Ciudad Juarez	0.8/3.0/ 7/ 136
XHPX-F	98.3	Ciudad Juarez	0.8/2.8/ 7/ 126
XROK	800	Ciudad Juarez	1.5/4.1/ 14/ 204

RADIO STATIONS

KAMA,	750,	10 KW/1 KW (DA-2) ,	HISPANIC	, $	33.00	(Caballero)	Pinnacle
KBNA,	920,	1 KW/500 W (DA-N),	SIMULCAST WITH KBNA-F				
KHEY,	690,	10 KW (DA-2) ,	COUNTRY	ABC I, $	N/A	(Katz)	
KROD,	600,	5 KW (DA-2) ,	OLDIES	ABC E, $	18.00	(HNWH)	
KTSM,	1380,	5 KW/500 W ,	TALK/NEWS	TALKNT, CBS, $	20.00	(HNWH)	
KAMZ-F,	93.1,	30 KW @ 1190,	AC	, $	31.00	(Eastman)	Pinnacle
KBNA-F,	97.5,	60 KW @ 1080,	HISPANIC	, $	40.00	(Katz Hisp.)	Tichenor
KEZB-F,	93.9,	96 KW @ 1210,	CHR	, $	34.00	(Christal)	
KHEY-F,	96.3,	88 KW @ 1388,	COUNTRY	, $	70.00	(Katz)	
KLAQ-F,	95.5,	100 KW @ 1390,	AOR	ABC R, $	50.00	(HNWH)	
KLTO-F,	94.7,	61 KW @ 1080,	AC	, $	29.00	(Republic)	
KOFX-F,	92.3,	100 KW @ 1860,	AC	US 1, $	30.00	(Mc-Guild)	
KPRR-F,	102.1,	100 KW @ 1190,	CHR	, $	41.00	(Torbet)	
KTSM-F,	99.9,	100 KW @ 1800,	BTFL/EZ	NBC, CBS, $	30.00	(HNWH)	

FRESNO

Arbitron Rank/Pop (12+): 71/505,300

MSA Rank/Pop: 82/611,000
ADI # 62
Average Person Ratings: 16.3
Market TSL: 21.75 hours

Stations: 27/25
Diaries: 936/540:1/50.0%
Sample Target: 890
% Below Line: 0.8
% Not Listed: 14.9

1989 Revenue: $18,500,000
HH Inc.: $27,283
Retail $: 3.8 Bil
Pop per Station: 20,212
#1 Biller: KMJ $3,100,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1.	KNAX-F	(C)	82/10.0	8.6	9.2	5.6	7.0	8.4	111/969	817/16.2	16.1	15.0		9.0	76	796	KNAX-F
2.	KMJ	(N/T)	81/ 9.8	11.1	5.8	7.6	11.6	8.6	139/1812	1064/21.1	21.4	20.3		9.3	79	770	KMJ
3.	KBOS-F	(CHR)	61/ 7.4	9.0	8.3	8.1	7.5	8.2	140/1930	952/18.8	17.1	18.9		11.6	98	1316	KBOS-F
4.	KYNO-F	(CHR)	50/ 6.1	6.0	5.4	4.8	4.6	5.6	74/1324	952/18.8	17.4	14.2		7.8	66	1077	KYNO-F
5.	KJOI-F	(EZ)	49/ 5.9	4.7	5.7	8.8	6.1	6.3	88/1193	653/12.9	13.7	12.7		6.4	54	691	KJOI-F
6.	KFRE	(C)	40/ 4.9	4.1	2.3	4.0	3.0	3.8	85/1121	502/ 9.9	8.8	7.7		3.7	31	403	KFRE
7.	KKDJ-F	(AOR)	34/ 4.1	6.1	5.5	5.5	8.3	5.3	57/1058	664/13.1	13.0	15.5		7.3	62	733	KKDJ-F
8.	KFSO-F	(O)	32/ 3.9	5.7	5.3	5.0	5.4	5.0	74/1179	617/12.2	14.2	14.3		3.9	33	540	KFSO-F
9.	KRZR-F	(AOR)	30/ 3.6	5.2	4.8	5.1	5.9	4.7	55/978	593/11.7	13.1	17.5		7.3	62	876	KRZR-F
	KFYE-F	(AC)	30/ 3.6	3.1	1.8	2.9	3.3	2.8	49/902	539/10.7	9.2	8.9		2.5	21	589	KFYE-F
11.	KTHT-F	(AC)	29/ 3.5	2.2	1.7	1.8	2.0	2.3	38/744	541/10.7	8.2	5.1		3.9	33	397	KTHT-F
12.	KEZL-F	(J/NA)	24/ 2.9	2.8	2.4	2.2	1.2	2.6	30/311	280/ 5.5	4.6	2.3		2.6	22	325	KEZL-F
13.	KFIG-F	(AC)	23/ 2.8	2.5	3.8	3.5	3.9	3.2	24/500	468/ 9.3	9.1	13.2		1.5	13	567	KFIG-F
14.	KGST	(SP)	22/ 2.7	3.8	4.0	4.5	2.5	3.8	30/414	331/ 6.6	6.6	5.2		2.5	21	259	KGST
15.	KZRZ-F	(AOR)	20/ 2.4	1.7	2.4	2.2	3.3	2.2	47/551	253/ 5.0	5.2	8.1					KZRZ-F
16.	KEYQ	(BB)	16/ 1.9	1.0	1.5	0.9	----	1.3	19/273	223/ 4.4	2.3	0.0		0.5	4	129	KEYQ
17.	KXMX-F	(SP)	13/ 1.6	0.7	0.6	0.9	0.8	0.9	16/262	226/ 4.5	2.8	2.7		0.2	2	131	KXMX-F

12+ FM SHARE (METRO): 69.61% (488 of 701) (WIN 89: 73.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBOS-F	1 KBOS-F>	1 KNAX-F	1 KNAX-F>	1 KNAX-F	1 KMJ	1 KMJ >	1 KNAX-F	1 KNAX-F	1 KBOS-F<	1 KMJ >>
2 KYNO-F>>	2 KRZR-F	2 KBOS-F	2 KMJ	2 KMJ >	2 KNAX-F>	2 KNAX-F>	2 KMJ	2 KBOS-F	2 KMJ	2 KFYE-F>
3	KKDJ-F	3 KKDJ-F	3 KFSO-F<	3 KFSO-F<	3 KJOI-F	3 KFRE <	3 KJOI-F>	3 KYNO-F>	3 KYNO-F>	3 KZRZ-
4	4 KYNO-F	4 KMJ <	4 KKDJ-F	4 KFRE	4 KFRE >	4 KBOS-F	4 KFRE	4 KJOI-F<	4 KNAX-F<	KYNO-F
5	5 KTHT-F	5 KYNO-F	KFRE	5 KKDJ-F<	5 KFSO-F	5 KJOI-F	5	5 KMJ <	5 KRZR-F	5 KFRE
6	KNAX-F<	KFSO-F	6	6 KJOI-F	6	6	6	6 KKDJ-F	6	6 KFSO-F
7	7 KZRZ-F	7 KTHT-F	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KBOS-F	1 KBOS-F	1 KRZR-F	1 KNAX-F>	1 KNAX-F>
2 KNAX-F	2 KRZR-F	KBOS-F	2 KBOS-F	2 KJOI-F
3 KYNO-F	3 KNAX-F	3 KTHT-F	3 KYNO-F	3 KFSO-F>
KRZR-F	4 KYNO-F	KNAX-F	4 KFSO-F	4 KYNO-F
5 KZRZ-F	KTHT-F	KJOI-F	5 KJOI-F	KBOS-F
KTHT-F	6	6	6 KTHT-F	6 KMJ
7	7	7	KRZR-F	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBOS-F>>	1 KKDJ-F	1 KKDJ-F>	1 KKDJ-F	1 KMJ >
2 KZRZ-F	KBOS-F>	2 KMJ	2 KMJ	2 KNAX-F
KYNO-F	3 KZRZ-F	3 KFYE-F	3 KNAX-F	KFRE
KTHT-F	4 KYNO-F	4 KZRZ-F	4 KFRE	4 KKDJ-F>
5 KRZR-F	KFYE-F	5 KYNO-F	5 KBOS-F	5 KFSO-F
6 KKDJ-F	6 KRZR-F	KRZR-F	6 KFYE-F	KEZL-F
KFYE-F	7	KEZL-F	7	7 KFYE-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME				
KBIF	900	Fresno	0.6/1.5/ 5/ 86	KJOP	1240	Lemoore	0.5/1.3/ 4/ 87
KFIG	1430	Fresno	0.5/2.0/ 4/ 103	KNBR	680	San Francisco	0.4/1.5/ 10/ 165
KKAM	1340	Fresno	0.5/1.8/ 4/ 105				
KOQO	790	Clovis/Fresno	1.2/1.9/ 23/ 141				
KOQO-F	101.9	Fresno	1.3/3.9/ 18/ 363				
KRDU	1130	Dinuba	0.6/2.4/ 12/ 213				
KXEX	1550	Fresno	1.5/4.0/ 12/ 222				
KYNO	1300	Fresno	0.8/4.3/ 22/ 383				

RADIO STATIONS

KFRE,	940,	50 KW (DA-2)	, COUNTRY	ABC D,	$ 30.00	(HNWH)	First Sierra
KGST,	1600,	5 KW (DA-N)	, HISPANIC	,	$ 24.00	(Lotus)	Lotus
KKAM,	1340,	1 KW	, BLACK	CBS,	$ 20.00	(CBS)	
KMJ ,	580,	5 KW	, NEWS/TALK	TALKNT,	$ 53.00	(Katz)	Henry
KOQO,	790,	500W (DAYS,DA)	, HISPANIC	CRC,	$ 21.00	(Caballero)	Group III
KXEX,	1550,	5 KW/2.5 KW(DA-2)	, HISPANIC	,	$ 23.00	(SBS)	
KYNO,	1300,	5 KW/1 KW (DA-N)	, OLDIES	SMN,	$ 19.00	(Banner)	Brown
KBOS-F,	94.9,	16 KW @ 847,	CHR	ABC F,	$ 37.00	(CBS)	(TULARE)
KCLQ-F,	107.5,	21 KW @ 790,	AOR	,	$ 31.00	(Republic)	Liggett (HANFORD)
KEZL-F,	96.7,	25 KW @ 300,	SOFT AC	,	$ 22.00	(K & P)	(FOWLER)
KFIG-F,	101.1,	50 KW @ 310,	AC	,	$ 40.00	(Eastman)	
KFSO-F,	92.9,	10 KW @ 800,	OLDIES	,	$ 40.00	(CBS)	Americom (VISALIA)
KFYE-F,	93.7,	68 KW @ 1912,	AC	,	$ 32.00	(Katz)	Henry
KJFX-F,	95.7,	18 KW @ 850,	CLASSIC AOR	SMN,	$ 42.00	(Banner)	Brown
KKDJ-F,	105.9,	2 KW @ 1960,	AOR	,	$ 48.00	(Durpetti)	
KRZR-F,	103.7,	50 KW @ 500,	CHR	,	$ 38.00	(Christal)	Olympia (HANFORD)
KNAX-F,	97.9,	48 KW @ 290,	COUNTRY	ABC E,	$ 40.00	(HNWH)	First Sierra
KJOI-F,	98.9,	19 KW @ 820,	BTFL/EZ	,	$ 35.00	(MMR)	
KOQO-F,	101.9,	2 KW @ 1870,	HISPANIC	CRC,	$ 27.00	(Caballer)	Group III
KTHT-F,	102.7,	50 KW @ 500,	SOFT AC	,	$ 30.00	(Christal)	

MISCELLANEOUS COMMENTS: KEAP-A changes calls to KEYQ-A as of January...KOJY-F changes to KJOI-F as of February
KCLQ-F changes to KZRZ-F as of February, 1990...

GRAND RAPIDS

Arbitron Rank/Pop (12+): 65/544,500

MSA Rank/Pop: 71/669,000
ADI # 37
Average Person Ratings: 16.6
Market TSL: 22.00 hours

Stations: 21/16
Diaries: 1045/521:1/62.7%
Sample Target: 920
% Below Line: 7.7
% Not Listed: 15.5

1989 Revenue: $23,800,000
HH Inc.: $31,191
Retail $: 5.1 Bil
Pop per Station: 34,031
#1 Biller: WCUZ-AF $3,800,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WOOD-F	(EZ)	88/ 9.7	9.5	10.2	11.4	7.8	10.2	145/1888	1111/20.4	19.7	19.5	6.8	67	1063	WOOD-F
2. WGRD-F	(CHR)	82/ 9.1	8.0	10.6	8.3	7.7	9.0	127/2162	1259/23.1	24.8	25.4	14.3	141	1749	WGRD-F
3. WCUZ-F	(C)	77/ 8.5	11.0	7.0	7.0	8.0	8.4	130/1558	941/17.3	20.8	17.8	5.7	56	714	WCUZ-F
4. WODJ-F	(O)	67/ 7.4	3.9	0.4	0.7	0.6	3.1	117/1798	1053/19.3	8.7	2.6	7.8	77	808	WODJ-F
5. WLHT-F	(AC)	65/ 7.2	7.7	7.8	7.7	7.9	7.6	76/1051	782/14.4	18.4	17.4	7.4	73	726	WLHT-F
6. WOOD	(MOR)	59/ 6.5	6.4	5.5	7.4	7.2	6.4	65/884	800/14.7	13.3	13.6	5.1	50	484	WOOD
7. WLAV-F	(AOR)	58/ 6.4	8.5	5.8	7.9	7.7	7.2	87/1261	813/14.9	17.6	18.6	8.1	80	1032	WLAV-F
8. WKLQ-F	(CHR)	53/ 5.8	6.5	5.6	4.4	8.0	5.6	89/1492	898/16.5	19.3	23.4	6.6	65	1430	WKLQ-F
9. WMUS-F	(C)	45/ 5.0	4.4	4.2	4.8	5.5	4.6	115/1388	561/10.3	9.4	11.6	4.0	39	507	WMUS-F
10. WJFM-F	(O)	27/ 3.0	5.5	6.0	3.7	6.2	4.6	55/1081	542/10.0	12.7	17.1	3.1	31	588	WJFM-F
WFUR-F	(REL)	27/ 3.0	2.0	0.7	2.3	2.9	2.0	31/583	475/ 8.7	8.5	8.6	2.4	24	547	WFUR-F
12. WYXX-F	(AC)	26/ 2.9	1.6	2.7	2.1	2.4	2.3	39/651	407/ 7.5	7.3	7.7	1.6	16	319	WYXX-F
13. WSNX-F	(CHR)	25/ 2.8	3.2	5.6	3.7	5.0	3.8	106/1561	557/10.2	11.9	13.7	4.4	43	567	WSNX-F
14. WJQK-F	(REL)	14/ 1.5	0.8	1.0	1.0	0.9	1.1	15/378	310/ 5.7	3.9	3.2	2.0	20	244	WJQK-F
WCUZ	(C)	14/ 1.5	1.5	3.0	3.1	2.7	2.3	15/393	370/ 6.8	5.6	6.0	1.0	10	279	WCUZ

12+ FM SHARE (METRO): 85.38% (654 of 766) (WIN 89: 83.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGRD-F>>	1 WLAV-F	1 WODJ-F<	1 WODJ-F	1 WODJ-F	1 WOOD-F	1 WOOD-F	1 WOOD-F<	1 WGRD-F	1 WGRD-F>	1 WCUZ-F>>
2	2 WGRD-F	2 WLHT-F	2 WLHT-F	2 WLHT-F	2 WCUZ-F	2 WCUZ-F<	2 WLHT-F>	2 WOOD-F	2 WOOD-F	2 WKLQ-F
3	3 WKLQ-F	3 WLAV-F	3 WLAV-F	3 WCUZ-F	3 WOOD	3 WOOD	3 WODJ-F	WODJ-F<	3 WOOD <	3 WOOD
4	4 WLHT-F>	4 WGRD-F	4 WCUZ-F	4 WLAV-F	4 WODJ-F>	4 WLHT-F	WCUZ-F	4 WLHT-F<	4 WKLQ-F	4 WOOD-F
5	5 WODJ-F	5 WKLQ-F	5 WMUS-F	5 WOOD-F<	5 WLHT-F	5 WGRD-F	5 WLAV-F	5 WLAV-F<	5 WCUZ-F<	5 WODJ-F
6	6 WSNX-F	6 WCUZ-F	WGRD-F	6 WMUS-F	6 WMUS-F	6 WODJ-F	6 WGRD-F	6 WCUZ-F	6 WODJ-F<	6 WLHT-F
7	WJFM-F	7	7	7	7	7	7	7	7 WLAV-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGRD-F	1 WGRD-F	1 WGRD-F	1 WLHT-F	1 WLHT-F	1 WLAV-F	1 WLAV-F>	1 WLAV-F>	1 WLAV-F	1 WODJ-F
2 WLHT-F	2 WLHT-F>	2 WLHT-F	2 WGRD-F	2 WOOD-F<	2 WKLQ-F	2 WKLQ-F>	2 WKLQ-F	2 WODJ-F	2 WCUZ-F
3 WKLQ-F	3 WKLQ-F	3 WLAV-F	3 WODJ-F	3 WODJ-F	3 WGRD-F	3 WGRD-F	3 WJFM-F	3 WCUZ-F	3 WLAV-F
4 WSNX-F>	4 WLAV-F	4 WODJ-F	4 WKLQ-F	4 WOOD	4 WCUZ-F>>	4 WCUZ-F	4 WLHT-F	4 WKLQ-F	4 WLHT-F
5 WYXX-F	5 WSNX-F	5	5 WOOD-F	5 WGRD-F	5	5 WJFM-F	5 WODJ-F	5 WGRD-F	5 WJFM-F
6	6	6	WOOD	6 WCUZ-F	6	6 WODJ-F	6	6 WJFM-F	6 WMUS-F
7	7	7	7	7	7	7	7	7	7 WKLQ-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WFUR	1570	Grand Rapids	0.1/1.1/ 1/ 62
WHTC	1450	Holland	1.0/3.1/ 14/ 268
WKTH	1410	Grand Rapids	0.4/1.9/ 4/ 110
WKWM	1140	Kentwood/Gr.Rpd	1.4/2.2/ 13/ 119
WLAV	1340	Grand Rapids	0.9/2.0/ 8/ 111
WWJQ	1260	Zeeland/Holland	0.4/1.5/ 5/ 126

RADIO STATIONS

AM STATIONS

WCUZ, 1230,	1 KW	, SEE WCUZ-F					
WFUR, 1570,	1 KW	, RELIGION	, $	10.00	(Patt)	Kuiper	
WKWM, 1140,	5 KW (DAYS,DA)	, BLACK	SBN, $	16.00	(Patt)		
WOOD, 1300,	5 KW (DA-N)	, MOR	NBC, $	55.00	(Katz)	United Artists	

FM STATIONS

WCUZ-F, 101.3,	50 KW @ 420,	COUNTRY	ABC I, $	75.00	(Christal)	Federated	
WFUR-F, 102.9,	48 KW @ 510,	RELIGION	, $	15.00	(Patt)	Kuiper	
WGRD-F, 97.9,	13 KW @ 590,	CHR	ABC C, $	35.00	(Durpetti)	Regional	
WJFM-F, 93.7,	320 KW @ 780,	OLDIES	CBS, $	31.00	(Mc-Guild)		
WKLQ-F, 94.5,	50 KW @ 500,	CHR/AOR	ABC F, $	50.00	(Eastman)	Bloomington	(HOLLAND)
WLAV-F, 96.9,	50 KW @ 500,	AOR	SOURCE, $	70.00	(MMR)	Adams	
WLHT-F, 95.7,	41 KW @ 554,	AC	, $	65.00	(Republic)	Liggett	
WOOD-F, 105.7,	265 KW @ 810,	BTFL/EZ	, $	61.00	(Katz)	United Artists	
WYXX-F, 96.1,	50 KW @ 420,	SOFT AC	, $	24.00	(Patt)		(HOLLAND)
WMUS-F, 106.9,	50 KW @ 480,	COUNTRY	ABC D, $	36.00	(HNWH)		(MUSKEGON)
WODJ-F, 107.3,	50 KW @ 500,	OLDIES	UPI, MBS, $	14.00	(Patt)	Goodrich	(GREENVILLE)
WSNX-F, 104.5,	50 KW @ 360,	CHR	, $	33.00	(Banner)	Goodrich	(MUSKEGON)

GREENSBORO-WS

Arbitron Rank/Pop (12+): 50/787,400

MSA Rank/Pop: 57/913,600
ADI # 47
Average Person Ratings: 17.8
Market TSL: 23.00 hours

Stations: 30/24
Diaries: 1091/722:1/55.9%
Sample Target: 1100
% Below Line: 3.1
% Not Listed: 11.4

1989 Revenue: $22,000,000
HH Inc.: $26,025
Retail $: 7.3 Bil
Pop per Station: 32,808
#1 Biller: WTQR-F $4,250,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1.	WTQR-F	(C)	255/18.2	13.8	15.3	15.9	15.1	15.8	433/4077	2295/29.1	22.9	28.9	19.1	262	2447	WTQR-F
2.	WKRR-F	(AOR)	143/10.2	9.6	11.4	9.2	8.1	10.1	200/2365	1523/19.3	17.5	18.7	10.4	143	1450	WKRR-F
3.	WJMH-F	(B)	99/ 7.1	8.8	7.1	11.5	7.6	8.6	172/2186	1558/19.8	18.6	17.2	12.0	165	1548	WJMH-F
4.	WWWB-F	(AC)	81/ 5.8	5.2	4.6	3.9	4.4	4.9	123/1734	1047/13.3	11.7	11.5	2.6	36	655	WWWB-F
	WSJS	(N/T)	81/ 5.8	4.5	3.8	4.8	5.1	4.7	82/855	832/10.6	9.6	13.2	4.4	60	756	WSJS
	WQMG-F	(B)	81/ 5.8	4.5	4.8	4.0	4.1	4.8	114/1335	914/11.6	9.9	10.6	6.9	94	1372	WQMG-F
	WMAG-F	(AC)	81/ 5.8	6.9	5.0	5.7	5.5	5.8	143/1753	1082/13.7	15.4	13.6	5.8	80	1110	WMAG-F
8.	WKZL-F	(CHR)	66/ 4.7	6.0	5.6	5.8	5.5	5.5	103/2037	1304/16.6	14.6	18.2	6.7	92	1279	WKZL-F
9.	WKSI-F	(CHR)	59/ 4.2	3.9	3.4	3.9	3.9	3.8	106/1958	1147/14.6	13.1	15.2	4.7	64	1251	WKSI-F
10.	WWMY-F	(EZ)	48/ 3.4	3.0	1.9	2.4	3.2	2.7	69/876	547/ 6.9	8.0	5.9	2.4	33	310	WWMY-F
	WMQX-F	(O)	48/ 3.4	4.9	4.2	4.2	4.8	4.2	99/1634	885/11.2	12.[illegible]	12.1	4.7	65	859	WMQX-F
12.	WMFR	(AC)	26/ 1.9	1.9	1.5	2.7	2.0	2.0	26/307	307/ 3.9	5.0	3.9	2.0	28	367	WMFR
13.	WPCM-F	(C)	22/ 1.6	1.4	1.9	2.0	1.1	1.7	83/1256	359/ 4.6	4.3	5.5	0.8	11	228	WPCM-F
14.	WWGL-F	(REL)	18/ 1.3	1.0	2.3	1.4	0.8	1.5	24/478	340/ 4.3	3.2	2.7	1.1	15	233	WWGL-F
	WHPE-F	(REL)	18/ 1.3	1.4	1.1	2.2	2.0	1.5	36/639	382/ 4.9	3.7	4.1	1.1	15	396	WHPE-F

12+ FM SHARE (METRO): 85.86% (1063 of 1238) (WIN 89: 81.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMH-F	1 WKRR-F>	1 WTQR-F<	1 WTQR-F	1 WTQR-F>	1 WTQR-F>>	1 WTQR-F>>	1 WTQR-F>	1 WTQR-F>	1 WJMH-F<	1 WTQR-F>>
2 WKSI-F	2 WTQR-F	2 WKRR-F>	2 WKRR-F>	2 WKRR-F>	2 WSJS >	2 WKRR-F	2 WKRR-F>	2 WKRR-F	2 WTQR-F<	2 WJMH-F<
3 WKZL-F>>	3 WJMH-F<	3 WMAG-F<	3 WMAG-F	3 WMAG-F<	3 WWWB-F	3 WSJS	3 WWWB-F	3 WJMH-F>	3 WKRR-F	3 WQMG-F
4	4 WQMG-F	4 WJMH-F<	4 WWWB-F	4 WWWB-F	4 WWMY-F	4 WMAG-F	4 WMAG-F>	4 WMAG-F	4 WKSI-F>	4 WSJS
5	5 WMAG-F	5 WQMG-F<	5 WJMH-F<	5 WJMH-F<	5 WMAG-F	5 WWWB-F	5 WWMY-F	5 WWWB-F	5 WQMG-F	WKRR-F
6	6 WKZL-F<	6 WWWB-F	6 WQMG-F	6 WQMG-F	6 WKRR-F	6	WSJS	6 WQMG-F	6 WKZL-F	6 WMFR
7	7 WWWB-F	7	7 WMQX-F	7 WMQX-F	7 WMQX-F	7	7	7	7	7 WWWB-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRR-F>	1 WKRR-F>	1 WKRR-F	1 WTQR-F	1 WTQR-F>	1 WKRR-F>	1 WKRR-F>	1 WKRR-F>	1 WTQR-F<	1 WTQR-F>
2 WKZL-F	2 WMAG-F	2 WMAG-F>	2 WKRR-F	2 WMAG-F	2 WTQR-F	2 WTQR-F>	2 WTQR-F>	2 WKRR-F>	2 WKRR-F>
3 WQMG-F	3 WQMG-F	3 WTQR-F	3 WMAG-F>	3 WKRR-F	3 WJMH-F	3 WJMH-F	3 WQMG-F	3 WJMH-F	3 WWWB-F
4 WWWB-F	WKZL-F	WJMH-F	4 WWWB-F<	4 WWWB-F	4 WQMG-F>	4 WQMG-F>>	WJMH-F	4 WQMG-F	4 WJMH-F
WJMH-F	WJMH-F	5 WQMG-F	5 WQMG-F	5 WQMG-F	5 WKSI-F>	5 WWWB-F	5	5 WWWB-F>	5 WQMG-F
6 WKSI-F	6 WTQR-F	6 WKZL-F	6 WJMH-F<	6 WJMH-F	6	WMAG-F	6	6 WMAG-F	6 WMQX-F<
7 WTQR-F	7 WWWB-F	7 WWWB-F	7 WKZL-F	7 WMQX-F	7	7	7	7 WMQX-F	7 WMAG-F
WMAG-F>>									

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WAAA	980	Winston-Salem	0.8/3.1/ 11/ 247
WKEW	1400	Greensboro	0.6/2.5/ 9/ 195
WKXR	1260	Asheboro	0.4/1.9/ 9/ 172
WMQX	1340	Winston-Salem	0.2/1.0/ 3/ 83
WPET	950	Greensboro	0.6/1.4/ 9/ 133
WQMG	1510	Greensboro	0.6/1.8/ 9/ 142
WSMX	1500	Winston-Salem	0.3/1.0/ 4/ 75
WTNC	790	Thomasville	1.0/1.6/ 14/ 128
WTOB	1380	Winston-Salem	0.3/1.4/ 4/ 112
WDCG-F	105.1	Durham/Raleigh	0.4/2.8/ 38/ 934
WFMX-F	105.7	Statesville	1.1/3.9/ 32/ 665
WMXC-F	104.7	Charlotte	0.4/1.8/ 22/ 462
WRFX-F	99.7	Kannapolis/Chrl	0.5/0.8/ 30/ 347
WROV-F	96.3	Martinsville	0.4/1.3/ 33/ 360
WSOC-F	103.7	Charlotte	0.4/1.7/ 74/ 917

RADIO STATIONS

WAAA, 980, 1 KW, BLACK	NBN, $ 17.00 (---)		
WMFR, 1230, 1 KW, NOSTALGIA	ABC I, APR, $ 25.00 (MMR)	Voyager	
WSJS, 600, 5 KW (DA-2), MOR	NBC, MBS, $ 49.00 (Mc-Guild)	New Market	
WHPE-F, 95.5, 100 KW @ 440, RELIGION	, $ 14.00 (---)		
WJMH-F, 102.1, 61 KW @ 1160, URBAN/CHR	, $ 50.00 (HNWH)	Beasley	(REIDSVILLE)
WKRR-F, 92.3, 100 KW @ 1276, CLASSIC AOR	, $ 68.00 (MMR)	Dick	
WKSI-F, 98.7, 100 KW @ 800, CHR	, $ 47.00 (Republic)	Bahakel	
WKZL-F, 107.5, 100 KW @ 500, CHR	ABC R, $ 55.00 (Katz)	Nationwide	
WMAG-F, 99.5, 100 KW @ 1500, AC	, $ 75.00 (MMR)	Voyager	
WMQX-F, 93.1, 100 KW @ 1050, OLDIES	, $ 40.00 (Durpetti)	Ralph Guild	
WPCM-F, 101.1, 100 KW @ 1176, COUNTRY	MBS, $ N/A (---)		(BURLINGTON)
WQMG-F, 97.1, 100 KW @ 550, BLACK	RADRAD, $ 43.00 (HNWH)		
WTQR-F, 104.1, 100 KW @ 1420, COUNTRY	MBS, $ 95.00 (Mc-Guild)	New Market	
WWMY-F, 94.5, 100 KW @ 1000, BTFL/EZ	US 2, $ 25.00 (Katz)		(EDEN)
WWWB-F, 100.3, 100 KW @ 1049, AC	US 2, $ 44.00 (Mc-Guild)		

HARRISBURG

Arbitron Rank/Pop (12+): 74/497,200

MSA Rank/Pop: 87/584,900
ADI # 46 (w/York & Lancaster)
Average Person Ratings: 17.7
Market TSL: 23.25 hours

Stations: 26/16
Diaries: 946/526:1/58.9%
Sample Target: 880
% Below Line: 21.0
% Not Listed: 14.7

1989 Revenue: $13,100,000
HH Inc.: $29,989
Retail $: 5.2 Bil
Pop per Station: 31,075
#1 Biller: WYNK-F $5,700,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WNNK-F	(CHR)	135/15.3	19.6	17.0	19.0	19.9	17.7	157/2212	1757/35.3	37.1	35.8		24.9	167	1706	WNNK-F
2. WRKZ-F	(C)	61/ 6.9	9.7	7.2	9.9	10.7	8.4	163/2001	743/14.9	16.7	18.0		5.8	39	469	WRKZ-F
3. WTPA-F	(AOR)	59/ 6.7	6.6	6.3	6.6	5.8	6.6	90/1035	701/14.9	12.6	13.0		10.4	70	605	WTPA-F
4. WHP	(MOR)	56/ 6.4	5.9	5.4	6.1	8.7	5.9	68/879	684/13.8	15.7	15.5		8.5	57	817	WHP
5. WNCE-F	(EZ)	51/ 5.8	4.5	6.0	7.4	5.7	5.9	170/1701	642/12.9	8.8	12.9		4.0	27	283	WNCE-F
6. WWKL-F	(AC)	47/ 5.3	3.6	4.6	2.9	3.1	4.1	74/886	481/ 9.7	7.9	6.0		5.5	37	395	WWKL-F
7. WXBB-F	(AC)	44/ 5.0	0.9	0.9	1.1	2.3	2.0	50/742	545/11.0	4.4	7.0					WXBB-F
8. WQXA-F	(CHR)	42/ 4.8	5.6	3.9	2.8	2.3	4.3	108/1646	721/14.5	14.4	12.9		6.3	42	531	WQXA-F
9. WIMX-F	(AC)	36/ 4.1	5.4	4.1	4.6	5.8	4.6	42/775	656/13.2	12.5	14.9		2.8	19	442	WIMX-F
WHYL	(BB)	36/ 4.1	3.6	0.7	0.2	0.5	2.1	44/504	419/ 8.4	5.9	0.0		3.0	20	193	WHYL
11. WLBR	(MOR)	31/ 3.5	2.0	3.0	2.2	2.3	2.7	32/450	407/ 8.2	6.5	8.4					WLBR
12. WDAC-F	(REL)	24/ 2.7	1.7	0.9	0.8	1.2	1.5	89/983	307/ 6.2	4.7	5.7		0.7	5	115	WDAC-F
13. WHTF-F	(AOR)	21/ 2.4	1.8	2.9	1.7	1.6	2.2	77/1174	366/ 7.4	5.7	6.4		1.2	8	189	WHTF-F
14. WHYL-F	(C)	18/ 2.0	2.6	2.9	3.9	2.5	2.8	22/341	292/ 5.9	5.8	7.6		2.1	14	218	WHYL-F

12+ FM SHARE (METRO): 79.49% (597 of 751) (WIN 89: 81.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNNK-F	1 WNNK-F	1 WNNK-F>	1 WNNK-F>	1 WNNK-F>	1 WRKZ-F<	1 WNNK-F>>	1 WNNK-F>	1 WNNK-F>>	1 WQXA-F	1 WRKZ-F
2 WQXA-F	2 WTPA-F>>	2 WTPA-F	2 WWKL-F	2 WWKL-F	2 WNNK-F<	2 WHP	2 WTPA-F	2 WTPA-F	WNNK-F>>	2 WNNK-F>
3	3 WQXA-F	3 WWKL-F	3 WTPA-F	3 WRKZ-F<	3 WHP	3 WTPA-F	3 WWKL-F	WRKZ-F	3 WNCE-F>	3 WHP
4	4 WXBB-F	4 WRKZ-F	4 WRKZ-F	4 WTPA-F	4 WNCE-F>	4 WRKZ-F>	4 WNCE-F<	4 WNCE-F	4 WRKZ-F	4 WLBR
5	WIMX-F	5 WIMX-F	5 WXBB-F	5 WXBB-F<	5 WHYL	5 WNCE-F<	5 WRKZ-F	5 WXBB-F	5 WXBB-F	5
6	6 WWKL-F	6	6	6 WNCE-F<	6	6 WWKL-F	WHP <	6 WWKL-F<	6 WTPA-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WTPA-F>>	1 WTPA-F>	1 WTPA-F>	1 WTPA-F	1 WNNK-F<
2 WQXA-F>	2 WTPA-F	2 WWKL-F	2 WIMX-F	2 WNCE-F	2 WNNK-F>>	2 WNNK-F>	2 WNNK-F>	2 WNNK-F	2 WWKL-F
3 WTPA-F	WIMX-F	WIMX-F	3 WRKZ-F	3 WXBB-F	3 WYCR-F	3 WHTF-F>	3 WHTF-F	3 WWKL-F>	3 WTPA-F
4 WIMX-F>>	4 WQXA-F	4 WTPA-F	4 WQXA-F	WWKL-F	4 WQXA-F	4 WQXA-F	4 WXBB-F	4 WRKZ-F	4 WRKZ-F>
5 WXBB-F>	5 WXBB-F	5 WXBB-F>>	WWKL-F	WRKZ-F	WHTF-F>>	5 WXBB-F>	5 WQXA-F	5 WHTF-F	5 WXBB-F
6	WWKL-F>>	6	WTPA-F	WIMX-F>	6	6	WWKL-F	6	6

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
WAHT	1510	Annville-Cleona	0.5/1.8/ 7/ 130
WCMB	1460	Harrisburg	1.3/4.9/ 14/ 319
WHGB	1400	Harrisburg	0.5/1.4/ 6/ 88
WKBO	1230	Harrisburg	1.0/3.3/ 12/ 204
WUFM-F	100.1	Lebanon	1.4/3.1/ 13/ 182
WWII	720	Shirmnstwn/Hrsb	0.3/1.6/ 3/ 102
WARM-F	103.3	York	1.8/5.2/164/1862
WGCB-F	96.1	Gettysburg	0.6/1.7/ 14/ 265
WGRX-F	100.7	Westmnstr/Balt.	0.6/2.8/ 28/ 568
WGTY-F	107.7	Gettysburg	0.3/2.0/ 61/ 661
WLAN-F	96.9	Lancaster	0.7/3.8/ 73/1387
WYCR-F	98.5	York/Hanover	1.4/5.7/ 71/1427

RADIO STATIONS

WCMB, 1460, 5 KW (DA-N) , OLDIES	NBC, TALKNT, $ 20.00	(Eastman)	
WHP , 580, 5 KW (DA-N) , MOR	CBS, NBC, $ 33.00	(Katz)	
WLBR, 1270, 5 KW/1 KW (DA-2) , MOR	ABC I, $ 16.00	(K & P)	(LEBANON)
WWKL-F, 94.9, 25 KW @ 700, OLDIES	, $ 25.00	(Banner)	Barnstable
WHYL-F, 102.3, 3 KW @ 328, COUNTRY	APR, $ 28.00	(---)	
WIMX-F, 99.3, 3 KW @ 328, AC	, $ 34.00	(Eastman)	
WNNK-F, 104.1, 22 KW @ 726, CHR	APR, $ 94.00	(Christal)	Keymarket
WRKZ-F, 106.7, 50 KW @ 500, COUNTRY	ABC E, $ 70.00	(Torbet)	Zimmerman
WTPA-F, 93.5, .8 KW @ 740, AOR	ABC R, $ 29.00	(Republic)	
WXBB-F, 97.3, 17 KW @ 840, SOFT AC	, $ 40.00	(Katz)	

MISCELLANEOUS COMMENTS: WHP-F changes calls to WXBB-F as of February, 1990...

OTHER RANKED STATIONS -- See York or Lancaster

HARTFORD

Arbitron Rank/Pop (12+): 40/982,400

MSA Rank/Pop: 43/1,096,200
ADI # 23 (w/New Haven)
Average Person Ratings: 18.0
Market TSL: 23.75 hours

Staticns: 26/17
Diaries: 1299/756:1/54.6%
Sample Target: 1230
% Below Line: 17.0
% Not Listed: 12.5

1989 Revenue: $36,900,000
HH Inc.: $37,576
Retail $: 10.0 Bil
Pop per Station: 57,788
#1 Biller: WTIC $9,200,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WTIC	(MOR)	296/16.8	15.0	15.5	15.9	16.5	15.8	361/4044	3081/31.4	28.4	32.8	16.2	252	2479	WTIC
2. WTIC-F	(CHR)	186/10.5	11.2	12.7	13.7	10.3	12.0	292/4480	2808/28.6	29.8	27.6	16.1	251	3382	WTIC-F
3. WWYZ-F	(C)	160/ 9.1	7.8	5.7	7.4	5.7	7.5	296/2970	1515/15.4	15.8	12.7	8.2	127	1325	WWYZ-F
4. WRCH-F	(SAC)	145/ 8.2	7.6	8.0	9.0	9.4	8.2	251/3347	1709/17.4	17.0	17.7	5.4	84	1120	WRCH-F
5. WKSS-F	(CHR)	102/ 5.8	5.3	5.9	4.0	4.8	5.3	174/2477	1938/19.7	19.4	17.4	5.1	80	1573	WKSS-F
6. WIOF-F	(AC)	98/ 5.6	6.9	4.8	5.6	4.7	5.7	135/2193	1532/15.6	16.7	14.4	4.5	70	965	WIOF-F
7. WHCN-F	(AOR)	97/ 5.5	5.8	5.8	6.1	6.4	5.8	165/2776	1595/16.2	16.7	18.0	6.9	107	1637	WHCN-F
8. WCCC-F	(AOR)	87/ 4.9	5.8	6.6	5.1	6.1	5.6	170/2814	1468/14.9	16.7	16.6	7.3	113	1464	WCCC-F
9. WDRC-F	(O)	85/ 4.8	6.4	4.8	5.9	7.1	5.5	184/3145	1562/15.9	17.8	17.0	5.8	90	1413	WDRC-F
10. WPOP	(N/T)	58/ 3.3	2.6	2.5	1.9	2.4	2.6	61/1139	1025/10.4	9.0	10.0	2.0	31	615	WPOP
11. WPLR-F	(AOR)	32/ 1.8	1.0	0.9	1.1	1.2	1.2	98/1774	704/ 7.2	7.7	6.9	1.0	15	621	WPLR-F
12. WAQY-F	(AOR)	31/ 1.8	1.6	1.5	2.1	1.2	1.8	131/2218	784/ 8.0	6.9	5.8	2.2	34	778	WAQY-F
WNEZ	(EZ)	31/ 1.8	2.1	1.7	3.1	4.1	2.2	35/476	408/ 4.2	4.2	7.0	1.6	25	279	WNEZ

12+ FM SHARE (METRO): 69.75% (1077 of 1544) (WIN 89: 69.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F	1 WTIC-F	1 WTIC-F>	1 WTIC-F	1 WWYZ-F	1 WTIC >>	1 WTIC >>	1 WRCH-F	1 WTIC	1 WTIC >	1 WTIC >>
2 WKSS-F	2 WCCC-F<	2 WHCN-F	2 WWYZ-F	2 WTIC <	2 WWYZ-F	2 WTIC-F>	2 WTIC <	2 WTIC-F	2 WTIC-F>	2 WTIC-F>>
3	3 WHCN-F	3 WWYZ-F	3 WRCH-F	3 WTIC-F<	3 WRCH-F	3 WWYZ-F	3 WWYZ-F	3 WWYZ-F	3 WKSS-F	3 WIOF-F>
4	4 WKSS-F	4 WRCH-F<	4 WHCN-F<	4 WRCH-F	4	4 WRCH-F	4 WTIC-F	4 WRCH-F>	4 WWYZ-F>	4 WWYZ-F
5	5 WIOF-F	5 WIOF-F<	5 WTIC <	5 WIOF-F	5	5 WCCC-F<	5 WIOF-F	5 WKSS-F	5 WRCH-F	5
6	6 WWYZ-F	6 WCCC-F	6 WIOF-F	6 WHCN-F	6	6 WHCN-F	6 WHCN-F	WHCN-F<	6	6
7	WRCH-F	7 WTIC <	7 WDRC-F	7 WDRC-F	7	7	WDRC-F	7 WCCC-F	7	7
8	8	8 WKSS-F<	8	8	8	6	8	8	8	8
9	9	9 WDRC-F	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F	1 WTIC-F>	1 WTIC-F	1 WTIC-F>	1 WTIC-F	1 WTIC-F	1 WHCN-F	1 WHCN-F	1 WHCN-F	1 WWYZ-F
2 WCCC-F	2 WIOF-F	2 WIOF-F>	2 WIOF-F	2 WTIC <	2 WHCN-F	2 WTIC-F	2 WCCC-F	2 WWYZ-F	2 WHCN-F
3 WKSS-F>	3 WCCC-F	3 WWYZ-F	3 WRCH-F	3 WIOF-F<	3 WKSS-F	WCCC-F	3 WWYZ-F	3 WTIC-F	3 WRCH-F
4 WIOF-F>	4 WKSS-F>	WRCH-F	4 WTIC	4 WWYZ-F<	4 WCCC-F>	4 WKSS-F	4 WRCH-F	4 WCCC-F	4 WTIC-F
5 WKCI-F	5 WRCH-F	5 WHCN-F	5 WDRC-F	5 WRCH-F	5 WAQY-F	5 WWYZ-F	5 WTIC-F	5 WRCH-F<	5 WCCC-F
WHCN-F	WHCN-F	6 WDRC-F	6 WKSS-F	6 WDRC-F	6 WPLR-F>>	6 WRCH-F	6 WKSS-F	6 WKSS-F	6 WIOF-F<
7 WMAS-F	7	7 WKSS-F	7 WWYZ-F	7	7 WWYZ-F	7	7 WPLR-F	7	7 WAQY-F
WRCH-F	8	8 WCCC-F>	8	8	WIOF-F	8	WIOF-F	8	8
WDRC-F>>	9	9	9	9	WDRC-F>>	9	9	9	9

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME				
WBIS	1120	Bristol	0.5/1.1/ 8/ 104	WEZN-F	99.9	Bridgeport	0.4/1.2/ 75/1116
WCCC	1290	Hartford	0.1/0.6/ 1/ 85	WFAN	660	New York	1.2/4.1/ 69/1056
WCNX	1150	Middletown	0.3/1.6/ 6/ 197	WHYN-F	93.1	Springfield	0.5/1.8/117/1680
WDRC	1360	Hartford	1.2/4.3/ 23/ 521	WKCI-F	101.3	Hamden	1.2/6.6/128/2522
WKND	1480	Windsor	0.3/1.2/ 5/ 118	WMAS-F	94.7	Springfield	0.7/2.4/ 73/1172
WLVH	1230	Manchester	0.8/1.6/ 14/ 150	WWRX-F	103.7	Westerly/prov	0.3/1.2/ 47/ 739
WRYM	840	New Britain	0.3/0.8/ 13/ 120				

RADIO STATIONS

WDRC,	1360,	5 KW (DA-N)	, OLDIES	,	$ 33.00	(Mc-Guild)	Buckley
WKND,	1480,	500 W (DAYS,DA)	, BLACK	NBN,	$ 20.00	(---)	
WNEZ,	910,	5 KW (DA-N)	, NOSTALGIA	,	$ 32.00	(Banner)	
WPOP,	1410,	5 KW (DA-2)	, NEWS/TALK	CBS,	$ 50.00	(Eastman)	Merv Griffin
WTIC,	1080,	50 KW (DA-N)	, MOR	NBN,	$ 190.00	(Katz)	Chase
WRYM,	840,	1 KW (DAYS)	, HISPANIC		$ 20.00	(Caballero)	
WCCC-F,	106.9,	23 KW @ 720,	AOR	SOURCE, ABC C,	$ 40.00	(Durpetti)	
WDRC-F,	102.9,	20 KW @ 810,	OLDIES	,	$ 100.00	(Mc-Guild)	Buckley
WHCN-F,	105.9,	16 KW @ 867,	AOR	ABC R,	$ 61.00	(Christal)	Beck-Ross
WIOF-F,	104.1,	18 KW @ 835,	AC	RADRAD,	$ 64.00	(Eastman)	Merv Griffin (WATERBURY)
WKSS-F,	95.7,	17 KW @ 880,	CHR	APR,	$ 57.00	(MMR)	Precision
WLVH-F,	93.7,	21 KW @ 780,	HISPANIC	CRC,	$ 28.00	(Katz Hisp.)	First City
WRCH-F,	100.5,	8 KW @ 1250,	BTFL/EZ	ABC D,	$ 78.00	(Banner)	
WTIC-F,	96.5,	20 KW @ 810,	CHR	,	$ 155.00	(Katz)	Chase
WWYZ-F,	92.5,	18 KW @ 860,	COUNTRY	US 2,	$ 53.00	(Banner)	(WATERBURY)

HONOLULU

Arbitron Rank/Pop (12+): 56/697,400
MSA Rank/Pop: 61/836,400
ADI # No
Average Person Ratings: 17.5
Market TSL: 23.75 hours

Stations: 24/24
Diaries: 1029/678:1/51.3%
Sample Target: 1040
% Below Line: 0.0
% Not Listed: 5.3

1989 Revenue: $19,900,000
HH Inc.: $35,194
Retail $: 6.2 Bil
Pop per Station: 29,058
#1 Biller: KSSK $4,000,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1.	KQMQ-AF	(CHR)	153/12.6	12.4	11.9	13.6	14.6	12.6	153/2090	2090/30.0	31.0	36.0					KQMQ-AF
2.	KSSK	(MOR)	145/11.9	9.8	13.0	9.2	8.8	11.0	145/1499	1499/21.5	20.1	22.0					KSSK
3.	KIKI-F	(CHR)	115/ 9.4	10.2	9.8	10.5	9.2	10.0	115/1480	1480/21.2	22.4	22.5					KIKI-F
4.	KSSK-F	(AC)	111/ 9.1	7.2	7.2	4.7	6.5	7.1	111/1552	1552/22.3	18.1	20.8					KSSK-F
5.	KUMU-AF	(EZ)	97/ 8.0	10.8	9.6	13.0	12.8	10.4	97/1162	1162/16.7	21.5	22.1					KUMU-AF
6.	KPOI-F	(AOR)	95/ 7.8	4.9	6.0	6.5	6.3	6.3	95/1035	1035/14.8	12.2	16.2					KPOI-F
7.	KRTR-F	(AC)	78/ 6.4	6.8	7.9	8.3	5.8	7.4	78/1036	1036/14.9	15.6	14.2					KRTR-F
8.	KCCN	(?)	55/ 4.5	4.4	5.1	7.1	6.3	5.3	55/785	785/11.3	11.0	13.3					KCCN
9.	KHFX-F	(CL AOR)	51/ 4.2	4.5	3.0	2.1	2.7	3.4	51/630	630/ 9.0	10.7	6.2					KHFX-F
10.	KHHH-F	(J/NA)	39/ 3.2	4.2	3.4	2.7	3.3	3.4	39/454	454/ 6.5	8.4	8.0					KHHH-F
	KGU	(T)	39/ 3.2	2.5	2.6	2.8	2.8	2.8	39/655	655/ 9.4	9.4	8.1					KGU
12.	KIKI	(O)	36/ 3.0	3.1	3.2	4.1	5.1	3.3	36/461	461/ 6.6	7.9	12.6					KIKI
13.	KHVH	(N/T)	32/ 2.6	4.0	4.1	3.5	3.8	3.5	32/632	632/ 9.1	15.2	13.2					KHVH
14.	KDEO-AF	(C)	30/ 2.4	3.9	2.5	3.9	2.6	3.2	30/540	540/ 7.7	9.6	4.9					KDEO-AF
15.	KAIM-F	(REL)	22/ 1.8	1.2	0.7	0.8	0.8	1.1	22/226	226/ 3.2	3.1	2.5					KAIM-F

12+ FM SHARE (METRO): 63.83% (736 of 1153) (WIN 89: 61.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI-F>>	1 KQMQ-AF>	1 KQMQ-AF>	1 KQMQ-AF	1 KSSK	1 KSSK	1 KSSK	1 KQMQ-AF	1 KQMQ-AF	1 KIKI-F	1 KSSK >>
2 KQMQ-AF	2 KPOI-F	2 KSSK <	KSSK	2 KQMQ-AF	2 KUMU-AF>	2 KQMQ-AF>	2 KSSK <	2 KSSK <	2 KQMQ-AF	2 KPOI-F
3	3 KIKI-F	3 KSSK-F<	3 KSSK-F	3 KSSK-F	3 KSSK-F	3 KSSK-F	3 KUMU-AF<	3 KIKI-F	3 KRTR-F	3 KSSK-F
4	4 KSSK-F<	4 KPOI-F	4 KPOI-F>	4 KPOI-F	4 KCCN	4 KIKI-F	4 KSSK-F	4 KSSK-F	4 KUMU-AF<	4 KHFX-F
5	5 KRTR-F	5 KIKI-F	5 KUMU-AF	5 KUMU-AF	5 KQMQ-AF	5 KUMU-AF	5 KPOI-F	5 KPOI-F	5 KPOI-F	5
6	6	6 KRTR-F	6 KHHH-F	6 KRTR-F	6	KPOI-F	6 KIKI-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIKI-F	1 KQMQ-AF>	1 KQMQ-AF>	1 KQMQ-AF>	1 KSSK	1 KQMQ-AF>	1 KPOI-F	1 KPOI-F>	1 KPOI-F	1 KPOI-F
2 KQMQ-AF>>	2 KIKI-F<	2 KSSK-F	2 KSSK	2 KQMQ-AF>	2 KIKI-F	2 KQMQ-AF>	2 KSSK-F	2 KQMQ-AF>	2 KSSK
3 KSSK-F	3 KSSK-F	3 KRTR-F	3 KSSK-F>	3 KSSK-F<	3 KPOI-F>	3 KIKI-F	KRTR-F	3 KSSK-F	3 KSSK-F
4 KRTR-F	4 KRTR-F	4 KPOI-F	4 KIKI-F<	4 KUMU-AF>	4 KRTR-F	4 KRTR-F	4 KHHH-F	4 KSSK	4 KQMQ-AF
5 KPOI-F>	5 KPOI-F	5 KSSK	5 KRTR-F	5 KRTR-F	KHFX-F>	5 KHFX-F	KHFX-F	KIKI-F	5 KHHH-F
6 KHFX-F>>	6 KHFX-F	KIKI-F	6 KUMU-AF	6	6 KSSK-F	6 KSSK-F	6 KQMQ-AF>	6 KRTR-F	6 KRTR-F
7	7	7	7	7	KSSK >>	7	7	7	7

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
KISA	1540	Honolulu	0.5/0.0/ 6/ 68
KLHT	1040	Honolulu	0.6/2.1/ 7/ 146
KNDI	1270	Honolulu	0.5/1.4/ 6/ 95
KOHO	1170	Honolulu	1.0/1.7/ 12/ 120
KWAI	1080	Honolulu	0.6/2.2/ 7/ 150
KZOO	1210	Honolulu	1.4/1.9/ 17/ 133

RADIO STATIONS

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KCCN, 1420,  5 KW             , ETHNIC                   , $  25.00 (Roslin)
KDEO,  940, 10 KW             , COUNTRY              MBS, $  21.00 (K & P)
KGU ,  760, 10 KW             , TALK           CBS, ABC T, $  20.00 (Banner)
KHVH,  990,  5 KW             , NEWS/TALK      NBC, ABC I, $  28.00 (HNWH)
KIKI,  830, 10 KW             , OLDIES                   , $  24.00 (Christal)     Henry
KSSK,  590,  5 KW             , MOR/AC                   , $  90.00 (Eastman)      Heftel

KAIM-F,  95.5, 100 KW @  421, RELIGION                   , $  10.00 (---)
KDEO-F, 102.7, 100 KW @ 1580, COUNTRY (?)            MBS, $  23.00 (K & P)
KHHH-F,  98.5, 100 KW @  280, JAZZ/NAC               SMN, $  24.00 (HNWH)
KIKI-F,  93.9, 100 KW @  421, CHR                        , $  37.00 (Christal)     Henry
KHFX-F, 105.1, 100 KW @ 1775, CLASSIC ROCK               , $   N/A  (---)

KPOI-F,  97.5,  83 KW @   46, AOR                        , $  44.00 (Republic)
KQMQ-F,  93.1,  54 KW @ -119, CHR                        , $  61.00 (Christal)
KRTR-F,  96.3,  75 KW @ 2120, AC                         , $  33.00 (Republic)
KUMU-F,  94.7, 100 KW @  500, BTFL/EZ                    , $  45.00 (Banner)
KSSK-F,  92.3, 100 KW @ 1685, AC                         , $  30.00 (Eastman)
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HOUSTON

Arbitron Rank/Pop (12+): 10/2,930,100

MSA Rank/Pop: 8/3,277,100
ADI # 10
Average Person Ratings: 18.3
Market TSL: 24.25 hours

Stations: 33/33
Diaries: 2333/1256:1/47.3%
Sample Target: 2110
% Below Line: 0.0
% Not Listed: 10.2

1989 Revenue: $118,000,000
HH Inc.: $30,639
Retail $: 28.1 Bil
Pop per Station: 88,790
#1 Biller: KIKK-AF $12,900,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1.	KILT-F	(C)	458/ 8.6	7.3	7.5	8.2	6.4	7.9	546/6454	5561/19.0	17.6	16.2		7.6	447	5429	KILT-F
2.	KIKK-F	(C)	415/ 7.7	7.1	6.9	6.5	8.8	7.1	458/6383	5403/18.4	17.7	18.7		8.7	511	5625	KIKK-F
3.	KMJQ-F	(B)	410/ 7.7	8.1	8.6	9.1	8.8	8.4	444/4345	3923/13.4	14.1	14.9		11.0	646	5214	KMJQ-F
4.	KLOL-F	(AOR)	408/ 7.6	5.8	5.0	7.0	4.3	6.3	422/5317	4976/17.0	14.4	13.0		8.0	467	4719	KLOL-F
5.	KODA-F	(EZ)	286/ 5.3	5.6	5.0	5.9	5.3	5.4	311/3718	3345/11.4	14.6	13.3		5.0	294	2834	KODA-F
6.	KLTR-F	(AC)	278/ 5.2	6.2	5.5	4.2	3.7	5.3	285/4089	3969/13.5	14.1	11.7		3.8	220	2671	KLTR-F
7.	KTRH	(T)	275/ 5.1	5.0	5.9	5.8	6.0	5.4	316/5458	4597/15.7	15.8	17.0		4.6	270	4197	KTRH
8.	KQUE-F	(BB)	240/ 4.5	3.2	3.7	3.8	4.8	3.8	262/2692	2456/ 8.4	7.8	8.2		2.9	171	1357	KQUE-F
9.	KKBQ-AF	(CHR)	216/ 4.0	6.2	6.7	6.6	6.5	5.9	232/5210	4820/16.4	20.2	21.1		5.7	326	6233	KKBQ-AF
10.	KRBE-F	(CHR)	197/ 3.7	3.5	4.6	5.5	5.8	4.3	224/5177	4603/15.7	17.1	18.7		4.5	262	5643	KRBE-F
11.	KZFX-F	(AOR)	184/ 3.4	3.5	3.5	3.3	4.3	3.4	189/3197	3123/10.7	9.8	11.4		3.7	216	3590	KZFX-F
12.	KLDE-F	(O)	182/ 3.4	3.5	3.2	2.9	2.9	3.3	192/3468	3143/10.7	11.2	9.4		2.4	141	2267	KLDE-F
13.	KPRC	(T)	156/ 2.9	2.8	3.2	2.3	2.8	2.8	165/2620	2490/ 8.5	9.8	9.4		2.8	161	1976	KPRC
	KFMK-F	(O)	156/ 2.9	2.2	3.5	3.6	2.8	3.0	176/2821	2606/ 8.9	8.7	8.0		2.1	125	1997	KFMK-F
15.	KNRJ-F	(CHR)	144/ 2.7	2.6	3.3	3.2	2.5	3.0	148/2971	2828/ 9.7	10.2	9.8		3.6	208	3118	KNRJ-F
16.	KHYS-F	(B)	129/ 2.4	2.2	1.4	1.3	1.2	1.8	167/3017	2468/ 8.4	7.6	5.0		3.5	206	3656	KHYS-F
17.	KQOK-F	(SP)	76/ 1.4	1.3	0.6	0.4	0.5	0.9	76/969	969/ 3.3	2.6	1.4		1.3	74	835	KQOK-F
18.																	
19.																	
20.																	

12+ FM SHARE (METRO): 80.76% (3883 of 4808) (WIN 89: 77.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRBE-F<	1 KLOL-F	1 KLOL-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KLOL-F	1 KMJQ-F>>	1 KTRH >
2 KMJQ-F<	2 KMJQ-F	2 KILT-F	2 KLOL-F<	2 KIKK-F	2 KTRH <	2 KIKK-F	2 KIKK-F	2 KILT-F	2 KLOL-F<	2 KMJQ-F<
3 KKBQ-AF	3 KILT-F	3 KIKK-F<	3 KIKK-F	3 KLOL-F	3 KQUE-F	3 KTRH	3 KODA-F	3 KMJQ-F	3 KRBE-F	3 KIKK-F>
4 KNRJ-F>	4 KIKK-F	4 KMJQ-F	4 KMJQ-F<	4 KMJQ-F	4 KIKK-F<	KLOL-F>	4 KLTR-F<	4 KIKK-F>	4 KIKK-F<	4 KILT-F>>
5 KHYS-F	5 KLTR-F	5 KLTR-F>	5 KLTR-F	5 KODA-F	5 KODA-F>	5 KMJQ-F>	5 KLOL-F	5 KLTR-F<	5 KTRH <	5 KPRC
6	6 KZFX-F<	6 KZFX-F<	6 KLDE-F	6 KLDE-F	6 KPRC	6 KKBQ-AF	6 KMJQ-F<	6 KODA-F	6 KILT-F	KLOL-F>>
7	7 KKBQ-AF	7 KODA-F	7 KODA-F	7 KFMK-F	7	7 KODA-F	7 KQUE-F	7 KQUE-F	7 KHYS-F<	7
8	8	KLDE-F	8	8 KZFX-F	8	8 KQUE-F	8	8	8 KNRJ-F	8
				KTRH		9 KLTR-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMJQ-F	1 KMJQ-F>	1 KMJQ-F>	1 KMJQ-F	1 KMJQ-F<
2 KILT-F<	2 KLTR-F<	2 KLTR-F	2 KILT-F<	2 KIKK-F<
3 KLOL-F	3 KIKK-F	3 KIKK-F	3 KIKK-F	3 KILT-F
4 KKBQ-AF	4 KILT-F	4 KILT-F	4 KLTR-F>	4 KLTR-F>
KIKK-F	5 KLOL-F	5 KFMK-F<	5 KLOL-F	5 KFMK-F<
6 KNRJ-F	6 KKBQ-AF	6 KLOL-F	6 KFMK-F<	6 KLDE-F<
KLTR-F	7	7 KKBQ-AF	7 KLDE-F	7 KODA-F
		8 KLDE-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 10-49	MEN 25-54
1 KLOL-F>	1 KLOL-F>>	1 KLOL-F>>	1 KLOL-F>	1 KLOL-F>
2 KMJQ-F	2 KZFX-F<	2 KZFX-F	2 KILT-F	2 KILT-F
3 KKBQ-AF<	3 KILT-F	KILT-F	3 KZFX-F<	3 KIKK-F
4 KZFX-F	4 KIKK-F<	4 KIKK-F	4 KIKK-F>	4 KZFX-F<
5 KILT-F	5 KMJQ-F	5 KLTR-F	5 KLTR-F<	5 KTRH
6 KRBE-F	6 KLTR-F	6 KMJQ-F	6 KMJQ-F<	6 KODA-F
7 KIKK-F	7 KKBQ-AF	7	7 KODA-F	7 KLTR-F

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OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KCOH	1430	Houston	0.8/2.3/ 43/ 709
KEYH	850	Houston	0.8/1.5/ 45/ 449
KHCB-F	105.7	Houston	0.8/3.0/ 59/ 970
KIKK	650	Pasadena	0.6/1.7/ 38/ 594
KILT	610	Houston	0.7/2.7/ 46/ 957
KJOJ-F	106.9	Conroe	0.6/1.8/ 33/ 594
KKZR	1070	Houston	0.5/1.5/ 25/ 432
KLAT	1010	Houston	1.1/3.4/ 59/ 994
KLVL	1480	Pasadena	0.5/2.3/ 29/ 686
KRTS-F	92.1	Seabrook/Houstn	0.6/1.9/ 34/ 570
KSEV	700	Tomball/Houston	0.3/1.1/ 16/ 346
KWWJ	1360	Baytown	1.0/1.3/ 54/ 376
KXYZ	1320	Houston	1.0/2.9/ 55/ 836
KYOK	1590	Houston	1.0/3.2/ 58/ 961
KYST	920	Texas City/Hstn	0.7/1.3/ 37/ 370

RADIO STATIONS

AM STATIONS

KCOH,	1430,	1 KW (DAYS)	, BLACK	SBN, NBN,	$ 48.00	(Roslin)	
KEYH,	850,	10 KW (DAYS, DA)	, HISPANIC	,	$ 49.00	(Caballero)	
KIKK,	650,	250 W (DAYS)	, COUNTRY	,	$ N/A	(Torbet)	Viacom
KILT,	610,	5 KW (DA-2)	, COUNTRY OLDIES	,	$ N/A	(Banner)	Westinghouse
KKZR,	1070,	10 KW/5 KW (DA-2)	, AOR	SMN,	$ 36.00	(Durpetti)	Susquehanna
KLAT,	1010,	5 KW (DA-2)	, HISPANIC	,	$ 75.00	(Katz Hisp.)	
KPRC,	950,	5 KW (DA-N)	, TALK	CBS,	$ 90.00	(Eastman)	
KTRH,	740,	50 KW (DA-1)	, NEWS/TALK	ABC I, MBS,	$ 168.00	(CBS)	Rusk
KXYZ,	1320,	5 KW (DA-N)	, HISPANIC	,	$ 64.00	(Caballero)	Infinity
KYOK,	1590,	5 KW (DA-N)	, BLACK	SMN, ABC C,	$ 54.00	(Christal)	Noble

FM STATIONS

KFMK,	97.9,	95 KW @ 1900,	AC	,	$ 190.00	(Katz)	Cook Inlet
KHCB,	105.7,	100 KW @ 1594,	RELIGION	,	$ 30.00	(---)	
KIKK,	95.7,	95 KW @ 1895,	COUNTRY	,	$ 215.00	(Torbet)	Viacom
KILT,	100.3,	95 KW @ 1895,	COUNTRY	,	$ 195.00	(Banner)	Westinghouse
KKBQ,	92.9,	97 KW @ 1895,	CHR	ABC F,	$ 174.00	(Mc-Guild)	Gannett
KNRJ,	96.5,	97 KW @ 1895,	CHR/URBAN	,	$ 125.00	(HNWH)	Nationwide
KLDE,	94.5,	95 KW @ 1895,	OLDIES	US 1,	$ 100.00	(Durpetti)	Entercom
KLOL,	101.1,	95 KW @ 1895,	AOR	SOURCE,	$ 167.00	(CBS)	Rusk
KLTR,	93.7,	100 KW @ 1700,	AC	RADRAD,	$ 100.00	(CBS)	CBS
KMJQ,	102.1,	100 KW @ 1700,	BLACK	,	$ 204.00	(Christal)	Noble
KODA,	99.1,	95 KW @ 1895,	EZ	,	$ 184.00	(Group W)	
KQUE,	102.9,	100 KW @ 959,	NOSTALGIA	ABC E,	$ 90.00	(Eastman)	
KRBE,	104.1,	95 KW @ 1895,	CHR	,	$ 170.00	(Durpetti)	Susquehanna
KZFX,	107.5,	95 KW @ 1947,	CLASSIC AOR	,	$ 150.00	(Republic)	Shamrock
KJOJ,	106.9,	90 KW @ 1446,	RELIGION	UPI,	$ 23.00	(---)	Ragan Henry (P) (CONROE)

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,021,600

MSA Rank/Pop: 40/1,232,600
ADI # 25
Average Person Ratings: 17.2
Market TSL: 22.50 hours

Stations: 21/20
Diaries: 1500/681:1/55.4%
Sample Target: 1500
% Below Line: 0.4
% Not Listed: 6.3

1989 Revenue: $48,200,000
HH Inc.: $30,375
Retail $: 10.2 Bil
Pop per Station: 51,080
#1 Biller: WFBQ-F $9,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WFBQ-F	(AOR)	260/14.8	15.3	14.4	15.6	14.9	15.0	503/5423	2839/27.8	27.7	29.2		17.6	334	2854	WFBQ-F
2. WIBC	(MOR)	238/13.6	15.8	11.7	12.4	11.1	13.4	249/2835	2370/23.2	26.7	21.8		11.9	226	2178	WIBC
3. WTLC-F	(B)	194/11.1	7.8	8.1	6.9	6.8	8.5	202/1657	1486/14.5	12.4	12.7		11.5	219	1894	WTLC-F
4. WFMS-F	(C)	193/11.0	12.3	12.1	11.3	12.3	11.7	291/3280	2136/20.9	21.0	20.7		13.9	264	2475	WFMS-F
5. WZPL-F	(CHR)	176/10.0	9.7	10.0	9.7	8.8	9.9	229/3617	2490/24.4	23.5	22.0		13.2	251	2965	WZPL-F
6. WENS-F	(AC)	116/ 6.6	5.6	6.9	7.3	6.6	6.6	143/2441	1799/17.6	18.4	18.2		5.6	106	1856	WENS-F
7. WKLR-F	(O)	113/ 6.4	7.0	6.0	8.5	8.0	7.0	172/2943	1898/18.6	18.2	18.9		5.8	110	1488	WKLR-F
8. WTPI-F	(AC)	69/ 3.9	5.6	4.1	3.3	3.9	4.2	95/1551	1130/11.1	13.1	9.2		3.1	59	1167	WTPI-F
9. WTUX	(BB)	52/ 3.0	2.8	3.1	2.9	3.2	3.0	60/653	569/ 5.6	6.2	6.3		1.6	31	483	WTUX
10. WMJC-F	(AC)	49/ 2.8	2.1	4.6	6.4	8.6	4.0	60/1153	817/ 8.0	8.4	15.5		1.4	27	641	WMJC-F
11. WPZZ-F	(REL)	36/ 2.1	2.1	3.5	2.0	1.9	2.4	36/363	363/ 3.6	5.8	4.8		3.1	58	899	WPZZ-F
12. WTTS-F	(CHR)	27/ 1.5	1.4	1.1	1.0	1.0	1.3	70/1250	519/ 5.1	5.3	5.7		2.0	38	651	WTTS-F
13. WXTZ	(EZ)	24/ 1.4	0.9	1.8	1.5	1.0	1.4	25/643	543/ 5.3	5.4	5.6		1.1	21	504	WXTZ
WNDE	(T)	24/ 1.4	1.0	0.5	0.8	0.3	0.9	27/759	648/ 6.3	4.6	3.8		0.6	12	309	WNDE
15. WSYW-F	(CL)	14/ 0.8	0.9	0.4	0.8	1.0	0.7	14/302	270/ 2.6	2.9	3.0		0.8	15	275	WSYW-F

12+ FM SHARE (METRO): 77.85% (1279 of 1643) (WIN 89: 81.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZPL-F>>	1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F>	1 WFBQ-F	1 WIBC >	1 WFBQ-F	1 WFBQ-F	1 WFBQ-F	1 WTLC-F	1 WTLC-F<
2 WTLC-F	2 WTLC-F<	2 WTLC-F	2 WTLC-F<	2 WFMS-F	2 WFMS-F>>	2 WIBC >	2 WIBC	2 WIBC <	2 WZPL-F	2 WFMS-F
3 WENS-F	3 WZPL-F>	3 WZPL-F	3 WFMS-F	3 WTLC-F<	3 WTLC-F	3 WFMS-F	3 WFMS-F	3 WFMS-F	3 WFBQ-F	3 WIBC >>
4 WFBQ-F	4 WENS-F	4 WFMS-F<	4 WKLR-F	4 WIBC	WFBQ-F	4 WTLC-F	4 WTLC-F	4 WZPL-F	4 WIBC	4 WFBQ-F
5	5 WKLR-F<	5 WKLR-F<	5 WIBC	5 WKLR-F>	5 WKLR-F	5 WZPL-F	5 WZPL-F	WTLC-F>	WFMS-F	5 WZPL-F>>
6	6 WFMS-F	6 WENS-F<	6 WENS-F	6 WENS-F	6 WTUX <	6 WENS-F	6 WKLR-F<	6 WKLR-F	6 WENS-F>	6
7	7	7 WIBC	7 WZPL-F	7 WZPL-F	7 WTPI-F	7 WKLR-F	7 WENS-F	7 WENS-F	7 WKLR-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZPL-F>>	1 WZPL-F<	1 WTLC-F	1 WTLC-F	1 WTLC-F	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>
2 WTLC-F	2 WTLC-F<	WFBQ-F>	2 WZPL-F<	2 WFMS-F	2 WTLC-F<	2 WTLC-F	2 WFMS-F	2 WTLC-F	2 WFMS-F
3 WFBQ-F	3 WFBQ-F>	3 WZPL-F	3 WFBQ-F	3 WIBC <	3 WZPL-F>>	3 WZPL-F	3 WKLR-F	3 WFMS-F	3 WIBC
4 WENS-F>>	4 WENS-F>	4 WENS-F	4 WENS-F	4 WFBQ-F	4 WENS-F>	4 WFMS-F<	4 WTLC-F	4 WKLR-F	4 WKLR-F
5	5 WKLR-F	5 WKLR-F	5 WFMS-F	5 WKLR-F	5 WIBC	5 WKLR-F	5 WZPL-F>	5 WIBC	5 WTLC-F>
6	6 WFMS-F>	6 WFMS-F	6 WKLR-F	6 WENS-F	6 WKLR-F	6 WENS-F	6 WTTS-F	6 WZPL-F	6 WENS-F
7	7 WTPI-F	7 WTPI-F	7 WIBC	7 WZPL-F<	7	7	WENS-F	7 WENS-F	7 WZPL-F
				8 WTPI-F					

OTHER RATED STATIONS			METRO SHARE/RTG/	CUME TSA AQH/	TSA CUME
WBRI	1500	Indianapolis	0.3/1.4/	6/	173
WNTS	1590	Beech Grove/Ind	0.4/1.4/	7/	155
WSYW	810	Indianapolis	0.7/1.2/	13/	124
WXIR-F	98.3	Plainfield/Indy	0.7/3.6/	14/	424
WKKG-F	101.5	Columbus	0.4/1.4/	80/	914

RADIO STATIONS

WSYW,	810,	250 W (DAYS)	, CLASSICAL	,	$ 18.00	(---)	Universal	
WIBC,	1070,	50 KW/10 KW (DA-2)	, MOR	NBC, TNLKNT,	$ 140.00	(Durpetti)	Sconnix	
WXTZ,	1430,	5 KW (DA-N)	, EZ	ABC I,	$ 40.00	(Christal)	ML/WIN	
WNDE,	1260,	5 KW (DA-N)	, TALK	US 2,	$ 34.00	(Katz)	Great American	
WTUX,	1310,	5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,	$ 43.00	(MMR)	Panache	
WENS-F,	97.1,	23 KW @ 739,	AC	,	$ 107.00	(Mc-Guild)	Emmis	
WFMS-F,	95.5,	13 KW @ 990,	COUNTRY	,	$ 116.00	(Eastman)	Susquehanna	
WKLR-F,	93.1,	12 KW @ 1000,	OLDIES	,	$ 100.00	(Durpetti)	Sconnix	
WFBQ-F,	94.7,	52 KW @ 850,	AOR	SOURCE,	$ 163.00	(Katz)	Great American	
WPZZ-F,	95.9,	3 KW @ 300,	GOSPEL	SBN, NBN,	$ 16.00	(Regional)	Willis	(FRANKLIN)
WSYW-F,	107.1,	1 KW @ 500,	CLASSICAL	UPI,	$ 25.00	(CMBS)	Universal	(DANVILLE)
WTLC-F,	105.7,	50 KW @ 445,	BLACK	,	$ 70.00	(MMR)	Panache	
WTPI-F,	107.9,	22 KW @ 750,	SOFT AC	US 2,	$ 56.00	(Eastman)	Mystar	
WXIR-F,	96.3,	3 KW @ 296,	RELIGION	,	$ 15.00	(---)		(PLAINFIELD)
WMJC-F,	103.3,	18 KW @ 860,	AC	ABC E,	$ 80.00	(Christal)	ML/WIN	
WZPL-F,	99.5,	13 KW @ 900,	CHR	APR,	$ 90.00	(HNWH)	Booth	
WTTS-F,	92.3,	37 KW @ 1091,	CHR	,	$ 30.00	(Republic)	Sarkes Tarzian	

MISCELLANEOUS COMMENTS: WGRT-A changes calls to WSYW-A as of March, 1990

JACKSONVILLE

Arbitron Rank/Pop (12+): 51/783,500

MSA Rank/Pop: 59/894,200
ADI # 57
Average Person Ratings: 17.2
Market TSL: 23.00 hours

Stations: 24/22
Diaries: 1237/633:1/52.0%
Sample Target: 1090
% Below Line: 1.1
% Not Listed: 15.5

1989 Revenue: $23,300,000
HH Inc.: $26,802
Retail $: 6.5 Bil
Pop per Station: 35,613
#1 Biller: WAPE-F $4,600,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WAPE-F	(CHR)	145/10.8	14.0	14.3	13.8	15.8	13.2	185/2616	2078/26.5	30.2	31.1		16.1	214	2576	WAPE-F
2. WQIK-F	(C)	141/10.5	10.4	9.8	12.2	10.8	10.7	196/2280	1650/21.1	19.3	18.6		9.2	122	1458	WQIK-F
3. WFYV-F	(AOR)	127/ 9.4	7.5	9.5	8.3	8.3	8.7	133/1529	1336/16.7	16.0	16.9		10.6	141	1478	WFYV-F
4. WEJZ-F	(AC)	104/ 7.7	7.7	8.4	6.3	6.4	7.5	118/1472	1246/15.9	17.5	13.2		4.2	56	969	WEJZ-F
5. WHJX-F	(B)	92/ 6.8	5.3	1.3	----	----	3.4	102/907	844/10.8	8.4	0.0		9.2	122	1093	WHJX-F
6. WCRJ-F	(C)	71/ 5.3	5.0	5.5	3.7	4.7	4.9	75/929	846/10.8	11.9	9.5		6.4	85	738	WCRJ-F
7. WKQL-F	(O)	68/ 5.1	5.3	4.6	6.0	5.5	5.3	81/1300	1119/14.3	15.4	13.4		6.8	90	1043	WKQL-F
8. WIVY-F	(AC)	62/ 4.6	5.1	5.2	5.4	5.4	5.1	63/1070	1002/12.8	15.4	16.5		4.6	61	878	WIVY-F
9. WZAZ-F	(B)	49/ 3.6	2.7	4.0	6.1	5.6	4.1	49/683	674/ 8.6	9.2	9.7		3.5	47	773	WZAZ-F
10. WCGL	(REL)	45/ 3.3	1.9	2.2	1.5	1.6	2.2	45/306	306/ 3.9	3.2	1.9		2.8	37	239	WCGL
11. WIOI-F	(AOR)	43/ 3.2	2.6	3.0	2.3	2.3	2.8	54/763	572/ 7.3	8.3	4.2		2.9	38	605	WIOI-F
12. WZAZ	(B)	40/ 3.0	3.1	3.5	3.1	3.8	3.2	40/436	436/ 5.6	6.0	7.5		1.9	25	310	WZAZ
13. WOKV	(N/T)	38/ 2.8	4.3	3.7	3.1	3.0	3.5	40/592	572/ 7.3	8.8	6.7		2.7	36	465	WOKV
14. WSVE	(REL)	32/ 2.4	1.8	1.8	1.1	1.3	1.8	32/318	318/ 4.1	3.2	2.3		1.5	20	246	WSVE

12+ FM SHARE (METRO): 81.18% (923 of 1137) (WIN 89: 81.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPE-F>>	1 WFYV-F	1 WFYV-F	1 WQIK-F<	1 WQIK-F	1 WQIK-F>	1 WQIK-F<	1 WQIK-F	1 WQIK-F	1 WAPE-F	1 WQIK-F>
2 WFYV-F	2 WAPE-F	2 WAPE-F	2 WAPE-F	2 WEJZ-F	2 WEJZ-F	2 WAPE-F	2 WEJZ-F<	WAPE-F<	2 WHJX-F	2 WHJX-F>
3 WHJX-F	3 WHJX-F>	3 WEJZ-F	3 WEJZ-F	3 WAPE-F	3 WCRJ-F	3 WFYV-F>	3 WFYV-F	3 WFYV-F	3 WFYV-F>	3 WFYV-F>
4 WZAZ-F	4 WIVY-F	4 WQIK-F	4 WFYV-F	4 WFYV-F<	4 WCGL	4 WEJZ-F	4 WAPE-F>	4 WEJZ-F	4 WEJZ-F<	4 WZAZ-F
5	5 WZAZ-F	WHJX-F	5 WKQL-F	5 WKQL-F	5 WKQL-F	5 WHJX-F	5 WHJX-F<	5 WHJX-F	5 WZAZ-F	WAPE-F
6	WEJZ-F<	6 WKQL-F	6 WIVY-F<	6 WHJX-F<	6 WOKV	6 WCRJ-F	6 WKQL-F	6 WCRJ-F<	6 WQIK-F<	6
7	7 WIOI-F	7 WIVY-F	7 WHJX-F	7 WIVY-F<	7 WAPE-F	7	7 WCRJ-F	7 WKQL-F<	7 WIVY-F	7
8	8	8	8	8 WCRJ-F	8	8	8	8	8	8

WOM 18-24	WOM 18-3[illegible]	WOM 25-34	WOM 18-49	WOM 25-54
1 WAPE-F>	1 WAPE-F	1 WAPE-F	1 WAPE-F	1 WEJZ-F<
2 WHJX-F	2 WHJX-F	2 WIVY-F	2 WEJZ-F	2 WQIK-F
3 WFYV-F	3 WIVY-F	WHJX-F>	3 WQIK-F	3 WAPE-F
WEJZ-F>	4 WFYV-F	4 WZAZ-F	WHJX-F	4 WHJX-F<
5 WIVY-F>	5 WEJZ-F>	WFYV-F	5 WIVY-F	5 WIVY-F
6 WQIK-F	6 WZAZ-F	6 WKQL-F	6 WFYV-F	WCRJ-F
7	WQIK-F	WEJZ-F	7 WCRJ-F	7 WKQL-F
8	8 WKQL-F	8	8 WKQL-F	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFYV-F>>	1 WFYV-F>>	1 WFYV-F>>	1 WFYV-F>	1 WFYV-F
2 WHJX-F	2 WAPE-F	2 WAPE-F	2 WAPE-F>	2 WQIK-F
WAPE-F>	3 WHJX-F	3 WIOI-F	3 WKQL-F	3 WKQL-F
4 WZAZ-F	4 WIOI-F>	4 WKQL-F	4 WQIK-F	4 WAPE-F
WIOI-F>>	5 WZAZ-F	5 WQIK-F	WHJX-F	5 WEJZ-F
6 WIVY-F	6 WKQL-F	WHJX-F>	6 WIOI-F	6 WIOI-F
7	7 WROS	7 WZAZ-F	7 WEJZ-F	7
8	8	8	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WAYR	550	Orange Park	0.4/1.4/ 6/ 108
WFOY	1240	St. Augustine	0.4/1.0/ 5/ 82
WPDQ	690	Jacksonville	0.8/3.1/ 13/ 284
WQIK	1320	Jacksonville	0.9/2.0/ 12/ 171
WROS	1050	Jcksnvl/Daytona	0.7/1.5/ 10/ 121
WRXJ	930	Jacksonville	0.4/1.4/ 6/ 119
WSOS-F	105.5	St. Augustine	0.4/1.6/ 6/ 152
WVOJ	970	Jacksonville	0.7/1.2/ 9/ 97
WNFI-F	99.9	Palatka	0.7/3.3/ 25/ 454
WWLV-F	94.5	Daytona Bch/Orl	0.4/0.9/ 18/ 227

RADIO STATIONS

WCGL, 1360, 5 KW (DAYS) , GOSPEL	SBN, $ 16.00 (K & P)	
WOKV, 600, 5 KW (DA-N) , NEWS/TALK	ABC T, CBS, $ 30.00 (MMR)	EZ
WZAZ, 1400, 1 KW , BLACK	SBN, $ 24.00 (Roslin)	
WAIV-F, 96.9, 100 KW @ 935, AC/OLDIES	, $ 86.00 (MMR)	EZ
WAPE-F, 95.1, 100 KW @ 860, CHR	, $ 96.00 (Christal)	Evergreen (P)
WCRJ-F, 107.3, 100 KW @ 350, COUNTRY	SBN, $ 56.00 (Katz)	Ragan Henry
WFYV-F, 104.5, 100 KW @ 700, AOR	NBC, $ 70.00 (Mc-Guild)	Metroplex
WIOI-F, 100.7, 100 KW @ 500, CLASSIC AOR	, $ 40.00 (---)	Osborn (BRUNSWICK,GA)
WIVY-F, 102.9, 100 KW @ 984, AC	APR, $ 64.00 (Banner)	Taylor
WPDQ-F, 92.7, 3 KW @ 300, BLACK	SBN, NBN, $ 30.00 (Republic)	Willis (GREEN COVE)
WQIK-F, 99.1, 100 KW @ 1050, COUNTRY	ABC E, $ 94.00 (Eastman)	Jacor
WEJZ-F, 96.1, 100 KW @ 830, SOFT AC	, $ 49.00 (Christal)	ML/WIN

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,300,900
MSA Rank/Pop: 29/1,545,400
ADI # 29
Average Person Ratings: 17.5
Market TSL: 23.00 hours

Stations: 23/22
Diaries: 1661/783:1/59.5%
Sample Target: 1410
% Below Line: 0.3
% Not Listed: 6.0

1989 Revenue: $42,100,000
HH Inc.: $31,591
Retail $: 12.3 Bil
Pop per Station: 59,131
#1 Biller: WDAF $5,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WDAF	(C)	291/12.8	10.3	11.6	15.5	12.7	12.6	482/5037	3006/23.1	22.4	23.2		12.1	276	2440	WDAF
2. KBEQ-F	(CHR)	187/ 8.2	10.1	8.2	7.4	7.1	8.5	235/3887	2960/22.8	23.4	21.9		11.0	251	3505	KBEQ-F
3. KFKF-F	(C)	160/ 7.0	9.3	7.8	7.2	8.1	7.8	192/2671	2248/17.3	18.5	17.4		11.6	265	2391	KFKF-F
4. KPRS-F	(B)	153/ 6.7	7.2	4.5	5.2	5.3	5.9	170/1767	1435/11.0	10.2	9.5		10.8	246	1949	KPRS-F
5. KCMO	(N/T)	146/ 6.4	7.3	6.1	6.0	6.6	6.4	198/2762	2048/15.7	21.4	17.0		4.0	92	1599	KCMO
6. KMBR-F	(EZ)	137/ 6.0	6.0	5.6	5.9	7.4	5.9	160/1997	1642/12.6	13.1	14.3		4.0	90	1096	KMBR-F
7. KYYS-F	(AOR)	125/ 5.5	4.3	5.3	4.7	6.4	4.9	156/2610	2010/15.5	12.2	15.1		5.6	128	2011	KYYS-F
8. KUDL-F	(AC)	108/ 4.7	5.5	3.9	4.4	6.5	4.6	131/2336	1870/14.4	14.1	15.8		3.5	80	1399	KUDL-F
9. KCMO-F	(O)	104/ 4.6	3.8	6.1	5.4	4.7	5.0	143/2199	1722/13.2	12.4	15.5		3.6	81	1197	KCMO-F
10. KLSI-F	(AC)	101/ 4.4	4.5	4.8	4.3	4.1	4.5	109/1643	1424/10.9	11.5	12.5		3.8	87	1307	KLSI-F
11. KXXR-F	(CHR)	97/ 4.3	4.9	5.1	6.7	7.0	5.3	116/2065	1615/12.4	10.8	15.4		5.4	123	1723	KXXR-F
12. KCFX-F	(AOR)	94/ 4.1	3.2	4.6	4.3	3.2	4.1	118/1724	1334/10.3	10.4	10.4		4.3	98	1497	KCFX-F
13. KRVK-F	(AOR)	92/ 4.0	2.7	2.3	1.3	1.8	2.6	104/2026	1577/12.1	7.1	4.7		5.0	113	1187	KRVK-F
14. KXTR-F	(CL)	65/ 2.9	1.9	1.5	1.8	2.1	2.0	69/822	750/ 5.8	5.0	4.8		1.6	37	440	KXTR-F
15. KMBZ	(MOR)	60/ 2.6	3.4	6.1	6.4	3.8	4.6	63/1344	1214/ 9.3	11.7	11.1		2.5	58	1203	KMBZ
KJLA	(BB)	60/ 2.6	2.4	2.7	1.8	2.4	2.4	62/909	867/ 6.7	6.4	6.5		1.7	39	489	KJLA
17. KPRT	(REL)	52/ 2.3	0.8	1.4	1.5	0.9	1.5	52/492	492/ 3.8	3.1	2.7		0.8	19	239	KPRT
18. WHB	(O)	39/ 1.7	1.6	3.0	2.8	2.2	2.3	58/1243	907/ 7.0	6.2	7.9		0.9	20	606	WHB
19.																
20.																

12+ FM SHARE (METRO): 67.49% (1443 of 2138) (WIN 89: 67.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBEQ-F>>	1 KYYS-F<	1 KFKF-F<	1 WDAF <	1 WDAF	1 WDAF >>	1 WDAF >	1 WDAF	1 WDAF	1 KBEQ-F	1 WDAF >
2 KXXR-F>	2 KPRS-F	2 KPRS-F	2 KFKF-F	2 KFKF-F>	2 KCMO <	2 KBEQ-F	2 KCMO <	2 KBEQ-F	2 KPRS-F>	2 KMBZ >>
3 KPRS-F	3 KBEQ-F	3 KYYS-F<	3 KUDL-F<	3 KUDL-F	3 KMBR-F	3 KCMO <	3 KMBR-F	3 KFKF-F	3 WDAF	3 KBEQ-F<
4	4 KCFX-F<	4 WDAF <	4 KPRS-F<	KPRS-F	4 KFKF-F	4 KFKF-F>	4 KFKF-F	4 KYYS-F	4 KXXR-F	4 KCMO
5	5 KXXR-F	5 KBEQ-F	5 KCMO-F<	KCMO-F	5	5 KYYS-F	5 KYYS-F	KMBR-F<	5 KCFX-F<	5 KFKF-F
6	6 KFKF-F	6 KUDL-F	6 KYYS-F	6 KYYS-F<	6	KPRS-F	6 KCMO-F<	6 KPRS-F	6 KLSI-F	6 KPRS-F
				7 KRVK-F		7 KUDL-F	7 KPRS-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBEQ-F>	1 KBEQ-F	1 KPRS-F	1 KFKF-F<	1 WDAF <		1 KYYS-F	1 KYYS-F>	1 KYYS-F	1 KYYS-F	1 WDAF >
2 KXXR-F	2 KPRS-F>	2 KCMO-F	2 KBEQ-F	2 KFKF-F		KXXR-F	2 KPRS-F	2 KCFX-F	2 WDAF <	2 KYYS-F<
3 KPRS-F	3 KLSI-F	3 KBEQ-F	3 KUDL-F	3 KUDL-F		3 KPRS-F>	3 KCFX-F	3 KPRS-F	3 KPRS-F	3 KFKF-F
4 KLSI-F	KFKF-F	4 KFKF-F	4 KPRS-F	4 KCMO-F		4 KBEQ-F>	4 KXXR-F	4 KRVK-F	4 KCFX-F	4 KCFX-F<
5 KYYS-F	5 KYYS-F<	5 KUDL-F	5 KLSI-F	5 KPRS-F		5 KCFX-F	5 KBEQ-F	KFKF-F<	5 KFKF-F	5 KCMO
6 KFKF-F	6 KXXR-F	6 KYYS-F	6 WDAF <	6 KLSI-F<		6	6 KFKF-F	6 WDAF	6 KBEQ-F	6 KRVK-F<
7	KCMO-F	KLSI-F	7 KCMO-F	7 KMBR-F		7	7	7 KCMO	7	7 KPRS-F
	8 KUDL-F			8 KBEQ-F						

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OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
KBZR	1030	Blue Sprg/KCty	0.7/1.6/ 17/ 209
KCCV	760	Overland Park	0.7/1.4/ 16/ 182
KCFM-F	107.3	Lexington	0.6/2.3/ 18/ 403
KEXS	1090	Excelsr Spgs	0.6/0.8/ 19/ 171
KKJO-F	105.1	St. Joseph	0.3/1.0/ 98/ 817

RADIO STATIONS

AM STATIONS

KCCV,	1510,	10 KW (DAYS)	, RELIGION	,	$ 18.00	(---)	Ragan Henry (INDEPENDENCE)
KCMO,	810,	50 KW/5 KW (DA-N),	TALK/NEWS	CBS, MBS,	$ 83.00	(Mc-Guild)	Gannett
KCNW,	1380,	2.5 KW	, RELIGION	CBN,	$ 20.00	(----)	Marsh
KJLA,	1190,	5 KW/250 W(DA-N),	NOSTALGIA	MBS,	$ 33.00	(Roslin)	
KMBZ,	980,	5 KW (DA-2)	, MOR/TALK	NBC,	$ 70.00	(Durpetti)	Bonneville
KPRT,	1590,	1 KW	, GOSPEL	MBS,	$ 23.00	(Republic)	
WDAF,	610,	5 KW	, COUNTRY	ABC E,	$ 108.00	(Katz)	Great American
WHB ,	710,	10 KW/5KW (DA-2)	, OLDIES	APR,	$ 50.00	(Christal)	Shamrock

FM STATIONS

KBEQ,	104.3,	100 KW @ 987,	CHR	ABC C,	$ 91.00	(MMR)	Noble
KCFX,	100.7,	100 KW @ 850,	CLASSIC AOR	US 1,	$ 60.00	(MMR)	Hoker
KCMO,	94.9,	100 KW @ 1057,	OLDIES	,	$ 61.00	(Mc-Guild)	Gannett
KRVK,	98.9,	100 KW @ 990,	AC	SMN,	$ 47.00	(CBS)	Journal Co (LEAVENWORTH)
KFKF,	94.1,	100 KW @ 987,	COUNTRY	,	$ 94.00	(HNWH)	Sconnix
KLSI,	93.3,	100 KW @ 1050,	AC	CNN,	$ 66.00	(Banner)	Sandusky
KMBR,	99.7,	98 KW @ 950,	BTFL/EZ	,	$ 60.00	(Durpetti)	Bonneville
KPRS,	103.3,	100 KW @ 940,	BLACK	SBN, ABC I,	$ 51.00	(Republic)	
KUDL,	98.1,	100 KW @ 500,	AC	APR,	$ 64.00	(Christal)	Shamrock
KXTR,	96.5,	99 KW @ 960,	CLASSICAL	US 2,	$ 39.00	(CMBS)	
KXXR,	106.5,	100 KW @ 850,	CHR/AOR	,	$ 59.00	(Republic)	Olympia
KYYS,	102.1,	100 KW @ 1013,	AOR	SOURCE,	$ 101.00	(Katz)	Great American

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
SAC - Soft Adult Contemporary

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

American Radio Winter 1990, Copyright 1990

KNOXVILLE

Arbitron Rank/Pop (12+): 69/512 300

MSA Rank/Pop: 85/599,200
ADI # 61
Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 20/20
Diaries: 1035/495:1/62.9%
Sample Target: 900
% Below Line: 0.0
% Not Listed: 9.8

1989 Revenue: $14,300,000
HH Inc.: $23,365
Retail $: 5.1 Bil
Pop per Station: 25,615
#1 Biller: WIVK-AF $5,500,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WIVK-AF (C)	301/34.3	37.7	35.2	34.2	32.5	35.3	466/4186	2536/49.5	63.7	58.8		35.2	316	2828	WIVK-AF
2. WMYU-F (AC)	112/12.8	9.1	12.7	13.7	14.4	12.1	164/2017	1471/28.7	29.6	29.7		11.8	106	1398	WMYU-F
3. WEZK-F (EZ)	100/11.4	10.0	9.7	8.9	8.2	10.0	133/1369	981/19.1	19.2	16.4		4.7	42	649	WEZK-F
4. WIMZ-AF (AOR)	94/10.7	9.3	11.0	10.7	15.0	10.4	152/1771	1184/23.1	21.5	27.1		15.9	143	1437	WIMZ-AF
5. WOKI-F (CHR)	74/ 8.4	11.2	11.2	11.6	10.3	10.6	283/2955	1107/21.6	23.2	24.7		10.5	94	1265	WOKI-F
6. WGAP (C)	21/ 2.4	1.6	1.5	1.1	2.3	1.7	21/219	219/ 4.3	3.1	4.2		0.8	7	202	WGAP
7. WCKS-F (SAC)	19/ 2.2	1.6	1.5	1.5	1.0	1.7	19/387	358/ 7.0	6.7	3.7		3.2	29	382	WCKS-F
8.															
9.															
10.															

12+ FM SHARE (METRO): 86.74% (687 of 792) (WIN 89: 87.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOKI-F>>	1 WIVK-AF	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-F>>
2 WIMZ-AF	2 WIMZ-AF>	2 WMYU-F	2 WMYU-F>	2 WMYU-F>	2 WEZK-F>	2 WMYU-F>	2 WMYU-F<	2 WMYU-F	2 WOKI-F	2 WIMZ-F
3	3 WMYU-F	3 WIMZ-AF>>	3 WIMZ-AF>	3 WIMZ-AF	3 WMYU-F	3 WEZK-F	3 WEZK-F>	3 WEZK-F<	3 WIMZ-AF>	3 WGAP
4	4 WOKI-F	4 WOKI-F	4 WEZK-F	4 WEZK-F	4	4 WIMZ-AF>	4 WIMZ-AF>>	4 WIMZ-AF>	4 WEZK-F	4
5	5	5 WEZK-F	5	5	5	5 WOKI-F	5 WOKI-F	5 WOKI-F	5 WMYU-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIMZ-AF	1 WIVK-AF	1 WIVK-AF	1 WIVK-AF	1 WIVK-AF>>	1 WIMZ-AF	1 WIVK-AF	1 WIVK-AF	1 WIVK-AF>>	1 WIVK-AF>>
2 WOKI-F	2 WMYU-F	2 WMYU-F>	2 WMYU-F>>	2 WMYU-F>>	2 WOKI-F<	2 WIMZ-AF>>	2 WIMZ-AF>>	2 WIMZ-AF>	2 WIMZ-AF
3 WMYU-F<	3 WIMZ-AF>	3 WIMZ-AF>>	3 WIMZ-AF>	3 WEZK-F>	3 WIVK-AF>>	3 WOKI-F	3 WMYU-F>	3 WMYU-F>	3 WMYU-F>
4 WIVK-AF>>	4 WOKI-F>>	4 WOKI-F	4 WOKI-F	4 WIMZ-AF	4 WMYU-F>	4 WMYU-F>	4 WOKI-F	4 WOKI-F	4 WEZK-F
5 WKGN >>	5 WEZK-F	5 WEZK-F	5 WEZK-F	5	5 WEZK-F>	5 WEZK-F	WEZK-F>>	5 WEZK-F	5
WEZK-F	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
WGAP-F	95.7	Maryville	0.3/1.0/ 3/ 49
WHJM	1180	Knoxville	0.8/1.3/ 7/ 66
WKGN	1340	Knoxville	1.5/3.0/ 13/ 152
WKNF-F	94.3	Oak Ridge	1.3/4.9/ 12/ 264
WKXV	900	Knoxville	0.3/1.9/ 3/ 106
WNOX-F	99.3	Jeff City/Knxvl	0.3/1.9/ 3/ 114
WQBB	1040	Powell/Knoxvill	1.4/2.8/ 19/ 154
WRJZ	620	Knoxville	0.6/4.2/ 5/ 244
WSEV	930	Sevierville	0.6/1.1/ 5/ 55
WUTK	850	Knoxville	0.6/2.0/ 6/ 113
WYSH	1380	Clinton	0.5/1.4/ 4/ 91

RADIO STATIONS

WKGN, 1340, 1 KW , OLDIES	NBN, $ 9.00	(Roslin)	
WRJZ, 620, 5 KW (DA-N) , RELIGION	SMN, $ 11.00	(---)	
WIVK (10 KW, 990) SIMULCASTS WITH WIVK-F			
WIMZ (1 KW, 1240) SIMULCASTS WITH WIMZ-F			
WEZK-F, 97.5, 100 KW @ 1250, EZ	, $ 37.00	(Christal)	South Central
WIMZ-F, 103.5, 100 KW @ 1723, AOR	SOURCE, $ 70.00	(Christal)	Stoner
WIVK-F, 107.7, 100 KW @ 1970, COUNTRY	ABC E, $ 109.00	(Katz)	Dick
WMYU-F, 102.1, 15 KW @ 1990, AC	US 1, $ 68.00	(Eastman)	Jacor
WOKI-F, 100.3, 100 KW @ 2000, CHR	ABC F, CBS, $ 34.00	(HNWH)	(OAK RIDGE)
WKNF-F, 94.3, 2 KW @ 395, SOFT AC	TRNSTR, $ 18.00	(---)	(OAK RIDGE)

LANSING

Arbitron Rank/Pop (12+): 97/359,900

MSA Rank/Pop: 109/431,600
ADI # 101
Average Person Ratings: 16.5
Market TSL: 21.75 hours

Stations: 18/13
Diaries: 854/421:1/55.7%
Sample Target: 780
% Below Line: 10.3
% Not Listed: 16.6

1989 Revenue: $12,100,000
HH Inc.: $30,114
Retail $: 3.2 Bil
Pop per Station: 27,684
#1 Biller: WVIC-AF $3,100,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WITL-F	(C)	107/18.0	17.3	15.4	17.5	15.7	17.0	172/1808	1021/28.4	26.8	26.0	14.9	100	755	WITL-F
2. WVIC-AF	(CHR)	106/17.8	18.5	16.2	16.2	16.5	17.2	168/2080	1310/36.4	39.2	40.0	22.4	150	1595	WVIC-AF
3. WJIM-F	(EZ)	43/ 7.2	8.8	7.2	7.2	6.7	7.6	61/708	491/13.6	14.5	13.4	6.4	43	475	WJIM-F
WFMK-F	(AC)	43/ 7.2	8.5	9.5	7.9	8.7	8.3	65/961	660/18.3	20.1	21.2	6.6	44	574	WFMK-F
5. WJR	(MOR)	37/ 6.2	3.5	3.0	5.2	5.0	4.5	81/1037	468/13.0	9.9	11.4	3.6	24	342	WJR
6. WMMQ-F	(AOR)	29/ 4.9	3.7	5.3	5.1	4.5	4.8	31/539	484/13.4	13.4	12.3	5.5	37	478	WMMQ-F
7. WIBM-F	(O)	28/ 4.7	5.5	5.9	5.7	5.6	5.4	79/1043	499/13.9	16.3	17.4	4.2	28	431	WIBM-F
8. WGOR-F	(CHR)	25/ 4.2	3.7	4.7	4.4	6.4	4.3	26/522	428/11.9	13.2	16.3	6.7	45	754	WGOR-F
9. WJXQ-F	(AOR)	22/ 3.7	3.0	2.7	4.8	3.1	3.6	29/673	392/10.9	11.2	10.4	4.8	32	440	WJXQ-F
10. WKKP-F	(AC)	12/ 2.0	3.5	3.2	1.5	1.9	2.5	12/375	375/10.4	13.8	9.5	2.2	15	248	WKKP-F

12+ FM SHARE (METRO): 86.90% (431 of 496) (WIN 89: 87.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVIC-AF>>	1 WVIC-AF>>	1 WVIC-AF>	1 WITL-F	1 WITL-F>	1 WITL-F>>	1 WVIC-AF	1 WITL-F	1 WVIC-AF<	1 WVIC-AF>	1 WITL-F>>
2 WGOR-F >>	2 WITL-F	2 WITL-F>	2 WVIC-AF>	2 WVIC-AF>	2 WJR	2 WITL-F>>	2 WVIC-AF>	2 WITL-F>>	2 WITL-F>	2 WVIC-F>
3	WFMK-F	3 WFMK-F>	3 WFMK-F>	3 WFMK-F	WJIM-F>	3 WJR	3 WJIM-F	3 WFMK-F	3 WGOR-F	3 WJR
4	4 WMMQ-F	4 WMMQ-F	4 WIBM-F>	4 WIBM-F>	4 WIBM-F	4 WJIM-F	WFMK-F>	4 WJIM-F>	4 WFMK-F	WIBM-F
5	5 WJXQ-F	5 WIBM-F	5 WMMQ-F	5 WJIM-F	5 WVIC-AF	5 WFMK-F	5 WJR	5 WMMQ-F	5 WJXQ-F	5 WMMQ-F
6	6	6	6	6 WJR	6	6	6 WMMQ-F	6	6	WJIM-F
				WMMQ-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WVIC-AF>>	1 WVIC-AF>	1 WVIC-AF	1 WVIC-AF>	1 WITL-F
2 WFMK-F>	2 WFMK-F>	2 WFMK-F>	2 WITL-F<	2 WVIC-AF
3 WITL-F	3 WITL-F>	3 WITL-F>	3 WFMK-F	3 WFMK-F>
WGOR-F>	4 WJXQ-F	4 WJIM-F	4	4 WJIM-F
5 WMMQ-F	5 WJIM-F	WIBM-F	5	5 WIBM-F
WJXQ-F>>	WGOR-F	6 WJXQ-F>>	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVIC-AF>>	1 WVIC-AF>>	1 WVIC-AF	1 WVIC-AF>	1 WITL-F>
2 WMMQ-F>	2 WMMQ-F	2 WITL-F	2 WITL-F>	2 WVIC-AF>
3 WITL-F>	3 WITL-F>	3 WJXQ-F	3 WMMQ-F>	3 WIBM-F
4 WXLA	4 WJXQ-F>	4 WMMQ-F>	4 WFMK-F	4 WFMK-F
WILS	5 WFMK-F	5 WFMK-F>	5 WIBM-F	5 WMMQ-F
6	6	6 WRIF-F	6 WJXQ-F	WJXQ-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WILS	1320	Lansing	1.8/5.0/ 11/ 197
WJIM	1240	Lansing	0.7/3.8/ 5/ 169
WXLA	1180	Dimondale/Lnsng	0.8/2.0/ 5/ 73
CKLW	800	Windsor/Detrt	1.2/1.8/ 15/ 191
WODJ-F	107.3	Greenvl/GrRpds	0.3/1.3/ 23/ 359
WOOD-F	105.7	Grand Rapids	1.3/3.9/ 24/ 436
WRIF-F	101.1	Detroit	1.2/3.1/ 20/ 419

RADIO STATIONS

WILS, 1320,	5 KW/1 KW (DA-3)	, BLACK	CBS, $	14.00 (Christal)	MacDonald	
WJIM, 1240,	1 KW	, TALK	NBC, $	15.00 (Torbet)	Double L	
WXLA, 1180,	1 KW (DAYS,DA)	, BLACK	, $	11.00 (Roslin)		(DIMONDALE)
WGOR-F, 92.1,	3 KW @ 300,	CHR	CBS, $	20.00 (Mc-Guild)		(ST. JOHNS)
WFMK-F, 99.1,	28 KW @ 600,	AC	, $	39.00 (Republic)	Liggett	
WIBM-F, 94.1,	40 KW @ 560,	OLDIES	US 2, $	30.00 (MMR)		(JACKSON)
WITL-F, 100.7,	27 KW @ 680,	COUNTRY	ABC E, $	54.00 (Banner)		
WJIM-F, 97.5,	28 KW @ 440,	BTFL/EZ	NBC, $	30.00 (Torbet)	Double L	
WKXQ-F, 106.1,	50 KW @ 500,	AOR	ABC R, $	26.00 (Christal)		(JACKSON)
WKKP-F, 101.7,	3 KW @ 150,	AC	CBS, $	24.00 (Christal)	MacDonald	
WMMQ-F, 92.7,	1.5 KW @ 450,	CLASSIC AOR	SOURCE, NBC, $	29.00 (HNWH)		(CHARLOTTE)
WVIC-F, 94.9,	49 KW @ 500,	CHR	, $	70.00 (Katz)	Goodrich	

LAS VEGAS

Arbitron Rank/Pop (12+): 64/547,400

MSA Rank/Pop: 83/609,700
ADI # 95
Average Person Ratings: 16.4
Market TSL: 22.00 hours

Stations: 22/22
Diaries: 1029/532:1/47.7%
Sample Target: 910
% Below Line: 0.0
% Not Listed: 17.4

1989 Revenue: $20,100,000
HH Inc.: $27,953
Retail $: 5.2 Bil
Pop per Station: 24,881
#1 Biller: KFMS-AF $3,000,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1.	KLUC-AF	(CHR)	94/10.5	10.3	8.7	11.3	8.5	10.2	96/1317	1290/23.6	23.9	22.5		14.1	132	1567	KLUC-AF
2.	KFMS-AF	(C)	92/10.2	12.0	10.8	11.3	13.2	11.1	94/1118	1086/19.8	20.9	21.8		12.4	121	932	KFMS-AF
3.	KXTZ-F	(EZ)	60/ 6.7	9.3	7.9	8.5	12.4	8.1	61/693	646/11.8	14.4	16.8		6.4	63	687	KXTZ-F
4.	KUDA-F	(O)	57/ 6.4	4.7	3.9	4.7	4.2	4.9	58/762	711/13.0	11.5	9.0		5.0	49	488	KUDA-F
5.	KKLZ-F	(AOR)	49/ 5.5	4.9	5.6	5.7	5.9	5.4	49/675	675/12.3	12.3	14.9		7.5	74	880	KKLZ-F
6.	KYRK-F	(CHR)	45/ 5.0	5.0	6.5	5.3	5.1	5.4	51/1024	928/17.0	17.5	16.5		7.6	75	1085	KYRK-F
7.	KOMP-F	(AOR)	44/ 4.9	3.7	4.8	6.3	5.9	4.9	45/606	599/10.9	10.4	12.9		7.3	72	803	KOMP-F
	KEYV-F	(J/NA)	44/ 4.9	3.6	1.4	2.9	2.0	3.2	44/423	418/ 7.6	7.1	8.1		3.1	31	405	KEYV-F
9.	KMZQ-F	(AC)	37/ 4.1	3.7	5.8	4.2	4.7	4.4	37/647	647/11.8	11.2	13.0		2.7	27	331	KMZQ-F
10.	KRLV-F	(AC)	35/ 3.9	3.4	3.9	5.3	4.2	4.1	35/440	432/ 7.9	9.5	10.4		2.3	23	380	KRLV-F
11.	KORK	(BB)	32/ 3.6	5.8	5.6	3.1	3.8	4.5	32/349	349/ 6.4	7.2	6.5		2.4	24	374	KORK
12.	KLTN-F	(AC)	29/ 3.2	2.3	1.8	1.1	----	2.1	29/399	399/ 7.3	6.7	0.0		2.7	27	246	KLTN-F
13.	KWNR-F	(AC)	26/ 2.9	2.7	2.4	2.6	2.5	2.7	26/523	508/ 9.3	7.2	8.4		1.5	15	236	KWNR-F
14.	KDWN	(T)	22/ 2.5	1.6	2.7	3.9	1.9	2.7	23/423	391/ 7.1	5.3	7.0		1.5	15	279	KDWN
15.	KNUU	(N/T)	20/ 2.2	2.1	2.6	2.5	3.1	2.3	20/351	351/ 6.4	7.1	8.0		2.4	24	294	KNUU
16.	KMTW	(AOR)	18/ 2.0	1.4	1.6	0.9	2.3	1.5	18/202	202/ 3.7	2.7	4.6		1.7	17	132	KMTW
17.	KJUL-F	(AC)	14/ 1.6	1.6	1.6	0.7	----	1.4	14/237	229/ 4.2	5.6	0.0		1.3	13	182	KJUL-F
18.	KENO	(O)	9/ 1.0	1.1	1.3	0.7	0.7	1.0	9/176	176/ 3.2	3.3	3.7		0.4	4	147	KENO

12+ FM SHARE (METRO): 84.86% (628 of 740) (WIN 89: 81.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KYRK-F	1 KLUC-AF>	1 KLUC-AF	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF<	1 KFMS-AF<	1 KLUC-AF	1 KLUC-AF>	1 KFMS-F>>
2 KLUC-AF>>	2 KOMP-F	2 KFMS-AF	2 KUDA-F	2 KUDA-F	2 KXTZ-F>	2 KLUC-AF>	2 KLUC-AF	2 KFMS-AF>	2 KYRK-F	2 KOMP-F
3	3 KKLZ-F	3 KUDA-F	3 KLUC-AF	3 KLUC-AF	3 KUDA-F	3 KUDA-F<	3 KXTZ-F	3 KUDA-F	3 KKLZ-F	3 KKLZ-F
4	4 KFMS-AF	4 KKLZ-F	4 KKLZ-F	4 KEYV-F<	4 KORK	4 KXTZ-F	4 KUDA-F	4 KYRK-F	4 KFMS-AF	4 KUDA-F
5	5 KYRK-F	5 KOMP-F	5 KEYV-F	5 KKLZ-F	5 KLUC-AF	5 KKLZ-F	5 KEYV-F	5 KXTZ-F	5 KEYV-F	5 KXTZ-F
6	KMZQ-F	6 KEYV-F	6	6	6 KEYV-F	6 KOMP-F	6 KKLZ-F	KEYV-F	6	6 KDWN >>

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLUC-AF>>	1 KLUC-AF>>	1 KLUC-AF	1 KLUC-AF>	1 KFMS-AF>	1 KOMP-F	1 KOMP-F	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF
2 KYRK-F>	2 KKLZ-F	2 KKLZ-F	2 KFMS-AF>	2 KUDA-F	2 KLUC-AF>	2 KLUC-AF	KOMP-F	KLUC-AF	2 KUDA-F
3 KFMS-AF	3 KFMS-AF	3 KFMS-AF	3 KUDA-F	3 KLUC-AF	3 KYRK-F	3 KKLZ-F	3 KKLZ-F	3 KUDA-F<	3 KKLZ-F
KKLZ-F	KYRK-F>	KUDA-F	4 KRLV-F	4 KXTZ-F	KMTW	4 KFMS-AF	4 KLUC-AF	4 KOMP-F	4 KEYV-F
5	5 KOMP-F	5 KOMP-F	KEYV-F	5 KEYV-F	5 KKLZ-F	5 KMZQ-F	KEYV-F	KKLZ-F	5 KLUC-AF
6	6	6 KWNR-F	6	6	6 KMZQ-F	6 KEYV-F	6 KUDA-F	6	6 KOMP-F
		KLTN-F					7 KMZQ-F		

OTHER RATED STATIONS			METRO SHARE/RTG/	CUME	TSA AQH/	TSA CUME
KREL	1280	Henderson/LosVg	0.6/	2.1/	5/	113
KRRI-F	105.5	Boulder Cty/LV	0.9/	4.6/	8/	251

RADIO STATIONS

KDWN, 720, 50 KW (DA-N) , TALK , $ 19.00 (Roslin)
KENO, 1460, 5 KW/1 KW (DA-N) , OLDIES , $ 16.00 (Christal) Lotus
KNUU, 970, 5 KW/500 W (DA-2), NEWS/TALK MBS, CBS, $ 15.00 (---)
KORK, 920, 5 KW/500 W (DA-2), NOSTALGIA ABC I, $ 19.00 (MMR) Anchor

KEYV-F, 93.1, 50 KW @ 100, JAZZ/NAC , $ 29.00 (HNWH)
KFMS-F, 101.9, 100 KW @ 1110, COUNTRY , $ 61.00 (Katz)
KJUL-F, 104.3, 100 KW @ 1115, AC APR, $ 20.00 (---) Ragan Henry
KKLZ-F, 96.3, 100 KW @ 1170, CLASSIC AOR , $ 34.00 (Banner)
KLTN-F, 103.5, 100 KW @ 1042, AC TRNSTR, $ 20.00 (K & P)
KLUC-F, 98.5, 100 KW @ 1180, CHR UPI, $ 60.00 (Mc-Guild) Nationwide
KMZQ-F, 100.5, 98 KW @ 1180, AC , $ 46.00 (Eastman) Commonwealth

KOMP-F, 92.3, 100 KW @ 1520, AOR , $ 35.00 (Christal) Lotus
KRLV-F, 106.5, 100 KW @ 1155, SOFT AC , $ 28.00 (Eastman)
KRRI-F, 105.5, 50 KW @ 1450, OLDIES MBS, $ 20.00 (Torbet)
KUDA-F, 107.5, 25 KW @ 3726, OLDIES , $ 30.00 (Katz) Americom (Quinn)
KWNR-F, 95.5, 100 KW @ 1120, OLDIES , $ 26.00 (Torbet)
KXTZ-F, 94.1, 100 KW @ 1250, BTFL/EZ , $ 44.00 (Durpetti) Parker
KYRK-F, 97.1, 50 KW @ 1950, CHR , $ 33.00 (MMR) Anchor

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,265,900

MSA Rank/Pop: 2/11,700,000
ADI # 2
Average Person Ratings: 18.3
Market TSL: 24.00 hours

Stations: 44/44
Diaries: 4354/2128:1/50.6%
Sample Target: 3650
% Below Line: 0.0
% Not Listed: 10.1

1989 Revenue: $385,000,000
HH Inc.: $33,525
Retail $: 88.0 Bil
Pop per Station: 210,588
#1 Biller: KABC $35,000,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1.	KOST-F	(AC)	1088/ 6.4	5.7	6.8	6.1	5.6	6.3	1259/18121	15657/16.9	15.6	15.4		6.0	960	11467	KOST-F
2.	KIIS-AF	(CHR)	1033/ 6.1	5.4	6.4	5.2	7.1	5.8	1227/22430	18650/20.1	18.0	23.4		6.7	1069	17507	KIIS-AF
3.	KPWR-F	(CHR)	946/ 5.6	6.2	6.1	7.1	6.4	6.3	1021/16807	15176/16.4	17.1	17.8		8.2	1319	18053	KPWR-F
4.	KABC	(T)	749/ 4.4	4.6	4.3	5.2	4.9	4.6	821/10439	9509/10.3	10.8	11.3		4.4	713	7842	KABC
5.	KLOS-F	(AOR)	649/ 3.8	4.2	4.1	3.8	4.6	4.0	933/13641	10370/11.2	11.1	11.4		5.4	863	10258	KLOS-F
6.	KQLZ-F	(CHR)	609/ 3.6	3.8	5.5	4.3	2.7	4.3	839/12868	10084/10.9	11.0	8.3		4.2	668	11016	KQLZ-F
7.	KBIG-F	(AC)	606/ 3.6	4.0	3.6	4.3	4.0	3.9	729/10420	8712/ 9.4	9.7	10.7		2.2	346	5194	KBIG-F
8.	KFWB	(N)	563/ 3.3	2.6	3.1	3.0	2.9	3.0	605/13361	12218/13.2	12.1	13.8		2.6	415	8347	KFWB
9.	KWKW	(SP)	555/ 3.3	3.5	2.7	2.2	2.3	2.9	561/5426	5329/ 5.8	5.3	3.7		2.6	419	3915	KWKW
10.	KROQ-F	(AOR)	538/ 3.2	2.5	2.5	2.3	3.0	2.6	583/8674	7827/ 8.4	7.3	9.0		4.0	649	8355	KROQ-F
11.	KTNQ	(SP)	532/ 3.1	2.7	1.9	2.5	1.6	2.5	550/5252	5010/ 5.4	4.9	4.3		1.9	302	4079	KTNQ
12.	KMPC	(BB)	521/ 3.1	2.1	2.7	2.5	2.3	2.6	558/7613	6915/ 7.5	6.9	6.5		2.5	402	4509	KMPC
13.	KNX	(N)	517/ 3.0	3.4	2.8	3.3	3.6	3.1	683/14206	10661/11.5	13.2	12.7		2.6	418	4694	KNX
14.	KTWV-F	(J/NA)	516/ 3.0	3.1	2.8	2.5	3.4	2.8	608/10080	8481/ 9.2	9.0	9.0		3.1	502	7043	KTWV-F
15.	KLVE-F	(SP)	502/ 3.0	3.2	3.2	1.8	2.3	2.8	549/6684	6107/ 6.6	6.7	5.7		2.6	415	4663	KLVE-F
16.	KRTH-AF	(O)	504/ 2.9	3.1	4.1	3.9	3.9	3.5	641/12579	10003/10.8	12.6	15.2		2.3	359	6316	KRTH-AF
17.	KXEZ-F	(EZ)	490/ 2.9	2.5	4.6	4.1	4.5	3.5	507/7231	6814/ 7.4	7.3	9.4		2.1	340	3630	KXEZ-F
18.	KLSX-F	(CL AOR)	385/ 2.3	2.2	2.0	1.8	2.5	2.1	425/8330	7527/ 8.1	7.9	8.3		2.5	394	6773	KLSX-F
19.	KZLA-F	(C)	344/ 2.0	2.2	2.3	2.0	2.3	2.1	375/5205	4547/ 4.9	5.8	5.8		2.8	454	5239	KZLA-F
20.	KJLH-F	(B)	322/ 1.9	2.3	1.9	2.2	2.3	2.1	330/5485	5277/ 5.7	5.6	5.5		2.6	421	6195	KJLH-F
21.	KODJ-F	(O)	292/ 1.7	1.8	2.0	2.0	1.1	1.9	404/8371	6529/ 7.0	6.1	4.9		1.9	301	5091	KODJ-F
22.	KFI	(T)	26[illegible]/ 1.6	1.7	1.6	1.8	1.3	1.7	382/7181	5017/ 5.4	5.8	5.9		2.2	356	4750	KFI
23.	KLIT-F	(SAC)	247/ 1.5	1.2	1.2	0.7	0.9	1.1	290/5289	4596/ 5.0	4.9	3.5		1.4	232	2854	KLIT-F
24.	KKGO-F	(CL)	231/ 1.4	1.4	1.0	1.2	1.1	1.3	254/4809	4313/ 4.7	5.1	3.8		1.1	184	3208	KKGO-F
25.	KKBT-F	(B/U)	216/ 1.3	0.4	1.7	1.5	1.6	1.2	250/5380	4773/ 5.2	2.1	5.9		0.8	136	2224	KKBT-F
26.	KACE-F	(B)	198/ 1.2	1.9	1.2	1.3	0.9	1.4	198/3668	3663/ 4.0	4.4	3.3		1.2	198	3443	KACE-F
27.	KALI	(SP)	193/ 1.1	1.0	0.8	1.0	1.2	1.0	194/2756	2737/ 3.0	2.7	2.4		0.7	116	2047	KALI
28.	KSKQ	(SP)	185/ 1.1	1.3	1.1	1.0	1.1	1.1	185/2539	2539/ 2.7	2.8	2.1		0.6	94	970	KSKQ
29.	KNAC-F	(AOR)	181/ 1.1	0.8	1.0	1.0	1.4	1.0	192/2802	2532/ 2.7	2.4	3.5		1.4	226	2849	KNAC-F
30.	KRLA	(O)	173/ 1.0	1.0	0.8	0.9	0.8	0.9	181/3585	3372/ 3.6	3.5	3.5		1.1	172	2613	KRLA
31.	KDAY	(B)	170/ 1.0	0.6	0.6	1.5	0.6	0.9	171/3323	3282/ 3.5	3.2	2.3		1.4	227	3243	KDAY
32.																	
33.																	
34.																	
35.																	

12+ FM SHARE (METRO): 67.22% (10265 of 15271) (WIN 89: 65.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIIS-AF	1 KOST-F<	1 KOST-F	1 KOST-F	1 KOST-F	1 KABC >	1 KIIS-AF	1 KOST-F>	1 KOST-F	1 KPWR-F	1 KABC >
2 KPWR-F>	2 KPWR-F	2 KIIS-AF<	2 KIIS-AF	2 KIIS-AF	2 KMPC <	2 KLOS-F	2 KBIG-F<	2 KIIS-AF	2 KOST-F	2 KFWB
3 KQLZ-F	3 KLOS-F	3 KPWR-F	3 KLOS-F	3 KBIC-F<	3 KOST-F	3 KABC	3 KIIS-AF	3 KPWR-F>	3 KIIS-AF	3 KNX
4	4 KIIS-AF	4 KLOS-F	4 KRTH-AF	4 KRTH-AF<	KFWB	4 KPWR-F	4 KPWR-F	4 KBIG-F	4 KABC >	4 KMPC
5	5 KROQ-F<	5 KQLZ-F	KTNQ	5 KTWV-F	5 KNX	KOST-F<	5 KABC	5 KQLZ-F	5 KROQ-F	5 KPWR-F
6	6 KQLZ-F	KBIG-F<	6 KWKW	KTNQ	6 KXEZ-F	6 KFWB	6 KRTH-AF<	6 KROQ-F	6 KWKW	6 KOST-F
7	7 KLVE-F	7 KROQ-F<	KTWV-F	KLOS-F<	7 KTWV-F	7 KNX	7 KQLZ-F	7 KLOS-F	KQLZ-F	7 KLVE-F
8	8 KLSX-F<	8 KTNQ <	KBIG-F	8 KWKW	KBIG-F	8 KTNQ	8 KTWV-F	8 KTWV-F<	KLVE-F	8 KFI
9	9 KBIG-F	9 KWKW	9 KPWR-F	9 KPWR-F	9 KIIS-AF<	9 KMPC	KTNQ	9 KNX	9 KJLH-F	9 KIIS-AF
10	10 KTNQ	10 KRTH-AF	10 KLVE-F	10 KLVE-F	10 KWKW	10 KWKW	10 KXEZ-F	KFWB	KFWB	10 KZLA-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KOST-F	1 KOST-F	1 KOST-F>	1 KOST-F>	1 KOST-F
2 KPWR-F>	2 KPWR-F	2 KIIS-AF	2 KIIS-AF	2 KIIS-AF
3 KIIS-AF	3 KIIS-AF	3 KLOS-F<	3 KPWR-F	3 KWKW
4 KROQ-F<	4 KROQ-F<	4 KLVE-F	4 KBIG-F<	4 KBIG-F
5 KQLZ-F>	5 KLOS-F	5 KPWR-F	5 KWKW	5 KRTH-AF
6 KLOS-F	6 KQLZ-F<	6 KWKW	6 KLOS-F	6 KPWR-F
7 KBIG-F	7 KLVE-F<	7 KBIG-F<	7 KLVE-F	7 KLVE-F
8 KJLH-F	8 KBIG-F	8 KROQ-F	8 KROQ-F<	8 KTWV-F
9 KLVE-F	9 KWKW	9 KQLZ-F	9 KQLZ-F<	KTNQ
10 KWKW	10 KJLH-F	10 KTWV-F	10 KRTH-AF	KLOS-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQLZ-F	1 KLOS-F	1 KLCS-F	1 KLOS-F	1 KOST-F<
KPWR-F<	2 KPWR-F	2 KLSX-F	2 KPWR-F<	2 KLOS-F<
3 KLOS-F>	3 KQLZ-F<	3 KTNQ	3 KIIS-AF<	3 KTWV-F
4 KROQ-F	4 KROQ-F	4 KOST-F<	4 KOST-F	KTNQ
5 KIIS-AF	5 KIIS-AF<	5 KPWR-F	5 KTNQ	5 KIIS-AF
6 KOST-F	6 KOST-F<	6 KIIS-AF	6 KQLZ-F	6 KRTH-AF
7 KNAC-F	7 KLSX-F	KRTH-AF	7 KROQ-F<	7 KLSX-F
8 KLVE-F	8 KTNQ	KROQ-F	8 KLSX-F	8 KBIG-F
KLSX-F>	9 KLVE-F	9 KLVE-F	9 KTWV-F	9 KABC
10 KBIG-F	10 KRTH-AF	10 KTWV-F	10 KRTH-AF	10 KPWR-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KFSG-F	96.3	Los Angeles	0.3/1.5/ 59/1578
KGFJ	1230	Los Angeles	0.8/2.1/139/1942
KGIL	1260	San Fernando	0.3/0.9/ 51/ 804
KGRB	900	West Covina	0.7/1.3/125/1250
KIEV	870	Glendale	0.3/1.7/ 50/1681
KKLA-F	99.5	Los Angeles	0.6/2.4/116/2514
KLAC	570	L A/ANAHEIM	0.8/3.8/189/4154
KMAX-F	107.1	Arcadia/LosAngl	0.4/1.4/ 62/1291
KOCM-F	103.1	Newport Bch.	0.4/1.0/ 60/ 948
KSKQ-F	97.9	Long Beach	0.9/2.8/148/2712
KWIZ	1480	Santa Ana	0.3/0.7/ 47/ 649

RADIO STATIONS

KABC	790	5 KW (DA-N)	TALK	ABC I, ABC T	$ 410.00	(Katz)	Cap Cities/ABC	
KALI	1430	5 KW (DA-2)	HISPANIC		$ 90.00	(Katz)		(SAN GABRIEL)
KDAY	1580	50 KW (DA-2)	BLACK	NBN	$ 100.00	(Roslin)	Heritage	(SANTA MONICA)
KFI	640	50 KW	TALK	MBS	$ 150.00	(Christal)	Cox	
KFWB	980	5 KW	NEWS	NBC, UPI	$ 300.00	(Group W)	Westinghouse	
KGFJ	1230	1 KW	BLACK OLDIES	SBN, SMN	$ 70.00	(Roslin)		
KLAC	570	5 KW (DA-N)	COUNTRY	ABC D	$ 130.00	(Eastman)	Malrite	
KMPC	710	50 KW/10 KW (DA-N)	NOSTALGIA/MOR		$ 270.00	(Durpetti)	Golden West	
KNX	1070	50 KW	NEWS	CBS	$ 340.00	(CBS)	CBS	
KRLA	1110	50 KW (DA-2)	OLIDES		$ 100.00	(MMR)	Greater Media	
KKHJ	930	5 KW (DA-N)	HISPANIC		$ N/A	(Republic)		
KSKQ	1540	50 KW/10 KW (DA-2)	HISPANIC		$ 100.00	(SBS)	SBS	
KTNQ	1020	50 KW (DA-2)	HISPANIC	CRC	$ 165.00	(Caballero)	Heftel	
KWKW	1330	5 KW (DA-N)	HISPANIC		$ 120.00	(Lotus)	Lotus	

FM STATIONS

KACE	103.9	1.6 KW @ 390	BLACK	APR	$ 85.00	(K & P)	All Pro	(INGLEWOOD)
KBIG	104.3	105 KW @ 2890	AC		$ 280.00	(CBS)	Bonneville	
KLIT	101.9	2.5 KW @ 2848	SOFT AC		$ 100.00	(Durpetti)	Golden West	(GLENDALE)
KKBT	92.3	39 KW @ 2835	AC/HYBRID		$ 200.00	(Mc-Guild)	Evergreen	
KIIS	102.7	8 KW @ 2790	CHR		$ 550.00	(Mc-Guild)	Gannett	
KJLH	102.3	3 KW @ 300	BLACK		$ 117.00	(Roslin)		(COMPTON)
KXEZ	98.7	75 KW @ 1180	EZ/SOFT AC		$ 285.00	(Banner)	Viacom	
KKGO	105.1	18 KW @ 2900	CLASSICAL	APR	$ 110.00	(CMBS)		
KLOS	95.5	63 KW @ 3129	AOR	ABC R	$ 312.00	(Katz)	Cap Cities/ABC	
KLSX	97.1	55 KW @ 770	CLASSIC AOR		$ 300.00	(MMR)	Greater Media	
KLVE	107.5	60 KW @ 2800	HISPANIC		$ 175.00	(Caballero)	Heftel	
KMAX	107.1	3 KW @ -13	HISPANIC		$ 60.00	(---)	Douglas	(ARCADIA)
KNAC	105.5	1.6 KW @ 400	AOR	ABC F	$ 120.00	(---)		(LONG BEACH)
KODJ	93.1	28 KW @ 3496	OLDIES	RADRAD	$ 200.00	(CBS)		
KOST	103.5	13 KW @ 3100	AC		$ 410.00	(Christal)	Cox	
KPWR	105.9	72 KW @ 770	CHR/URBAN		$ 425.00	(HNWH)	Emmis	
KQLZ	100.3	5 KW @ 3060	CHR/AOR	SOURCE	$ 600.00	(Eastman)	Westwood One	
KROQ	106.7	6 KW @ 1388	AOR		$ 300.00	(Torbet)	Infinity	
KRTH	101.1	51 KW @ 3130	OLDIES	US 2	$ 350.00	(Republic)	Beasley	
KSKQ	97.9	79 KW @ 420	HISPANIC		$ 120.00	(SBS)	SBS	
KTWV	94.7	55 KW @ 2952	JAZZ/NAC		$ 260.00	(Banner)	Westinghouse	
KZLA	93.9	49 KW @ 720	COUNTRY		$ 225.00	(Eastman)	Malrite	

CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES
KJOI-F change to KXEZ-F as of February 1990...		

LOUISVILLE

Arbitron Rank/Pop (12+): 49/793,200

MSA Rank/Pop: 51/960,300
ADI # 45
Average Person Ratings: 16.4
Market TSL: 21.50 hours

Stations: 18/17
Diaries: 1326/598:1/59.1%
Sample Target: 1200
% Below Line: 0.5
% Not Listed: 10.2

1989 Revenue: $23,600,000
HH Inc.: $27,183
Retail $: 7.7 Bil
Pop per Station: 46,658
#1 Biller: WHAS $5,800,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WHAS (MOR)	212/16.3	15.9	10.8	12.2	14.8	13.8	270/3426	2465/31.1	30.3	34.4		15.4	212	2765	WHAS
2. WAMZ-F (C)	191/14.7	15.9	16.4	16.3	17.1	15.8	303/3081	2000/25.2	26.6	27.9		15.3	211	2107	WAMZ-F
3. WDJX-AF (CHR)	151/11.6	11.5	13.7	15.3	12.2	13.0	202/3080	2258/28.5	26.6	26.3		13.1	180	2214	WDJX-AF
4. WVEZ-F (SAC)	100/ 7.7	8.7	7.9	5.9	6.7	7.6	118/1671	1414/17.8	19.5	15.6		6.7	93	1078	WVEZ-F
5. WLRS-F (AOR)	95/ 7.3	7.4	6.3	5.5	4.2	6.6	107/1535	1363/17.2	16.3	17.7		9.5	131	1773	WLRS-F
6. WRKA-F (O)	92/ 7.1	4.8	5.6	6.0	6.4	5.9	98/1357	1288/16.2	14.0	14.5		5.4	74	986	WRKA-F
7. WQMF-F (AOR)	83/ 6.4	6.6	8.2	8.3	9.4	7.4	108/1784	1332/16.8	16.2	19.4		8.0	110	1351	WQMF-F
8. WLOU (B)	74/ 5.7	6.1	9.4	7.1	7.4	7.1	75/750	739/ 9.3	9.9	9.8		8.8	~~122~~	1102	WLOU
9. WXVW (BB)	39/ 3.0	1.6	2.8	3.0	1.9	2.6	39/510	510/ 6.4	4.8	5.3		2.4	33	271	WXVW
10. WLSY-F (EZ)	34/ 2.6	3.3	3.0	3.0	1.9	3.0	34/422	417/ 5.3	7.8	6.1		1.4	20	349	WLSY-F
11. WAVG (O)	29/ 2.2	2.5	3.2	3.8	4.4	2.9	33/877	822/10.4	10.9	12.1		1.6	22	628	WAVG
12. WWKY (C)	22/ 1.7	1.8	1.9	0.5	0.8	1.5	24/409	354/ 4.5	4.4	2.5		0.4	5	139	WWKY
13.															

12+ FM SHARE (METRO): 64.41% (751 of 1166) (WIN 89: 64.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLRS-F	1 WDJX-AF	1 WAMZ-F	1 WAMZ-F>	1 WAMZ-F	1 WHAS >	1 WHAS >>	1 WAMZ-F>	1 WAMZ-F	1 WHAS	1 WHAS >>
2 WDJX-AF	2 WAMZ-F	2 WDJX-AF>	2 WHAS <	2 WHAS	2 WAMZ-F>	2 WDJX-AF<	2 WHAS	2 WHAS	2 WDJX-AF	2 WAMZ-F
3	3 WQMF-F>	3 WHAS <	3 WRKA-F<	3 WVEZ-F<	3 WVEZ-F	3 WAMZ-F>	3 WVEZ-F	3 WDJX-AF>	3 WAMZ-F	3 WLRS-F
4	4 WLRS-F	4 WVEZ-F<	4 WVEZ-F	4 WRKA-F	4 WRKA-F	4 WQMF-F	4 WDJX-AF	4 WLRS-F	4 WLRS-F>	4 WDJX-F
5	5 WLOU	5 WRKA-F	5 WDJX-AF	5 WDJX-AF	5	5 WVEZ-F	5 WRKA-F>	5 WVEZ-F	5 WLOU	5 WVEZ-F
6	6 WRKA-F	6 WQMF-F	6 WQMF-F	6 WQMF-F	6	6 WRKA-F	6 WLOU	6 WRKA-F	6 WQMF-F<	6
7	7 WVEZ-F	7	7	7	7	7	7	7	7 WVEZ-F<	7
8	8	8	8	8	8	8	8	8	8 WRKA-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WQMF-F	1 WDJX-AF>	1 WDJX-AF<	1 WDJX-AF	1 WAMZ-F>
2 WDJX-AF>>	2 WAMZ-F	2 WAMZ-F	WAMZ-F>	2 WRKA-F
3 WLOU	3 WLOU	3 WRKA-F	3 WVEZ-F	3 WVEZ-F
4 WAMZ-F	4 WRKA-F	4 WLOU	4 WRKA-F	4 WHAS >
5 WLRS-F>	5 WVEZ-F	5 WVEZ-F	5 WLOU	5 WDJX-AF
6 WVEZ-F>	6 WQMF-F	WQMF-F>	6 WHAS >	6 WLOU
7 WRKA-F>	7 WLRS-F	7 WHAS	7 WQMF-F<	7 WQMF-F
8	8	8	8 WLRS-F	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQMF-F	1 WAMZ-F<	1 WAMZ-F>	1 WAMZ-F>	1 WAMZ-F
2 WLRS-F	2 WQMF-F	2 WQMF-F>	2 WQMF-F	2 WHAS >
3 WDJX-AF>	3 WDJX-AF	3 WDJX-AF	3 WHAS <	3 WRKA-F
4 WAMZ-F>	4 WLRS-F>	4 WRKA-F	4 WDJX-AF	4 WVEZ-F
5 WHAS	5 WHAS	5 WHAS	5 WRKA-F<	5 WQMF-F<
6 WLOU	6 WVEZ-F	6 WVEZ-F	6 WVEZ-F	6 WDJX-AF
7 WVEZ-F>>	WRKA-F	WLRS-F>>	7	7
8	8	8	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WFIA	900	Louisville	0.5/2.4/ 7/ 216
WLLV	1240	Louisville	1.2/2.5/ 15/ 198
WTMT	620	Louisville	0.7/3.0/ 9/ 244
WXLN-F	103.9	Louisville	0.6/3.2/ 8/ 254
WLW	700	Cincinnati	0.5/0.9/ 13/ 164

RADIO STATIONS

WAVG, 970, 5 KW (DA-N)	, MOR	NBC, US 2, $ 33.00 (MMR)	Radio One
WDJX, 1080, 10 KW/1 KW (DA-2)	, SIMULCAST WITH WDJX-F		
WHAS, 840, 50 KW	, MOR	ABC I, $ 120.00 (Christal)	Clear Channel
WLOU, 1350, 5 KW/500 W (DA-N)	, BLACK	SBN, $ 40.00 (MMR)	Johnson
WTMT, 620, 500 W (DA-2)	, COUNTRY	, $ 14.00 (---)	
WWKY, 790, 5 KW/1 KW (DA-2)	, COUNTRY	TRNSTR, $ 26.00 (Katz)	Wilkes-Schwartz
WXVW, 1450, 1 KW	, NOSTALGIA	SMN, $ 25.00 (K & P)	
WAMZ-F, 97.5, 100 KW @ 505	, COUNTRY	, $ 96.00 (Christal)	Clear Channel
WDJX-F, 99.7, 24 KW @ 720	, CHR	APR, $ 65.00 (Republic)	Stoner
WLRS-F, 102.3, 3 KW @ 300	, CHR/AOR	ABC R, $ 44.00 (Durpetti)	Radio One
WLSY-F, 101.7, 1 KW @ 400	, BTFL/EZ	US 2 , $ 30.00 (Banner)	
WQMF-F, 95.7, 34 KW @ 580	, AOR	, $ 56.00 (Eastman)	
WRKA-F, 103.1, 3 KW @ 300	, OLDIES	, $ 53.00 (Banner)	
WVEZ-F, 106.9, 24 KW @ 670	, SOFT AC	, $ 59.00 (Katz)	Wilkes-Schwartz
WXLN-F, 103.9, 1 KW @ 500	, RELIGION	, $ 18.00 (---)	

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 76/486,900
MSA Rank/Pop: 122 (McAllen) 655,000
162 (Brownsville)
ADI # 111
Average Person Ratings: 19.0
Market TSL: 25.25 hours

Stations: 18/18
Diaries: 1020/477:1/57.5%
Sample Target: 870
% Below Line: 0.0
% Not Listed: 10.0

1989 Revenue: $12,100,000
HH Inc.: $17,591
Retail $: 3.5 Bil
Pop per Station: 27,050
#1 Biller: KGBT $2,000,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KTXF-F (C)	153/16.6	14.0	13.2	13.4	13.0	14.3	169/1490	1347/27.7	25.5	24.5		20.1	204	1465	KTXF-F
2. KBFM-F (CHR)	150/16.0	18.6	20.0	19.7	18.7	18.6	165/1793	1692/34.8	33.4	34.4		23.4	237	1873	KBFM-F
3. KGBT (SP)	140/15.2	12.4	17.2	11.8	16.6	14.1	154/1364	1223/25.1	24.9	25.6		11.7	119	1267	KGBT
4. KIWW-F (SP)	83/ 9.0	6.0	5.1	8.8	6.8	7.2	84/938	865/17.8	17.5	17.2		4.8	49	750	KIWW-F
5. KELT-F (AC)	57/ 6.2	6.1	6.4	6.8	5.5	6.4	61/851	786/16.1	16.1	14.7		6.7	68	713	KELT-F
6. KVLY-F (EZ)	46/ 5.0	3.9	5.4	4.3	5.4	4.7	50/601	590/12.1	7.9	10.7		4.0	41	408	KVLY-F
7. KQXX-F (SP)	44/ 4.8	5.5	4.0	4.7	5.4	4.8	45/543	534/11.0	10.5	12.0		3.7	38	383	KQXX-F
8. KIRT (SP)	25/ 2.7	2.3	3.5	3.6	2.6	3.0	28/461	410/ 8.4	6.3	7.3		2.3	23	301	KIRT
9. KRIX-F (AOR)	23/ 2.5	3.1	4.1	4.0	3.7	3.4	24/486	469/ 9.6	11.4	11.8		5.1	52	767	KRIX-F
10. KURV (N/T)	21/ 2.3	1.3	1.2	1.5	1.1	1.6	21/254	242/ 5.0	3.8	3.7		0.7	5	152	KURV
11. KJAV-F (SP)	20/ 2.2	1.6	1.0	3.0	2.3	2.0	21/243	241/ 4.9	3.2	4.1		0.9	9	152	KJAV-F
12. KRGE (O)	17/ 1.8	1.2	1.2	1.8	0.6	1.5	17/222	213/ 4.4	6.7	5.2		0.9	9	174	KRGE
13. KITM-F (SP)	15/ 1.6	2.5	2.2	1.1	1.4	1.9	17/311	276/ 5.7	6.3	2.9		2.5	25	205	KITM-F
14. KBOR-F (SP)	11/ 1.2	0.5	0.2	----	----	0.5	11/154	148/ 3.0	10.2	0.0		1.3	13	222	KBOR-F
15. KBOR (SP)	8/ 0.9	4.0	2.0	3.1	1.8	2.5	8/185	185/ 3.8	0.0	5.4		1.7	17	340	KBOR

12+ FM SHARE (METRO): 72.36% (602 of 832) (WIN 89: 70.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F	1 KTXF-F<	1 KTXF-F>	1 KTXF-F	1 KTXF-F	1 KGBT >	1 KGBT	1 KTXF-F	1 KTXF-F<	1 KBFM-F>	1 KGBT >>
2	2 KBFM-F>	2 KBFM-F	2 KGBT >	2 KGBT >	2 KTXF-F>	2 KTXF-F	2 KGBT	2 KGBT	2 KTXF-F>	2 KBFM-F
3	3 KELT-F	3 KGBT	3 KIWW-F	3 KIWW-F	3 KIWW-F>	3 KBFM-F>	3 KBFM-F	3 KBFM-F>>	3 KIWW-F	3 KTXF-F
4	4 KIWW-F>	4 KIWW-F	4 KELT-F	4 KELT-F	4 KVLY-F	4 KIWW-F	4 KIWW-F	4 KIWW-F	4 KQXX-F	4
5	5 KGBT	5 KELT-F	5 KBFM-F	5 KBFM-F	5 KQXX-F	5 KELT-F	5 KVLY-F	5 KELT-F	KGBT	5
6	6	6	6 KVLY-F	6 KVLY-F	6	6	6 KELT-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBFM-F>>	1 KTXF-F	1 KTXF-F>>	1 KTXF-F>	1 KTXF-F	1 KBFM-F>>	1 KBFM-F	1 KELT-F	1 KTXF-F	1 KTXF-F
2 KTXF-F>	2 KBFM-F>	2 KELT-F>	2 KBFM-F	2 KGBT >	2 KTXF-F>	2 KTXF-F	2 KTXF-F	2 KBFM-F	2 KGBT
3 KIWW-F>	3 KELT-F	3 KIWW-F	3 KGBT	3 KELT-F	3 KRIX-F>>	3 KELT-F	KIWW-F	3 KGBT	3 KIWW-F
4 KELT-F>>	4 KIWW-F>	4 KGBT	4 KIWW-F	4 KIWW-F	4	4 KIWW-F>	4 KBFM-F>	4 KIWW-F	4 KELT-F
5	5 KGBT	KBFM-F	5 KELT-F	5 KVLY-F		5 KRIX-F	5 KQXX-F	5 KELT-F	5 KBFM-F
	6 KVLY-F	6	6	6 KBFM-F		6	6	6	6

OTHER RATED STATIONS			METRO SHARE/ CUME RTG/ TSA AQH/ TSA CUME
KIKN	840	Pharr	0.6/1.7/ 6/ 146
KRIO	910	McAllen	0.6/2.9/ 7/ 151
KUBR	1210	San Juan	0.8/1.2/ 7/ 68

RADIO STATIONS

KBOP, 1600, 1 KW (DA-1) , HISPANIC , $ 20.00 (Caballero)
KGBT, 1530, 50 KW/10 KW (DA-N) , HISPANIC , $ 50.00 (Katz Hisp.) Tichenor
KIRT, 1580, 1 KW/300 W , HISPANIC , $ 18.00 (Caballero)
KRGE, 1290, 5 KW (DA-N) , OLDIES US 1, SMN, $ 15.00 (Banner) First Cities
KURV, 710, 1 KW (DA-1) , TALK ABC T, CNN, $ 12.00 (Miller)

KBFM-F, 104.1, 100 KW @ 990, CHR ABC F, $ 39.00 (Republic) Waldron
KBOR-F, 105.3, 530 KW @ 640, HISPANIC , $ 20.00 (Caballero)
KELT-F, 94.5, 100 KW @ 1154, AC , $ 31.00 (Katz)
KIWW-F, 96.1, 100 KW @ 937, HISPANIC , $ 30.00 (Katz Hisp.) Tichenor
KQXX-F, 98.5, 100 KW @ 1400, HISPANIC , $ 21.00 (Caballero)
KRIX-F, 99.5, 100 KW @ 1100, AOR ABC R, $ 25.00 (Banner) First Cities
KTXF-F, 100.3, 100 KW @ 1140, COUNTRY ABC E, $ 35.00 (Christal) Tate
KJAV-F, 104.9, 3 KW @ 260, HISPANIC , $ 10.00 (---)
KVLY-F, 107.9, 100 KW @ 490, BTFL/EZ , $ 22.00 (Torbet) Tippie

MEMPHIS

Arbitron Rank/Pop (12+): 42/890,800

MSA Rank/Pop: 48/975,800
ADI # 40
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 22/21
Diaries: 1314/678:1/52.1%
Sample Target: 1170
% Below Line: 0.6
% Not Listed: 7.8

1989 Revenue: $27,200,000
HH Inc.: $23,401
Retail $: 7.5 Bil
Pop per Station: 42,419
#1 Biller: WGKX-F $5,600,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WHRK-F	(B)	209/13.3	16.2	14.3	13.1	15.0	14.2	259/2862	2199/24.7	26.2	24.2		17.3	234	2203	WHRK-F
2. WGKX-F	(C)	188/12.0	10.9	9.9	10.5	10.1	10.8	260/2898	2085/23.4	21.2	19.6		10.2	138	1600	WGKX-F
3. WDIA	(B)	151/ 9.6	11.2	9.5	9.4	7.8	9.9	177/2311	1869/21.0	20.2	17.6		9.8	133	1484	WDIA
4. WRVR-F	(AC)	146/ 9.3	7.4	6.4	9.1	8.2	8.1	164/2472	2001/22.5	19.4	19.4		7.0	95	1464	WRVR-F
5. WEGR-F	(AOR)	132/ 8.4	8.6	8.8	7.6	8.8	8.4	173/1741	1318/14.8	15.7	13.8		10.1	136	1378	WEGR-F
6. WMC -F	(CHR)	117/ 7.5	8.2	6.8	6.1	7.6	7.2	170/2649	1790/20.1	20.3	21.1		9.2	124	2144	WMC -F
7. WLOK	(R/G)	88/ 5.6	4.4	4.6	5.6	4.2	5.1	89/953	935/10.5	10.7	9.4		5.7	77	801	WLOK
8. WEZI-F	(EZ)	63/ 4.0	3.1	6.5	4.5	6.0	4.5	66/1005	893/10.0	9.3	12.7		4.5	61	933	WEZI-F
9. KRNB-F	(B)	59/ 3.8	4.1	6.0	6.1	6.2	5.0	62/1387	1229/13.8	15.1	18.2		3.0	41	1004	KRNB-F
10. KMPZ-F	(CHR)	54/ 3.4	5.2	4.4	4.1	5.1	4.3	95/1653	1087/12.2	13.5	12.0		5.5	74	1135	KMPZ-F
11. WMC	(N/T)	51/ 3.3	4.8	3.9	3.3	3.7	3.8	55/882	789/ 8.9	8.3	8.8		3.8	52	618	WMC

12+ FM SHARE (METRO): 69.02% (998 of 1446) (WIN 89: 74.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F>>	1 WHRK-F	1 WHRK-F	1 WRVR-F	1 WGKX-F<	1 WGKX-F>	1 WGKX-F	1 WGKX-F	1 WHRK-F	1 WHRK-F>>	1 WDIA
2 KMPZ-F	2 WEGR-F	2 WRVR-F	2 WGKX-F	2 WRVR-F	2 WRVR-F<	2 WHRK-F	2 WRVR-F>	2 WGKX-F	2 WDIA	2 WHRK-F>>
3 WMC -F	3 WMC -F	3 WEGR-F<	3 WEGR-F<	3 WDIA	3 WDIA	3 WEGR-F<	3 WMC -F	3 WEGR-F	3 WEGR-F	3 WMC >>
4	4 WDIA	4 WGKX-F	4 WDIA	4 WEGR-F	4 WLOK	4 WDIA	4 WEGR-F<	4 WDIA <	4 WMC -F	4 WGKX-F
5	5 WRVR-F<	5 WDIA <	5 WHRK-F<	5 WMC -F<	5 WEZI-F	5 WRVR-F	5 WDIA	5 WRVR-F	KRNB-F	5 WMC -F
6	6 WGKX-F	6 WMC -F	6 WMC -F	6 WHRK-F	6	6 WMC -F>	6 WHRK-F	6 WMC -F	6	WLOK
7	7	7	7	7	7	7	7	7 WLOK	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WHRK-F>>	1 WHRK-F	1 WDIA	1 WRVR-F	1 WRVR-F<
2 WMC -F>	2 WMC -F	2 WMC -F	2 WHRK-F<	2 WGKX-F
3 WEGR-F	3 WDIA >	3 WRVR-F<	3 WDIA <	3 WDIA
4 WRVR-F	4 WRVR-F	4 WGKX-F	4 WMC -F<	4 WMC -F>
5 WDIA	5 WGKX-F	5 WHRK-F	5 WGKX-F	5 WHRK-F<
KMPZ-F	WEGR-F	6 WEGR-F>>	6	6 WEGR-F
7 KRNB-F	7	7 KRNB-F>	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHRK-F	1 WEGR-F<	1 WEGR-F	1 WEGR-F	1 WGKX-F<
2 WEGR-F>>	2 WHRK-F>>	2 WHRK-F>	2 WHRK-F	2 WEGR-F<
3 WGKX-F	3 WGKX-F	3 WRVR-F	3 WRVR-F<	3 WRVR-F
4 WMC -F	4 WRVR-F	4 WGKX-F	4 WGKX-F>	4 WHRK-F
5 KMPZ-F	WMC -F	5 WMC -F>	5 WDIA <	5 WDIA
6 WLOK	6	6 WDIA	6 WMC -F	6
WDIA	7	7 KRNB-F	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KFTH-F	107.1	Marion/Memphis	1.0/4.9/ 20/ 436
KWAM	990	Memphis	0.8/3.3/ 23/ 374
WCRV	640	Collierville	1.4/4.1/ 26/ 526
WGSF	1210	Arlington/Mem.	0.6/1.0/ 9/ 97
WHBQ	560	Memphis	0.9/4.2/ 16/ 468
WKBL	1250	Covington	0.8/0.9/ 13/ 88
WNWZ	1430	Germantown/Mmph	0.5/2.4/ 8/ 218
WODZ	680	Memphis	1.3/4.1/ 29/ 497
WREC	600	Memphis	2.5/7.0/ 45/ 742
WXSS	1030	Memphis	1.2/2.8/ 19/ 253
KFIN-F	107.9	Jonesboro	0.6/1.2/ 83/ 885

RADIO STATIONS

KWAM, 990, 10 KW/450 W (DA-2) , GOSPEL	, $ 20.00 (---)	Rivers
WDIA, 1070, 50 KW/5 KW (DA-2) , BLACK	APR, SBN, $ 34.00 (Katz)	Ragan Henry
WHBQ, 560, 5 KW/1 KW (DA-2) , OLDIES	US 1, US 2, $ 27.00 (Republic)	
WLOK, 1340, 1 KW (DA-1) , GOSPEL	NBN, SBN, $ 25.00 (K & P)	
WMC , 790, 5 KW (DA-N) , TALK	ABC C, $ 41.00 (Banner)	Scripps-Howard
WREC, 600, 5 KW (DA-N) , NOSTALGIA	CBS, $ 30.00 (Mc-Guild)	Newmarket
WXSS, 1030, 50 KW/1 KW (DA-2) , BLACK	SMN, NBN, $ 20.00 (Bolton)	Willis
KMPZ-F, 98.1, 100 KW @ 715, CHR	ABC R, ABC C, $ 40.00 (Christal)	Diamond (OSCEOLA, AR)
KRNB-F, 101.1, 100 KW @ 347, BLACK	ABC F, $ 46.00 (Republic)	Rivers
WEGR-F, 102.7, 98 KW @ 970, AOR	US 1, $ 57.00 (Mc-Guild)	Newmarket
WEZI-F, 94.3, 3 KW @ 300, BTFL/EZ	, $ 35.00 (Eastman)	Ardman
WGKX-F, 105.9, 100 KW @ 760, COUNTRY	, $ 100.00 (HNWH)	Barnstable
WHRK-F, 97.1, 100 KW @ 530, BLACK	NBC, $ 80.00 (Katz)	Ragan Henry
WMC-F , 99.7, 290 KW @ 910, CHR	ABC C, $ 95.00 (Banner)	Scripps-Howard
WRVR-F, 104.5, 100 KW @ 750, AC	, $ 97.00 (Christal)	Keymarket

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,696,300
MSA Rank/Pop: 25/1,813,600
ADI # 15
Average Person Ratings: 19.9
Market TSL: 26.45 hours

Stations: 40/36
Diaries: 2934/919:1/51.0%
Sample Target: 2510
% Below Line: 2.5
% Not Listed: 7.3

1989 Revenue: $112,400,000
HH Inc.: $27,695
Retail $: 29.6 Bil
Pop per Station: 74,897
#1 Biller: WMXJ-F $10,300,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WHQT-F	(B)	442/ 8.2	8.0	8.3	9.0	8.3	8.4	521/4824	4114/15.3	15.9	16.0	12.8	565	4193	WHQT-F
2. WLYF-F	(EZ)	438/ 8.2	7.7	7.4	8.7	7.1	8.0	465/4420	4076/15.1	15.5	15.2	6.7	295	2628	WLYF-F
3. WAQI	(SP)	263/ 4.9	3.5	3.5	3.8	3.9	3.9	265/2187	2169/ 8.0	6.4	7.4	3.1	138	1656	WAQI
4. WPOW-F	(CHR)	252/ 4.7	5.1	4.4	5.0	4.3	4.8	271/3615	3238/12.0	12.4	11.9	7.2	320	3605	WPOW-F
5. WKIS-F	(C)	245/ 4.6	4.1	3.3	3.2	3.4	3.8	264/3169	2771/10.3	9.3	9.2	3.7	165	1882	WKIS-F
6. WMXJ-F	(O)	243/ 4.5	4.8	4.1	5.1	4.2	4.6	270/3792	3258/12.1	12.0	11.5	4.0	176	2375	WMXJ-F
7. WJQY-F	(AC)	242/ 4.5	4.4	3.4	3.4	2.7	3.9	278/3471	3136/11.6	10.7	8.5	3.4	150	2154	WJQY-F
8. WHYI-F	(CHR)	224/ 4.2	3.6	3.8	4.7	3.8	4.1	246/4052	3487/12.9	13.6	13.9	4.5	198	3460	WHYI-F
9. WCMQ-F	(SP)	218/ 4.1	3.7	4.0	3.9	3.8	3.9	219/2523	2519/ 9.3	8.5	8.9	3.9	173	1795	WCMQ-F
10. WIOD	(T)	206/ 3.8	5.2	5.1	4.7	5.1	4.7	233/3340	2934/10.9	15.4	12.7	4.2	187	2098	WIOD
11. WQBA	(SP)	199/ 3.7	4.0	5.0	4.4	5.0	4.3	200/1860	1846/ 6.8	6.9	7.4	2.9	130	1502	WQBA
12. WINZ	(N/T)	181/ 3.4	2.9	3.0	3.2	3.1	3.1	189/2477	2291/ 8.5	9.3	10.0	2.7	120	1778	WINZ
13. WAXY-F	(O)	168/ 3.1	3.4	2.8	3.2	3.9	3.1	178/3112	2842/10.5	11.3	10.8	3.9	171	2692	WAXY-F
14. WLVE-F	(AC)	155/ 2.9	2.5	3.0	2.4	3.3	2.7	172/2866	2540/ 9.4	8.5	9.7	2.7	120	1854	WLVE-F
15. WQBA-F	(SP)	149/ 2.8	2.6	2.6	2.7	2.7	2.7	159/2015	1886/ 7.0	6.5	6.3	2.3	101	1472	WQBA-F
16. WEDR-F	(B)	139/ 2.6	2.7	2.7	1.4	2.5	2.3	140/1477	1432/ 5.3	6.2	6.0	2.7	121	1613	WEDR-F
17. WTMI-F	(CL)	124/ 2.3	3.1	2.3	2.0	3.0	2.4	150/1982	1671/ 6.2	8.5	7.7	2.8	122	1285	WTMI-F
18. WZTA-F	(AOR)	123/ 2.3	1.7	2.5	1.7	1.6	2.0	150/2287	1737/ 6.4	5.9	5.4	2.1	93	1326	WZTA-F
19. WSHE-F	(AOR)	118/ 2.2	2.5	2.9	2.4	1.7	2.5	175/2699	2046/ 7.6	8.4	7.3	4.3	190	2424	WSHE-F
WNWS	(N/T)	118/ 2.2	2.9	3.6	2.5	3.2	2.8	133/1912	1678/ 6.2	7.8	8.8	1.9	84	1035	WNWS
21. WGTR-F	(AOR)	106/ 2.0	2.1	2.9	3.5	4.0	2.6	143/2744	2276/ 8.4	7.7	9.1	3.0	132	2240	WGTR-F
22. WXDJ-F	(AC)	105/ 2.0	2.5	1.7	1.7	1.8	2.0	106/1408	1361/ 5.0	4.8	6.2	2.0	90	1281	WXDJ-F
23. WEAT-AF	(EZ)	83/ 1.6	1.9	1.5	1.4	1.3	1.6	297/3148	1127/ 4.2	5.2	4.2	0.8	35	736	WEAT-AF
24. WMBM	(B)	60/ 1.1	1.1	0.8	1.4	0.8	1.1	60/505	505/ 1.9	2.3	2.3	1.0	45	481	WMBM
25. WCMQ	(SP)	59/ 1.1	1.1	1.1	1.8	1.2	1.3	59/650	650/ 2.4	2.6	3.0	0.9	39	539	WCMQ

12+ FM SHARE (METRO): 72.76% (3625 of 4982) (WIN 89: 69.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHQT-F	1 WHQT-F>	1 WHQT-F>	1 WMXJ-F	1 WMXJ-F	1 WLYF-F>	1 WLYF-F	1 WLYF-F>	1 WHQT-F	1 WHQT-F>	1 WINZ
2 WPOW-F>>	2 WHYI-F<	2 WMXJ-F	2 WHQT-F>	WHQT-F>	2 WAQI >	2 WHQT-F	2 WHQT-F<	2 WLYF-F>	2 WPOW-F>	2 WLYF-F
3 WHYI-F>	3 WPOW-F>	3 WHYI-F	3 WJQY-F	3 WJQY-F	3 WQBA	3 WAQI	3 WJQY-F	3 WPOW-F	3 WINZ	3 WHQT-F
4 WSHE-F	4 WJQY-F<	4 WPOW-F<	4 WCMQ-F	4 WCMQ-F	4 WINZ <	4 WIOD <	4 WMXJ-F<	4 WKIS-F	4 WHYI-F	4 WNWS
5	5 WLVE-F	5 WJQY-F	5 WLVE-F	5 WLYF-F	5 WMXJ-F<	5 WQBA	5 WIOD <	WJQY-F	5 WAXY-F<	WIOD >>
6	WEDR-F	6 WCMQ-F	WKIS-F	WKIS-F	6 WIOD	6 WMXJ-F	6 WAQI	WAQI	6 WCMQ-F<	6 WEDR-F
7	7 WKIS-F	7 WLVE-F	7 WHYI-F	7 WLVE-F	WCMQ-F<	WINZ	7 WKIS-F	7 WMXJ-F	7 WLYF-F	7 WAQI
8	WAXY-F	WKIS-F<	8	8 WQBA-F<	8 WKIS-F	8 WHYI-F	8	8 WQBA	8 WEDR-F	8
9	9	9 WAXY-F	9	9 WIOD <	9 WJQY-F	9	9	WHYI-F	9	9
10	10	10	10	10 WAXY-F	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHQT-F	1 WHQT-F>	1 WHQT-F>	1 WHQT-F>	1 WHQT-F>	1 WHQT-F>	1 WHQT-F>	1 WKIS-F	1 WMXJ-F	1 WMXJ-F>
2 WPOW-F>	2 WPOW-F	2 WJQY-F	2 WJQY-F<	2 WJQY-F	2 WPOW-F<	2 WHYI-F<	2 WHQT-F	2 WHQT-F	2 WKIS-F
3 WHYI-F>>	WHYI-F>	3 WHYI-F	3 WHYI-F	3 WMXJ-F	3 WHYI-F	3 WKIS-F<	3 WEDR-F<	3 WKIS-F	3 WIOD
4 WAXY-F	4 WJQY-F	4 WLVE-F	4 WMXJ-F<	4 WCMQ-F	4 WGTR-F	4 WPOW-F	4 WZTA-F	4 WIOD <	4 WZTA-F<
5 WEDR-F	5 WLVE-F	5 WMXJ-F>	5 WPOW-F	5 WLYF-F<	5 WSHE-F>	5 WGTR-F	WHYI-F	5 WZTA-F	5 WCMQ-F
6 WSHE-F	6 WAXY-F	6 WCMQ-F<	6 WCMQ-F	6 WLVE-F	6 WZTA-F	6 WZTA-F<	6 WGTR-F	6 WPOW-F<	6 WJQY-F
7 WJQY-F	7 WMXJ-F<	7 WQBA-F	7 WAXY-F	7 WQBA-F	7 WEDR-F	7 WSHE-F	7 WPOW-F	7 WHYI-F<	WHQT-F
8 WQBA-F	8 WQBA-F<	WPOW-F	8 WQBA-F	8 WHYI-F	8 WKIS-F	WEDR-F	8 WLVE-F	8 WGTR-F	8 WLYF-F
9	9 WCMQ-F	WAXY-F	9	9 WAXY-F	9	9	9 WSHE-F	9	9
10	10	10 WXDJ-F	10	10	10	10	10 WMXJ-F	10	10

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WAQI-F	98.3	Goulds/Miami	0.3/1.4/ 18/ 372
WAVS	1170	Davie/Miami	0.6/1.0/ 30/ 310
WEXY	1520	Wilton Mnrs/FtL	0.3/0.8/ 18/ 238
WFTL	1400	Ft.Lauderdale	0.5/1.8/ 29/ 528
WKAT	1360	North Miami	0.6/1.9/ 32/ 528
WLQY	1320	Hollywood	0.4/0.9/ 19/ 238
WQAM	560	Miami/Ft. Ldrdl	0.4/2.4/ 28/ 740
WRBD	1470	Pompano Beach	0.4/1.0/ 21/ 312
WRFM	830	Hialeah	0.4/0.6/ 19/ 163
WRHC	1550	Coral Gables/Mi	0.6/1.8/ 33/ 472
WWFE	670	Miami	0.3/1.0/ 15/ 288
WWNN	980	Pompano Beach	0.3/1.6/ 20/ 513
WJNO	1230	West Palm Beach	0.3/1.2/ 98/1377
WRMF-F	97.9	West Palm Beach	0.7/2.9/134/2062

AM STATIONS

WAQI,	710,	50 KW (DA-2)	, HISPANIC	,	$ 65.00	(Katz Hisp.)	
WCMQ,	1210,	25 KW/2.5 KW(DA-2),	HISPANIC MOR	,	$ 50.00	(SBS)	SBS
WFTL,	1400,	1 KW	, TALK	APR,	$ 39.00	(Roslin)	
WINZ,	940,	50 KW/25 KW(DA-N),	NEWS/TALK	CBS,	$ 74.00	(Katz)	Guy Gannett
WIOD,	610,	10 KW (DA-2)	, TALK	ABC T, MBS,	$ 95.00	(Christal)	Cox
WMBM,	1490,	1 KW	, GOSPEL	NBN,	$ 31.00	(K & P)	
WNWS,	790,	25 KW	, TALK/NEWS	ABC I,	$ 80.00	(Banner)	Jeff-Pilot
WOCN,	1450,	1 KW (DA-2)	, HISPANIC	,	$ 35.00	(Lotus)	
WQAM,	560,	5 KW/1 KW	, COUNTRY	NBC,	$ 37.00	(HNWH)	Sunshine Wireless
WQBA,	1140,	50 KW/10 KW(DA-2),	HISPANIC	,	$ 130.00	(Eastman)	Tichenor/WADO
WRHC,	1550,	10 KW/500 W(DA-2),	HISPANIC	,	$ 47.00	(Lotus)	
WSUA,	1290,	5 KW (DA-2)	, HISPANIC	,	$ 43.00	(Caballero)	

FM STATIONS

WAXY,	105.9,	100 KW @ 1040,	AC/OLDIES	,	$ 130.00	(Republic)	Ackerly
WCMQ,	92.3,	41 KW @ 300,	HISPANIC AC	,	$ 75.00	(SBS)	SBS
WEDR,	99.1,	70 KW @ 175,	BLACK	RADRAD,	$ 72.00	(---)	Rivers
WGTR,	97.3,	100 KW @ 790,	AOR	,	$ 100.00	(Christal)	Cox
WHQT,	105.1,	100 KW @ 1007,	URBAN/CHR	,	$ 95.00	(MMR)	EZ
WHYI,	100.7,	100 KW @ 917,	CHR	,	$ 133.00	(Mc-Guild)	Metroplex
WJQY,	106.7,	100 KW @ 1024,	SOFT AC	TRNSTR,	$ 144.00	(Katz)	Tak
WKIS,	99.9,	100 KW @ 986,	COUNTRY	,	$ 90.00	(HNWH)	Sunshine Wireless
WLVE,	93.9,	99 KW @ 1006,	AC/JAZZ	,	$ 118.00	(Torbet)	Gilmore
WLYF,	101.5,	100 KW @ 813,	BTFL/EZ	,	$ 123.00	(Banner)	Jeff-Pilot
WMXJ,	102.7,	100 KW @ 1006,	OLDIES	,	$ 161.00	(Durpetti)	Sconnix
WPOW,	96.5,	100 KW @ 1006,	CHR	SOURCE,	$ 90.00	(HNWH)	Beasley
WQBA,	107.5,	95 KW @ 995,	HISPANIC AC	,	$ 60.00	(Eastman)	tichenor/WADO
WSHE,	103.5,	100 KW @ 1049,	AOR	,	$ 82.00	(Eastman)	TK
WTMI,	93.1,	95 KW @ 1006,	CLASSICAL	,	$ 80.00	(CMBS)	Marlin
WXDJ,	95.7,	100 KW @ 982,	JAZZ/NAC	,	$ 68.00	(CBS)	
WZTA,	94.9,	96 KW @ 600,	CLASSIC AOR	,	$ 70.00	(Katz)	Guy Gannett

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,301,100

MSA Rank/Pop: 32/1,377,800
ADI # 28
Average Person Ratings: 17.7
Market TSL: 23.25 hours

Stations: 25/23
Diaries: 1540/845:1/61.0%
Sample Target: 1420
% Below Line: 1.7
% Not Listed: 10.0

1989 Revenue: $43,100,000
HH Inc.: $31,752
Retail $: 10.5 Bil
Pop per Station: 56,569
#1 Biller: WTMJ $8,600,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1.	WTMJ	(MOR)	218/ 9.5	10.5	12.1	12.3	9.8	11.1	247/3641	2998/23.0	26.4	24.0	8.1	188	2682	WTMJ
	WKTI-F	(CHR)	218/ 9.5	9.3	9.8	10.1	9.0	9.7	244/4096	3602/27.7	28.1	26.8	11.0	255	3752	WKTI-F
3.	WOKY	(BB)	213/ 9.3	6.6	5.4	6.7	5.6	7.0	220/1915	1823/14.0	13.8	12.8	6.6	154	1959	WOKY
4.	WKLH-F	(AOR)	181/ 7.9	5.8	8.2	6.1	6.2	7.0	206/2648	2350/18.1	14.3	17.2	5.7	132	1936	WKLH-F
5.	WMIL-F	(C)	158/ 6.9	5.4	5.2	6.5	7.8	6.0	193/2502	2007/15.4	14.0	15.3	9.9	230	1731	WMIL-F
6.	WLUM-F	(B)	145/ 6.3	8.1	7.9	6.1	5.9	7.1	148/2329	2252/17.3	18.0	14.4	11.2	260	3057	WLUM-F
7.	WLZR-AF	(AOR)	120/ 5.2	5.6	6.4	5.8	6.7	5.8	163/2424	1992/15.3	15.0	15.9	7.4	169	2350	WLZR-AF
8.	WEZW-F	(EZ)	96/ 4.2	6.3	6.2	5.9	7.6	5.7	110/1825	1584/12.2	14.1	17.8	3.8	89	1121	WEZW-F
9.	WLTQ-F	(AC)	91/ 4.0	3.8	4.8	4.1	4.7	4.2	101/1635	1485/11.4	8.6	11.6	2.2	52	1100	WLTQ-F
10.	WZTR-F	(O)	89/ 3.9	4.3	4.1	4.4	3.1	4.2	117/1902	1630/12.5	11.3	7.3	3.1	73	1056	WZTR-F
11.	WMYX-F	(AC)	81/ 3.5	4.9	3.6	3.4	4.0	3.8	107/1856	1489/11.4	11.6	12.5	3.0	70	1210	WMYX-F
12.	WQFM-F	(AOR)	73/ 3.2	3.8	3.6	4.0	3.1	3.7	112/1978	1540/11.8	10.9	12.7	3.7	87	2231	WQFM-F
13.	WISN	(T)	71/ 3.1	3.7	3.6	3.7	3.7	3.5	75/1536	1435/11.0	10.3	11.4	3.6	84	1133	WISN
14.	WFMR-F	(CL)	50/ 2.2	2.2	2.2	1.9	2.7	2.1	50/992	984/ 7.6	5.2	7.3	2.2	52	611	WFMR-F
15.	WBZN-F	(J/NA)	49/ 2.1	2.5	1.5	2.3	2.6	2.1	54/929	853/ 6.6	6.2	6.2				WBZN-F
16.	WMVP	(B)	42/ 1.8	1.7	0.9	0.9	1.9	1.3	42/489	489/ 3.8	3.1	2.6	3.1	71	576	WMVP
17.	WEMP	(O)	38/ 1.7	2.1	1.5	1.4	1.7	1.7	40/864	797/ 6.1	5.2	6.8	1.0	23	423	WEMP
18.																
19.																
20.																

12+ FM SHARE (METRO): 67.41% (1396 of 2071) (WIN 89: 69.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKTI-F<	1 WKLH-F	1 WKLH-F<	1 WKLH-F	1 WKLH-F	1 WOKY <	1 WTMJ >	1 WOKY	1 WKTI-F	1 WLUM-F>	1 WTMJ
2 WLUM-F>>	2 WKTI-F	2 WKTI-F>	2 WKTI-F>	2 WKTI-F	2 WTMJ >	2 WKTI-F	2 WKLH-F	2 WKLH-F	2 WKTI-F	2 WMIL-F
3 WLZR-AF	3 WLZR-AF	3 WLZR-AF<	3 WMIL-F>	3 WMIL-F>	3 WMIL-F>	3 WOKY	3 WKTI-F	3 WOKY	3 WTMJ	3 WKLH-F
4	4 WLUM-F>	4 WMIL-F<	4 WZTR-F<	4 WZTR-F<	4 WKTI-F<	4 WKLH-F	4 WTMJ <	4 WLUM-F<	4 WLZR-AF	4 WOKY
5	5 WQFM-F	5 WLUM-F>	5 WLUM-F	5 WLTQ-F	5 WEZW-F<	5 WMIL-F>	5 WMIL-F	5 WTMJ	5 WOKY	WKTI-F
6	6 WMYX-F	6 WMYX-F<	WLTQ-F	6 WTMJ	6 WLTQ-F	6 WLZR-AF<	6 WEZW-F	6 WMIL-F	WKLH-F	6 WLUM-F<
7	7 WMIL-F	7 WZTR-F	7 WMYX-F	7 WLUM-F	7 WISN	7 WLUM-F	7 WLTQ-F	7 WLZR-AF	7 WMIL-F	7 WLZR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKTI-F	1 WKTI-F>	1 WKTI-F	1 WKTI-F>>	1 WKTI-F>	1 WLZR-AF>>	1 WKLH-F>	1 WKLH-F>>	1 WKLH-F>	1 WKLH-F>
2 WLZR-AF	2 WKLH-F	2 WKLH-F>	2 WKLH-F	2 WLTQ-F<	2 WQFM-F<	2 WLZR-AF>	2 WKTI-F	2 WLZR-AF	2 WMIL-F
3 WLUM-F	3 WLUM-F	3 WLUM-F	3 WMYX-F<	3 WMIL-F	3 WKLH-F	3 WLUM-F<	3 WLUM-F	3 WKTI-F	3 WKTI-F
4 WMYX-F>	4 WMYX-F	4 WMYX-F	4 WLTQ-F	4 WKLH-F	4 WLUM-F>	4 WQFM-F	4 WLZR-AF	4 WMIL-F	4 WZTR-F
5 WKLH-F	5 WLZR-AF>	5 WMIL-F	5 WLUM-F	5 WMYX-F<	5 WKTI-F	5 WKTI-F	5 WQFM-F	5 WLUM-F	5 WLUM-F
6 WQFM-F	6 WMIL-F	6 WLTQ-F	6 WMIL-F	6 WTMJ	6	6	WMIL-F	6 WQFM-F	6
7	7 WZTR-F	7 WZTR-F	7	7	7	7	7	7 WZTR-F	7

OTHER RATED STATIONS			METRO SHARE/ CUME RTG/ TSA AQH/ TSA CUME
WHKQ-F	92.1	Racine	0.5/0.7/ 15/ 162
WNOV	860	Milwaukee	1.4/3.2/ 32/ 410
WRJN	1400	Racine	0.7/1.9/ 21/ 270
WTKM	1540	Hartford	0.1/0.6/ 9/ 131
WTKM-F	104.9	Hartford	1.6/2.3/ 51/ 587
WBBM	780	Chicago	1.0/4.0/ 28/ 664
WGN	720	Chicago	0.7/2.4/ 34/ 546

RADIO STATIONS

AM STATIONS

WEMP	1250	5 KW (DA-2)	OLDIES	TRNSTR, CBS	$ 40.00	(Banner)	Heritage
WISN	1130	50 KW/10 KW (DA-N)	TALK	ABC I, MBS	$ 56.00	(Katz)	Hearst
WMVP	1290	5 KW (DA-2)	BLACK	SMN	$ 24.00	(K & P)	All Pro
WNOV	860	250 W (DAYS, DA)	BLACK/GOSPEL	NBN	$ 20.00	(---)	
WTMJ	620	5 KW (DA-N)	MOR	NBC	$ 128.00	(Christal)	Jounal Co.
WOKY	920	5 KW/1 KW (DA-2)	NOSTALGIA	MBS	$ 49.00	(CBS)	Sundance

FM STATIONS

WBZN	100.7	50 KW @ 500	JAZZ/NAC		$ 44.00	(Torbet)		(RACINE)
WEZW	103.7	19 KW @ 840	EZ/SOFT AC		$ 63.00	(Republic)	Multimedia	
WFMR	98.3	3 KW @ 330	CLASSICAL		$ 42.00	(CMBS)		
WKLH	96.5	20 KW @ 810	CLASSIC AOR		$ 94.00	(Mc-Guild)	Saga	
WKTI	94.5	16 KW @ 911	CHR	SOURCE	$ 96.00	(Christal)	Journal Co.	
WLTQ	97.3	15 KW @ 980	SOFT AC	RADRAD	$ 56.00	(Katz)	Hearst	
WLUM	102.1	50 KW @ 490	BLACK/URBAN	RADRAD	$ 49.00	(HNWH)	All Pro	
WLZR	102.9	50 KW @ 440	AOR	ABC F	$ 62.00	(Republic)	Great American	
WMIL	106.1	13 KW @ 976	COUNTRY		$ 78.00	(CBS)	Sundance	
WMYX	99.1	50 KW @ 450	AC	CBS	$ 59.00	(Banner)	Heritage	
WQFM	93.3	13 KW @ 992	AOR	ABC R	$ 65.00	(Torbet)	Shamrock-Lynett	
WZTR	95.7	34 KW @ 610	OLDIES		$ 50.00	(Durpetti)	Mystar	

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
SAC - Soft Adult Contemporary

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 18/1,978,600

MSA Rank/Pop: 14/2,345,500
ADI # 13
Average Person Ratings: 17.8
Market TSL: 23.00 hours

Stations: 23/22
Diaries: 1928/1026:1/63.8%
Sample Target: 1720
% Below Line: 0.4
% Not Listed: 14.5

1989 Revenue: $74,000,000
HH Inc.: $35,952
Retail $: 20.8 Bil
Pop per Station: 89,936
#1 Biller: WCCO $21,500,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WCCO	(MOR)	591/16.8	18.4	17.9	16.4	16.3	17.4	841/9840	7038/35.6	41.5	34.3	17.5	637	6944	WCCO
2. WLTE-F	(SAC)	311/ 8.8	6.9	7.3	7.5	7.3	7.6	368/4806	3955/20.0	19.9	18.8	4.5	164	3017	WLTE-F
3. KEEY-F	(C)	295/ 8.4	8.0	6.0	6.1	6.5	7.1	326/4160	3573/18.1	15.4	13.9	7.6	277	2711	KEEY-F
4. KQRS-AF	(AOR)	291/ 8.2	9.1	9.9	8.6	8.0	8.9	316/5081	4474/22.6	24.0	20.3	11.1	404	5466	KQRS-AF
5. KDWB-F	(CHR)	288/ 8.2	7.4	6.6	6.8	6.5	7.3	320/5857	5107/25.8	23.6	20.8	9.7	353	5212	KDWB-F
6. KSTP-F	(AC)	266/ 7.6	8.1	6.5	7.7	8.7	7.5	322/4206	3462/17.5	19.1	18.0	5.3	193	2954	KSTP-F
7. WLOL-F	(CHR)	184/ 5.2	6.1	5.8	7.0	6.4	6.0	214/4855	4239/21.4	22.2	22.1	7.7	281	5104	WLOL-F
8. KTCZ-F	(AOR)	154/ 4.4	4.6	4.0	4.2	4.5	4.3	159/2399	2317/11.7	11.7	12.0	4.2	154	1825	KTCZ-F
9. KQQL-F	(O)	132/ 3.8	3.8	3.8	4.5	3.7	4.0	207/3229	2280/11.5	12.1	11.2	3.2	118	2572	KQQL-F
10. KSTP	(N/T)	98/ 2.8	2.7	3.1	2.8	2.7	2.8	105/2263	2039/10.3	9.5	9.3	3.3	120	1436	KSTP
11. KJJO-F	(AOR)	86/ 2.4	3.0	3.6	3.2	3.6	3.0	112/2332	1769/ 8.9	8.7	11.8	3.4	124	1895	KJJO-F
12. KLXK-F	(O)	72/ 2.0	2.8	4.3	3.9	5.6	3.3	84/2323	2078/10.5	10.7	14.9	1.9	69	1310	KLXK-F
13. KLBB	(BB)	58/ 1.6	1.8	2.1	2.6	1.5	2.0	59/995	975/ 4.9	4.4	3.6	1.1	40	811	KLBB
14. WDGY	(T)	39/ 1.1	1.0	1.1	1.8	1.6	1.3	46/1254	1104/ 5.6	6.0	5.6	0.9	33	828	WDGY

12+ FM SHARE (METRO): 69.08% (2080 of 3011) (WIN 89: 70.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F>>	1 KQRS-AF>	1 KQRS-AF	1 WLTE-F<	1 WCCO <	1 WCCO >>	1 WCCO >>	1 WCCO	1 WCCO >	1 KDWB-F	1 WCCO >>
2 WLOL-F	2 KDWB-F>	2 WLTE-F	2 KSTP-F	2 WLTE-F<	2 WLTE-F	2 KQRS-AF<	2 WLTE-F>	2 WLTE-F<	2 WCCO >	2 KSTP-F>>
3	3 WLTE-F	3 KSTP-F	3 WCCO	3 KSTP-F	3 KEEY-F<	3 KSTP-F	3 KEEY-F<	3 KQRS-AF<	3 KQRS-AF	3 KEEY-F>>
4	4 KTCZ-F	4 KEEY-F<	4 KEEY-F	4 KEEY-F	4 KSTP-F	4 KEEY-F	4 KQRS-AF	4 KDWB-F	4 WLOL-F	4 KJJO-F
5	KEEY-F	5 KDWB-F	5 KQRS-AF>	5 KQRS-AF>	5	5 KDWB-F	5 KSTP-F>	KEEY-F	5 WLTE-F	KDWB-F
6	6 WLOL-F	6 WCCO	6 KTCZ-F	6 KTCZ-F<	6	6 WLTE-F	6 KTCZ-F	6 KSTP-F	6 KEEY-F	6
7	7 KSTP-F	7 KTCZ-F	7 KQQL-F	7 KJJO-F	7	7	7 KDWB-F	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDWB-F>>	1 KDWB-F	1 WLTE-F	1 WLTE-F	1 WLTE-F	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>	1 WCCO
2 KQRS-AF	2 WLTE-F>	2 KSTP-F	2 KDWB-F<	2 KSTP-F>	2 KDWB-F	2 KTCZ-F	2 KEEY-F	2 WCCO	2 KQRS-AF
3 WLOL-F	3 KSTP-F	3 KTCZ-F	3 KSTP-F	3 WCCO	3 KJJO-F	KEEY-F<	3 KTCZ-F	3 KEEY-F	3 KEEY-F
4 WLTE-F	4 WLOL-F<	4 KEEY-F	4 KEEY-F	4 KEEY-F>	4 KTCZ-F>	4 KJJO-F	4 KJJO-F	4 KSTP-F	4 KSTP-F>
5 KEEY-F>	5 KEEY-F<	5 WLOL-F	5 WLOL-F	5 KDWB-F<	5 KEEY-F	KDWB-F>	5 WCCO	5 KTCZ-F	5 KTCZ-F<
6 KTCZ-F	6 KTCZ-F	6 KDWB-F	6 KQRS-AF	6 WLOL-F<	6 WLOL-F	6 WLOL-F	KDWB-F	6 KQQL-F	6 KQQL-F
7 KSTP-F>	7 KQRS-AF	7 KQRS-AF>	7 KTCZ-F	7 KTCZ-F<	7 KQQL-F	7	7 WLTE-F<	7	7
8 KJJO-F	8	8	8	8 KQQL-F	8	8	8 WLOL-F	8	8

OTHER RATED STATIONS			METRO SHARE/RTG/ CUME AQH/ TSA TSA CUME
KDWB	630	St. Paul	0.6/3.2/ 26/ 771
KTCJ	690	Minneapolis	0.7/1.0/ 27/ 221
KZOW	950	St. Louis Park	0.8/1.6/ 28/ 315
WAYL	980	Richfield	0.4/2.2/ 18/ 464
WIXK	1590	New Richmond	0.1/0.1/ 3/ 29
WIXK-F	1590	New Richmond	0.3/0.0/ 11/ 158
WMIN	1030	Maplewood	0.9/2.9/ 32/ 629
KDUL	920	Fairbault	0.4/1.4/ 33/ 562

RADIO STATIONS

AM STATIONS

KDWB, 630, 5 KW/500 W (DA-2), OLDIES, $ N/A (Christal) Mid Continent
KLBB, 1400, 1 KW, NOSTALGIA ABC D, CNN, $ 34.00 (Roslin)
KSTP, 1500, 50 KW (DA-N), TALK/NEWS ABC I, ABC T, $ 50.00 (Mc-Guild) Hubbard
KTCJ, 690, 500 W (DAYS), JAZZ, $ 23.00 (Durpetti) Parker
WAYL, 980, 5 KW (DA-1), BTFL/EZ, $ 20.00 (Banner) Entercom
WCCO, 830, 50 KW, MOR CBS, $ 279.00 (CBS)
WDGY, 1130, 50 KW/25 KW (DA-2), TALK MBS, $ 46.00 (Katz) Malrite

FM STATIONS

KDWB, 101.3, 50 KW @ 840, CHR, $ 95.00 (Christal) Mid Continent
KEEY, 102.1, 50 KW @ 842, COUNTRY, $ 117.00 (Katz) Malrite
KJJO, 104.1, 100 KW @ 1040, AOR CBS, $ 57.00 (Republic) Park
KLXK, 93.7, 50 KW @ 424, OLDIES/AC, $ 70.00 (Durpetti) Entercom
KQRS, 92.5, 50 KW @ 822, AOR ABC R, $ 154.00 (Katz) Cap Cities/ABC

KQQL, 107.9, 97 KW @ 1080, OLDIES, $ 60.00 (Republic) Trumper
KSTP, 94.5, 95 KW @ 1250, AC, $ 178.00 (Mc-Guild) Hubbard
KTCZ, 97.1, 100 KW @ 280, AOR, $ 65.00 (Durpetti) Parker
WLOL, 99.5, 50 KW @ 844, CHR, $ 120.00 (HNWH) Emmis
WLTE, 102.9, 100 KW @ 1304, SOFT AC, $ 100.00 (CBS)

NASHVILLE

Arbitron Rank/Pop (12+): 46/829,000
MSA Rank/Pop: 52/960,200
ADI # 32
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 23/21
Diaries: 1189/697:1/55.6%
Sample Target: 1120
% Below Line: 0.9
% Not Listed: 10.9

1989 Revenue: $35,400,000
HH Inc.: $28,279
Retail $: 7.1 Bil
Pop per Station: 39,476
#1 Biller: WSM -AF $6,700,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WYHY-F	(CHR)	185/13.4	11.6	17.3	13.8	14.8	14.0	273/3821	2359/28.5	26.3	30.1		14.5	202	2526	WYHY-F
2. WSIX-F	(C)	145/10.5	12.4	8.9	9.4	7.9	10.3	189/2367	1770/21.4	19.8	17.4		9.3	130	1526	WSIX-F
3. WZEZ-F	(EZ)	122/ 8.8	5.6	7.0	6.8	9.1	7.1	153/1818	1361/16.4	15.5	15.1		7.3	101	1092	WZEZ-F
4. WSM -F	(C)	121/ 8.8	9.2	8.2	10.4	11.2	9.1	230/2945	1613/19.5	20.4	21.7		9.7	135	1655	WSM -F
5. WKDF-F	(AOR)	115/ 8.3	7.9	9.0	10.7	8.9	9.0	268/3273	1621/19.6	20.5	18.9		10.9	152	1864	WKDF-F
6. WLAC-F	(AC)	111/ 8.0	6.6	6.8	7.6	7.8	7.3	178/2322	1525/18.4	17.5	20.0		8.1	112	1446	WLAC-F
7. WQQK-F	(B)	94/ 6.8	7.2	7.1	5.9	5.3	6.8	98/1037	971/11.7	12.7	10.9		10.6	147	1242	WQQK-F
8. WGFX-F	(CL AOR)	72/ 5.2	5.7	4.5	5.8	4.2	5.3	97/1780	1244/15.0	14.9	12.8		5.7	79	1208	WGFX-F
9. WLAC	(N/T)	64/ 4.6	3.1	2.6	1.5	3.3	2.9	67/996	940/11.3	10.5	8.9		2.7	38	732	WLAC
10. WRMX-F	(O)	51/ 3.7	6.1	6.8	5.4	4.4	5.5	90/1280	841/10.1	12.8	12.3		4.5	62	1160	WRMX-F
11. WSM	(C)	46/ 3.3	3.5	4.0	4.1	4.4	3.7	92/1515	858/10.3	11.4	13.6		4.4	61	842	WSM
12. WVOL	(B)	22/ 1.6	3.2	1.7	4.1	2.0	2.7	22/456	456/ 5.5	7.2	5.5		1.4	19	339	WVOL
WMDB	(B)	22/ 1.6	1.2	0.5	0.8	0.9	1.0	24/286	250/ 3.0	2.9	2.8		0.2	3	75	WMDB
14.																

12+ FM SHARE (METRO): 84.17% (1037 of 1232) (WIN 89: 84.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F>>	1 WYHY-F	1 WYHY-F	1 WSIX-F	1 WSIX-F	1 WZEZ-F<	1 WSIX-F>	1 WZEZ-F	1 WYHY-F>	1 WYHY-F>	1 WSM -F>>
2 WQQK-F	2 WKDF-F	2 WSIX-F<	2 WSM -F<	2 WSM -F	2 WSIX-F	2 WYHY-F	2 WYHY-F<	2 WSIX-F<	2 WQQK-F	2 WSIX-F
3	3 WLAC-F	3 WKDF-F<	3 WLAC-F	3 WLAC-F<	3 WSM -F>	3 WSM -F	3 WSIX-F<	3 WKDF-F	3 WLAC-F	3 WQQK-F
4	4 WQQK-F<	4 WLAC-F	WKDF-F	4 WKDF-F<	4 WLAC >	4 WKDF-F	4 WKDF-F	4 WSM -F	4 WSM -F	4 WYHY-F
5	5 WGFX-F>	5 WSM -F	5 WYHY-F>	5 WYHY-F	5 WSM	5 WZEZ-F	5 WLAC-F	5 WZEZ-F	5 WKDF-F<	5 WLAC-F
6	6 WSIX-F	6 WQQK-F	6 WRMX-F	6	6	6 WLAC-F	6 WSM -F	WLAC-F	6 WZEZ-F	6
7	7	7 WGFX-F	WGFX-F	7	7	7 WLAC	7	7 WQQK-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYHY-F>>	1 WYHY-F>	1 WYHY-F	1 WYHY-F>	1 WYHY-F<	1 WYHY-F	1 WKDF-F>	1 WKDF-F>	1 WKDF-F	1 WSIX-F
2 WQQK-F>	2 WQQK-F	2 WLAC-F	2 WLAC	2 WSM -F	WKDF-F>	2 WGFX-F	2 WGFX-F	2 WSIX-F	2 WKDF-F>
3 WLAC-F>	3 WLAC-F>	3 WQQK-F	3 WSM -F	WLAC-F<	3 WGFX-F	3 WYHY-F	3 WLAC-F	3 WGFX-F<	3 WSM -F
4 WKDF-F	4 WKDF-F	4 WKDF-F	4 WSIX-F	4 WSIX-F	4 WLAC-F	4 WLAC-F>	4 WSIX-F	4 WYHY-F	4 WGFX-F
5 WSM -F>	5 WSIX-F	5 WSIX-F	5 WQQK-F>	5	5 WQQK-F>>	5 WSIX-F	5 WYHY-F>	5 WLAC-F	5 WZEZ-F
6 WVOL	6 WSM -F	WGFX-F	6 WKDA	6	6 WSIX-F	WQQK-F	6 WQQK-F	6 WSM -F<	WLAC-F
WSIX-F>	WGFX-F	7 WRMX-F	7	7	7 WBVR-F	7	7 WSM -F	7 WQQK-F	7 WRMX-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WAKM	950	Franklin	0.4/1.1/ 5/ 88
WAMB	1160	Nashville	0.4/2.7/ 6/ 242
WKDA	1240	Nashville	0.4/1.6/ 5/ 129
WSIX	980	Nashville	1.4/5.8/ 21/ 523
WBVR-F	101.1	Russellville	0.5/2.3/142/1406
WYCQ-F	102.9	Shelbyville	0.4/1.7/ 34/ 515

RADIO STATIONS

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N) , NOSTALGIA	MBS, $	20.00 (Roslin)	
WLAC, 1510, 50 KW (DA-N) , NEWS/TALK/RELIG.	CBS, $	45.00 (Durpetti)	Fairmont
WMDB, 880, 2.5 KW (DAYS, DA) , BLACK	, $	17.00 (---)	
WSIX, 980, 5 KW (DA-N) , MOR/VARIETY	, $	25.00 (Mc-Guild) .	Capstar
WSM , 650, 50 KW , COUNTRY	NBC, $	47.00 (Christal)	Gaylord
WVOL, 1470, 5 KW/1 KW (DA-2) , BLACK	NBN, $	25.00 (Republic)	

FM STATIONS

WGFX-F, 104.5, 100 KW @ 762, CLASSIC AOR	, $	50.00 (Banner)	Capitol-Johnson (BALLANTIN)
WKDF-F, 103.3, 100 KW @ 1220, AOR	ABC E, ABC R, $	92.00 (Katz)	Dick
WLAC-F, 105.9, 100 KW @ 1229, AC	, $	90.00 (Durpetti)	Fairmont
WQQK-F, 92.1, 1.5 KW @ 430, BLACK	, $	42.00 (Republic)	
WRMX-F, 96.3, 100 KW @ 840, AC/OLDIES	, $	44.00 (HNWH)	Signature (MURFREESBORO)
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY	, $	85.00 (Mc-Guild)	Capstar
WSM-F , 95.5, 100 KW @ 1280, COUNTRY	, $	86.00 (Christal)	Gaylord
WYHY-F, 107.5, 100 KW @ 710, CHR	US 2, $	80.00 (Eastman)	Jacor (LEBANON)
WZEZ-F, 92.9 100 KW @ 321 EZ	, $	54.00 (Eastman)	South Central

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 13/2,244,400

MSA Rank/Pop: 11/2,644,800
New York ADI
Average Person Ratings: 19.0
Market TSL: 25.00 hours

Stations: 43/15
Diaries: 1725/1301:1/52.1%
Sample Target: 1650
% Below Line: NA
% Not Listed: NA

1989 Revenue: $32,300,000
HH Inc.: NA
Retail $: 26.0 Bil
Pop per Station: 149,626
#1 Biller: WALK-AF $8,000,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1.	WALK-AF	(AC)	290/ 6.8	6.1	6.4	8.1	5.7	6.9		3079/13.7	14.1	14.8		6.7	269	2441	WALK-AF
2.	WBLI-F	(CHR)	213/ 5.0	5.8	5.4	5.4	4.8	5.4		3027/13.5	15.4	13.6		6.6	269	3156	WBLI-F
	WBAB-F	(AOR)	213/ 5.0	5.7	5.2	4.9	3.9	5.2		2979/13.3	15.2	11.8		5.7	232	3355	WBAB-F
4.	WHLI	(BB)	161/ 3.8	3.9	2.4	3.0	3.7	3.3		1041/ 4.6	5.5	4.7		2.2	89	803	WHLI
5.	WKJY-F	(AC)	153/ 3.6	2.9	3.5	3.1	3.7	3.3		1795/ 8.0	7.6	7.4		1.7	69	1199	WKJY-F
6.	WYNY-F	(C)	143/ 3.4	2.9	3.1	3.1	3.2	3.1		1630/ 7.3	7.4	8.4		2.3	95	1269	WYNY-F
7.	WCTO-F	(EZ)	114/ 2.7	2.4	1.5	2.6	3.1	2.3		1047/ 4.7	5.9	5.8		1.7	70	788	WCTO-F
8.	WGSM	(BB)	107/ 2.5	2.2	1.1	1.4	1.9	1.8		609/ 2.7	3.1	2.6		1.5	63	621	WGSM
9.	WDRE-F	(AOR)	78/ 1.8	1.5	1.5	1.7	1.9	1.6		1249/ 5.6	4.5	6.0		2.4	100	1143	WDRE-F
10.	WRCN-F	(AOR)	38/ 0.9	0.5	0.7	1.0	0.6	0.8		719/ 3.2	2.2	2.4		1.2	49	994	WRCN-F
11.	WRIV	(MOR)	31/ 0.7	----	----	----	0.3	0.2		194/ 0.9	0.0	0.6					WRIV
12.	WWHB-F	(CHR)	17/ 0.4	0.4	----	0.4	----	0.3		258/ 1.1	1.2	0.0		0.3	11	245	WWHB-F
13.	WLIX	(REL)	16/ 0.4	0.3	----	----	0.4	0.2		193/ 0.9	1.1	0.8					WLIX
14.	WLIM	(BB)	14/ 0.3	----	----	----	----	0.1		159/ 0.7	0.0	0.0					WLIM
15.																	

NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA.

12+ FM SHARE (METRO): NA (WIN 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLI-F>	1 WBAB-F>	1 WALK-AF	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF	1 WBAB-F<	1 WBLI-F	1 WBAB-F
2 WBAB-F>	2 WBLI-F	2 WBAB-F	2 WBLI-F	2 WBLI-F	2 WHLI	2 WBLI-F	2 WBAB-F	2 WALK-AF	WBAB-F	2 WALK-F
3 WALK-AF	3 WALK-AF>	3 WBLI-F>	3 WBAB-F>	3 WBAB-F	3 WYNY-F	3 WBAB-F>	3 WBLI-F	3 WBLI-F	3 WKJY-F	3 WYNY-F>
4 WDRE-F	4 WKJY-F	4 WKJY-F>	4 WKJY-F>	4 WKJY-F	4 WGSM	4 WYNY-F	4 WKJY-F>	4 WKJY-F	4 WDRE-F<	4 WBLI-F
5 WWHB-F	5 WDRE-F	5 WDRE-F<	5 WYNY-F	5 WYNY-F	WCTO-F	5 WKJY-F	5 WHLI	5 WYNY-F	5 WALK-AF<	5 WKJY-F
6	6	6 WYNY-F	6	6	6 WBLI-F	WCTO-F	6	6	6 WYNY-F	6
7	7	7	7	7	7 WKJY-F	7 WHLI	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBAB-F	1 WBLI-F	1 WBLI-F>	1 WALK-AF<	1 WALK-AF	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>	1 WBAB-F>	1 WALK-AF
2 WDRE-F	2 WBAB-F>	2 WBAB-F	2 WBLI-F>	2 WBLI-F	2 WBLI-F>	2 WALK-AF	2 WALK-AF>	2 WALK-AF>	2 WBAB-F>
3 WBLI-F	3 WKJY-F	3 WALK-AF	3 WKJY-F	3 WKJY-F>	3 WKJY-F	3 WBLI-F	3 WDRE-F	3 WBLI-F>	3 WYNY-F
4 WKJY-F>>	4 WALK-AF	4 WKJY-F>>	4 WBAB-F>>	4 WBAB-F	4 WDRE-F>	4 WDRE-F>	4 WRCN-F	4 WYNY-F	4 WBLI-F>
5 WALK-AF>	5 WDRE-F	5 WDRE-F	5 WYNY-F	5 WYNY-F	5 WALK-AF	5 WRCN-F	5 WYNY-F	5 WKJY-F	5 WKJY-F
6 WRCN-F	6	6	6	6	6	6 WKJY-F	6	WDRE-F	6 WDRE-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

WGSM,	740,	25 KW (DAYS,DA)		, MOR/NOSTALGIA		, $ 55.00 (Roslin)	Greater Media
WHLI,	1100,	10 KW (DAYS,DA)		, NOSTALGIA		, $ 61.00 (Katz)	Barnstable
WALK-F,	97.5,	45 KW @	530,	AC		, $148.00 (Durpetti)	American
WBAB-F,	102.3,	3 KW @	268,	AOR		, $130.00 (MMR)	Noble
WBLI-F	106.1,	10 KW @	500,	CHR		, $110.00 (Katz)	Beck-Ross
WCTO-F,	94.3,	3 KW @	300,	BTFL/EZ		, $ 60.00 (Roslin)	Greater Media
WDRE-F,	92.7,	3 KW @	300,	AOR		, $ 55.00 (Katz)	
WKJY-F,	98.3,	3 KW @	330,	SOFT AC		, $ 73.00 (Katz)	Barnstable
WLNG-F,	92.1,	3 KW @	325,	AC	MBS	, $ 30.00 (K & P)	
WRCN-F,	103.9,	1.5 KW @	466,	AOR		, $ 50.00 (---)	

NEW ORLEANS

Arbitron Rank/Pop (12+): 35/1,072,400
MSA Rank/Pop: 36/1,319,700
ADI # 35
Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 23/22
Diaries: 1522/705:1/50.0%
Sample Target: 1500
% Below Line: 0.4
% Not Listed: 9.1

1989 Revenue: $28,400,000
HH Inc.: $24,228
Retail $: 9.8 Bil
Pop per Station: 48,745
#1 Biller: WEZB-F $5,100,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WYLD-F	(B)	280/15.1	15.1	13.3	9.3	10.2	13.2	304/2761	2356/22.0	20.7	18.9		19.6	353	2774	WYLD-F
2. WEZB-F	(CHR)	188/10.1	10.8	11.1	12.4	11.7	11.1	225/3330	2719/25.4	28.4	28.7		13.4	241	3065	WEZB-F
3. WQUE-AF	(B)	160/ 8.7	10.0	10.9	10.3	11.5	10.0	187/3190	2507/23.4	23.9	25.5		10.3	186	3165	WQUE-AF
4. WLTS-F	(AC)	117/ 6.3	4.6	6.2	7.8	9.2	6.2	133/1890	1523/14.2	15.7	19.2		4.8	87	1211	WLTS-F
5. WLMG-F	(AC)	115/ 6.2	5.4	5.1	5.0	5.2	5.4	123/1953	1677/15.6	13.2	14.6		3.9	71	1234	WLMG-F
6. WNOE-F	(C)	105/ 5.6	3.5	3.4	3.1	4.1	3.9	138/1900	1190/11.1	9.5	8.8		3.1	56	898	WNOE-F
7. WWL	(N/T)	101/ 5.4	6.3	6.1	4.8	5.1	5.7	139/2478	1808/16.9	22.7	15.1		4.3	78	1409	WWL
8. KQLD-F	(O)	98/ 5.3	4.6	2.5	1.7	1.9	3.5	124/1525	1261/11.8	11.7	3.5		4.8	86	1180	KQLD-F
9. WBYU	(BB)	86/ 4.6	4.6	5.0	5.4	4.9	4.9	88/984	965/ 9.0	9.3	7.6		3.4	62	786	WBYU
10. WBOK	(R/G)	79/ 4.2	4.8	4.4	4.7	3.3	4.5	82/840	787/ 7.3	7.2	6.5		3.7	67	647	WBOK
11. WCKW-F	(AOR)	70/ 3.8	3.5	2.8	3.9	3.4	3.5	112/1700	1115/10.4	9.8	9.6		6.2	111	1486	WCKW-F
12. WRNO-F	(AOR)	67/ 3.6	3.8	3.0	4.8	4.6	3.8	100/1898	1376/12.8	12.6	15.1		4.9	89	1433	WRNO-F
13. WYLD	(REL)	39/ 2.1	1.9	2.1	1.7	2.1	1.9	44/571	507/ 4.7	5.7	7.3		1.6	29	419	WYLD
14. WMXZ-F	(AC)	36/ 1.9	2.7	3.3	2.8	2.8	2.7	43/702	468/ 4.4	7.0	7.6		1.5	27	526	WMXZ-F
15. WSMB	(T)	33/ 1.8	1.6	1.1	1.4	1.6	1.5	33/528	519/ 4.8	4.9	3.9		0.8	14	372	WSMB

12+ FM SHARE (METRO): 74.20% (1254 of 1690) (WIN 89: 72.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WEZB-F	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F	1 WEZB-F	1 WYLD-F<	1 WYLD-F	1 WYLD-F>>	1 WYLD-F>>
2 WYLD-F<	2 WEZB-F>	2 WEZB-F	2 WEZB-F	2 WEZB-F	WWL	2 WYLD-F	2 WLTS-F	2 WEZB-F	2 WQUE-AF	2 WWL
3 WQUE-AF	3 WQUE-AF>	3 WQUE-AF	3 WQUE-AF<	3 KQLD-F<	3 WNOE-F	3 WWL	3 WLMG-F	3 WQUE-AF	3 WEZB-F	3 WSMB
4	4 WLTS-F	4 WLTS-F	4 KQLD-F<	4 WQUE-AF	WBYU	4 WQUE-AF	4 WEZB-F	4 WLMG-F<	4	4 WQUE-F
5	5 WRNO-F	5 KQLD-F<	5 WLTS-F<	WLMG-F<	5 WLMG-F	5 WNOE-F	5 WQUE-AF	5 WLTS-F	5	5 WEZB-F
6	WLMG-F	6 WLMG-F	6 WLMG-F	6 WLTS-F	6 KQLD-F<	6 WLMG-F<	6 WNOE-F	6 KQLD-F	6	6
7	7 WCKW-F	7	7	7	7 WLTS-F<	7 WLTS-F	7 KQLD-F	7	7	7
8	8	8	8	8	8 WBOK	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WYLD-F>>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>
2 WEZB-F>	2 WEZB-F>	2 WEZB-F	2 WEZB-F	2 WLMG-F
3 WLTS-F	3 WLTS-F<	3 WLMG-F	3 WLTS-F	3 WLTS-F<
4 WQUE-AF>>	4 WQUE-AF	4 WLTS-F	4 WQUE-AF<	4 WEZB-F
5 WBOK	5 WLMG-F>	5 WQUE-AF>	5 WLMG-F	5 WQUE-AF
6 WRNO-F	6 KQLD-F	6 KQLD-F>	6 KQLD-F	6 KQLD-F
WMXZ-F	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYLD-F>	1 WYLD-F	1 WYLD-F<	1 WYLD-F>	1 WYLD-F
2 WEZB-F>	2 WEZB-F	2 WEZB-F	2 WEZB-F	2 WCKW-F<
3 WQUE-AF	3 WQUE-AF	3 WQUE-AF	3 WCKW-F	3 WEZB-F
4 WRNO-F>	4 WCKW-F	4 WCKW-F>	4 WQUE-AF	KQLD-F
5 WLTS-F	5 WRNO-F	5 WRNO-F	5 KQLD-F	5 WQUE-AF
6 WCKW-F>	6	6 KQLD-F	6 WRNO-F	6 WLTS-F
7	7	7 WLMG-F	WLTS-F	WLMG-F

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OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KGLA	1540	Gretna	0.9/0.7/ 16/ 75
KHOM-F	104.1	Houma	1.3/5.6/102/1599
WADU	830	Norco/Kenner	1.0/2.3/ 28/ 316
WNOE	1060	New Orleans	1.2/2.6/ 25/ 379
WTIX	690	New Orleans	0.9/4.4/ 26/ 554
WYAT	990	New Orleans	0.6/3.1/ 16/ 349
WKJN-F	103.3	Hammond/Bt Rge.	0.4/1.4/ 70/1123

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, BLACK/GOSPEL	SBN, $ 27.00 (---)	Willis
WBYU, 1450, 1 KW	, BIG BAND/EZ	SMN, $ 30.00 (Roslin)	
WNOE, 1060, 50 KW/5 KW (DA-2)	, SOLD IN COMBINATION WITH WNOE-F		
WSMB, 1350, 5 KW (DA-2)	, TALK	MBS, ABC I, $ 25.00 (Smith)	
WTIX, 690, 10 KW/5 KW (DA-2)	, TALK	NBC, MBS, $ 30.00 (Mc-Guild)	United Network
WWL , 870, 50 KW (DA-1)	, NEWS/TALK	CBS, $ 62.00 (Katz)	Keymarket
WYAT, 990, 250 W	, NOSTALGIA	RADRAD, $ 21.00 (Durpetti)	
WYLD, 940, 10 KW/500 W (DA-2)	, BLACK	, $ 24.00 (Banner)	Interurban

FM STATIONS

KQLD, 106.7, 100 KW @ 960, RELIGION	, $ N/A (---)	(PORT SULPHUR)
KHOM, 104.1, 100 KW @ 1943, OLDIES	NBC, $ 30.00 (Torbet)	(HOUMA)
WCKW, 92.3, 100 KW @ 429, AOR	SOURCE, $ 35.00 (Republic)	
WEZB, 97.1, 100 KW @ 511, CHR	US 1, $ 97.00 (MMR)	EZ
WLMG, 101.9, 95 KW @ 825, AC	, $ 55.00 (Katz)	Keymarket
WLTS, 105.3, 100 KW @ 925, SOFT AC	RADRAD, $ 60.00 (Durpetti)	
WNOE, 101.1, 100 KW @ 1004, COUNTRY	ABC E, $ 50.00 (Mc-Guild)	New Market
WQUE, 93.3, 93 KW @ 512, URBAN/CHR	, $ 79.00 (Christal)	Clear Channel
WMXZ, 95.7, 100 KW @ 580, AC	, $ 45.00 (Christal)	Stoner
WRNO, 99.5, 100 KW @ 990, AOR	ABC F, ABC R, $ 53.00 (MMR)	
WYLD, 98.5, 100 KW @ 352, BLACK	ABC C, $ 54.00 (Banner)	Interurban

NEW YORK

Arbitron Rank/Pop (12+): 1/14,126,100

MSA Rank/Pop: 1/15,300,000
ADI # 1
Average Person Ratings: 19.4
Market TSL: 25.50 hours

Stations: 44/43
Diaries: 5339/2646:1/51.5%
Sample Target: 4000
% Below Line: 0.4
% Not Listed: 10.9

1989 Revenue: $315,700,000
HH Inc.: $32,828
Retail $:117.9 Bil
Pop per Station: 328,513
#1 Biller: WINS $25,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCBS-F	(O)	1386/ 5.1	4.1	4.2	5.0	4.7	4.6	1480/20938	19889/14.1	12.4	13.5		3.8	979	12699	WCBS-F
2. WLTW-F	(AC)	1328/ 4.8	4.7	5.7	5.3	4.3	5.1	1373/18778	18178/12.9	12.8	12.1		4.0	1033	12350	WLTW-F
WINS	(N)	1328/ 4.8	4.7	4.5	4.7	4.3	4.7	1347/27613	27047/19.1	20.5	19.2		3.9	1000	18861	WINS
4. WHTZ-F	(CHR)	1299/ 4.7	4.3	5.7	6.0	5.3	5.2	1344/25092	24168/17.1	16.2	18.2		5.6	1448	23139	WHTZ-F
5. WRKS-F	(B)	1235/ 4.5	4.1	3.9	4.1	4.2	4.2	1305/15953	15028/10.6	11.0	9.7		6.2	1613	17492	WRKS-F
6. WQHT-F	(CHR)	1105/ 4.0	4.0	3.9	4.0	4.0	4.0	1149/16538	15555/11.0	10.9	11.2		5.7	1467	18355	WQHT-F
7. WPAT-F	(EZ)	1099/ 4.0	5.0	4.3	4.2	5.0	4.4	1158/13806	13012/ 9.2	11.2	10.6		2.4	609	8189	WPAT-F
8. WBLS-F	(B)	1088/ 4.0	3.8	3.7	2.9	3.8	3.6	1107/14075	13736/ 9.7	9.5	9.8		5.2	1341	13736	WBLS-F
9. WOR	(T)	1085/ 4.0	4.6	4.3	3.7	4.5	4.2	1174/15361	14039/ 9.9	10.3	10.4		3.2	824	11362	WOR
10. WCBS	(N)	942/ 3.4	3.5	3.4	3.0	2.7	3.3	1063/21087	18882/13.4	13.5	11.7		2.8	732	14099	WCBS
11. WNEW-F	(AOR)	937/ 3.4	3.7	4.2	4.2	3.5	3.9	1005/16560	15354/10.9	11.1	10.0		5.2	1347	16621	WNEW-F
12. WXRK-F	(CL AOR)	867/ 3.2	3.1	3.6	3.4	3.1	3.3	925/15911	14695/10.4	10.7	10.4		3.2	815	13454	WXRK-F
13. WNSR-F	(AC)	813/ 3.0	3.5	3.2	3.5	3.1	3.3	844/14153	13490/ 9.5	10.2	10.1		2.7	687	8418	WNSR-F
14. WABC	(T)	766/ 2.8	2.8	2.6	3.2	3.3	2.8	849/12521	11172/ 7.9	7.8	9.2		3.4	879	9344	WABC
15. WSKQ-F	(SP)	716/ 2.6	1.6	1.3	2.4	1.7	2.0	716/5517	5487/ 3.9	3.2	2.7		1.5	276	4692	WSKQ-F
16. WPLJ-F	(CHR)	709/ 2.6	3.0	3.5	3.1	3.5	3.0	818/19083	17209/12.2	13.0	15.2		3.5	911	20418	WPLJ-F
17. WYNY-F	(C)	661/ 2.4	2.5	3.1	2.3	2.8	2.6	727/9940	8897/ 6.3	6.0	7.4		2.7	694	7816	WYNY-F
18. WFAN	(T)	650/ 2.4	2.7	3.1	2.5	1.8	2.7	791/13399	10981/ 7.8	8.7	7.5		2.5	641	9218	WFAN
19. WADO	(SP)	505/ 1.8	1.7	1.7	1.2	1.6	1.6	505/4473	4473/ 3.2	2.8	3.0		0.9	237	2797	WADO
20. WQXR-F	(CL)	496/ 1.8	1.3	1.2	1.2	1.8	1.4	515/8685	8245/ 5.8	4.4	5.3		1.3	337	4921	WQXR-F
21. WQCD-F	(J)	491/ 1.8	2.3	2.2	2.5	2.9	2.2	513/9443	8919/ 6.3	6.6	7.7		2.8	711	8131	WQCD-F
22. WNEW	(BB)	476/ 1.7	2.3	2.5	1.9	2.3	2.1	519/8303	7810/ 5.5	6.2	6.1		1.6	411	5057	WNEW
23. WNCN-F	(CL)	418/ 1.5	1.5	1.4	1.3	1.8	1.4	424/7940	7687/ 5.4	5.5	6.2		0.9	236	3998	WNCN-F
24. WLIB	(B)	366/ 1.3	1.7	1.2	1.0	1.4	1.3	366/3391	3391/ 2.4	3.1	3.1		1.2	301	3171	WLIB
25. WPAT	(EZ)	326/ 1.2	1.3	1.2	1.4	1.2	1.3	328/5384	5298/ 3.8	3.7	3.8		1.0	251	2812	WPAT
26. WSKQ	(SP)	295/ 1.1	1.4	1.2	0.7	0.7	1.1	295/3112	3067/ 2.2	2.0	1.8		0.7	186	2356	WSKQ
27. WALK-F	(AC)	289/ 1.1	1.0	1.0	1.2	1.0	1.1	304/3979	3487/ 2.5	2.6	2.8		1.2	298	3274	WALK-F
28. WWRL	(REL/G)	271/ 1.0	1.1	0.7	1.0	0.8	0.9	271/2781	2781/ 2.0	2.2	1.9		1.3	347	2902	WWRL
29.																
30.																

12+ FM SHARE (METRO): 67.64% (16539 of 24453) (WIN 89: 64.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQHT-F<	1 WNEW-F	1 WCBS-F	1 WCBS-F>	1 WCBS-F<	1 WINS	1 WINS >	1 WLTW-F	1 WCBS-F<	1 WRKS-F<	1 WCBS
2 WHTZ-F	2 WXRK-F<	2 WLTW-F	2 WLTW-F	2 WLTW-F	2 WOR	2 WXRK-F	2 WCBS-F	2 WHTZ-F<	2 WBLS-F	2 WBLS-F
3 WRKS-F>	3 WQHT-F<	3 WBLS-F<	3 WBLS-F	3 WBLS-F	WCBS-F<	3 WHTZ-F<	3 WPAT-F	3 WLTW-F	3 WQHT-F	3 WINS
4 WPLJ-F	4 WBLS-F	4 WHTZ-F<	4 WNEW-F	4 WNEW-F<	4 WPAT-F	4 WCBS	4 WNEW-F<	4 WQHT-F	4 WHTZ-F	4 WABC
5	5 WRKS-F<	5 WRKS-F	5 WXRK-F	5 WXRK-F<	5 WLTW-F<	5 WOR	5 WNSR-F	5 WRKS-F	5 WLTW-F	5 WOR
6	6 WHTZ-F	WNEW-F<	6 WHTZ-F<	6 WHTZ-F<	6 WCBS	6 WCBS-F	6 WOR	6 WPAT-F	6 WCBS-F	6 WRKS-F
7	7 WNSR-F<	7 WXRK-F	7 WRKS-F	7 WRKS-F	7 WABC >	7 WRKS-F	7 WHTZ-F	WABC	7 WOR	7 WCBS-F
8	8 WLTW-F	8 WQHT-F	8 WNSR-F<	8 WNSR-F	8 WYNY-F	8 WLTW-F	WBLS-F<	8 WBLS-F<	8 WINS	8 WLTW-F
9	9 WPLJ-F	WNSR-F	9 WSKQ-F	WINS	9 WQXR-F	9 WFAN <	9 WRKS-F	9 WNEW-F	9 WPLJ-F	9 WHTZ-F
10	10 WCBS-F	10 WSKQ-F	10 WINS	10 WSKQ-F	10 WSKQ-F	10 WNEW-F	10 WQHT-F	10 WOR	10 WNEW-F	10 WNEW-F
					WNEW-F	WPAT-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQHT-F	1 WRKS-F	1 WBLS-F<	1 WLTW-F	1 WLTW-F	1 WQHT-F>	1 WNEW-F<	1 WNEW-F<	1 WXRK-F<	1 WCBS-F>
2 WHTZ-F<	WBLS-F<	2 WLTW-F	2 WCBS-F	2 WCBS-F>	2 WNEW-F	2 WXRK-F>	2 WXRK-F>	2 WNEW-F<	2 WXRK-F<
3 WRKS-F	3 WHTZ-F<	3 WRKS-F	3 WHTZ-F<	3 WBLS-F	3 WHTZ-F	3 WQHT-F	3 WBLS-F	3 WCBS-F	3 WNEW-F
4 WNSR-F	4 WNSR-F<	WNSR-F	4 WNSR-F	4 WNSR-F	4 WRKS-F>	4 WBLS-F	4 WCBS-F	4 WBLS-F	4 WFAN
5 WBLS-F	5 WQHT-F	5 WHTZ-F	5 WBLS-F<	5 WHTZ-F	5 WBLS-F	5 WRKS-F	5 WFAN	5 WRKS-F<	WBLS-F
6 WPLJ-F<	6 WLTW-F	6 WSKQ-F	6 WRKS-F	6 WSKQ-F	6 WXRK-F	6 WHTZ-F	6 WRKS-F	6 WHTZ-F	6 WLTW-F
7 WNEW-F>	7 WPLJ-F	7 WNEW-F	7 WQHT-F	WRKS-F	7 WPLJ-F	7 WCBS-F	7 WLTW-F	7 WQHT-F	7 WINS
8 WLTW-F	WNEW-F	8 WPLJ-F<	8 WSKQ-F	8 WYNY-F	8 WNSR-F	8 WFAN <	8 WQHT-F	8 WFAN <	8 WRKS-F
9 WSKQ-F	9 WSKQ-F	9 WCBS-F	9 WPLJ-F<	9 WINS	9 WLTW-F	9 WPLJ-F	9 WPLJ-F	9 WLTW-F	9 WHTZ-F
10 WQCD-F	10 WXRK-F	10 WXRK-F	10 WNEW-F	10 WPAT-F	10 WBAB-F	WLTW-F	WHTZ-F	10 WINS	WCBS

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WBAB-F	102.3	BABYLON	0.8/2.4/223/3466
WBLI-F	106.1	PATCHOGUE	0.8/2.3/218/3357
WCTC	1450	NEW BRUNSWICK	0.3/0.9/ 86/1215
WCTO-F	94.3	SMITHTOWN	0.6/0.9/155/1285
WDRE-F	92.7	GARDEN CITY/NY	0.7/2.3/190/3227
WEVD	1050	NEW YORK	0.3/1.2/ 79/1715
WFME-F	94.7	NEWARK	0.6/1.9/178/2647
WHLI	1100	HEMPSTEAD	0.7/0.9/185/1353
WHUD-F	100.7	PEEKSKILL	0.8/1.5/426/3634
WJIT	1480	NEW YORK	0.7/1.4/194/1917
WKDM	1380	NEW YORK	0.7/1.0/203/1453
WKJY-F	98.3	HEMPSTEAD	0.7/1.8/191/2474
WMGQ-F	98.3	NEW BRUNSWICK	0.4/0.8/124/1236
WNJR	1430	NEWARK	0.4/1.4/106/1917
WQXR	1560	NEW YORK	0.2/1.0/ 58/1455
WEZN-F	99.9	BRIDGEPORT	0.4/1.5/278/4299

RADIO STATIONS

AM STATIONS

WABC,	770,	50 KW		, TALK	ABC I,	240.00	(Banner)	Cap Cities/ABC
WADO,	1280,	5 KW		, HISPANIC	,	140.00	(---)	
WCBS,	880,	5 KW		, NEWS	CBS,	370.00	(CBS)	CBS
WEVD,	1050,	50 KW	(DA-1)	, BIG BAND	,	75.00	(Groskin)	
WFAN,	660,	50 KW		, SPORTS TALK	NBC,	200.00	(HNWH)	Emmis
WINS,	1010,	50 KW	(DA-1)	, TALK	ABC D,	410.00	(Group W)	Westinghouse
WZRC,	1480,	5 KW	(DA-2)	, AOR	,	90.00	(---)	Infinity
WKDM,	1380,	5 KW	(DA-1)	, HISPANIC	,	96.00	(Katz Hisp.)	TA/Shaw
WLIB,	1190,	10 KW	(DAYS,DA)	, BLACK NEWS/TALK	SBN,	90.00	(Mc-Guild)	Inner City
WNEW,	1130,	50 KW	(DA-N)	, NOSTALGIA	,	180.00	(Katz)	Westwood One/Legacy
WOR,	710,	50 KW	(DA-1)	, TALK	ABC E,US 2,	310.00	(Republic)	RKO
WPAT,	930,	5 KW	(DA-2)	, BTFL/EZ	,	N/A	(Katz)	Park
WQXR,	1560,	50 KW	(DA-2)	, FINE ARTS (CLASSICAL)	,	N/A	(Mc-Guild)	NY Times
WSKQ,	620,	5 KW	(DA-2)	, HISPANIC	,	120.00	(SBS)	SBS
WWRL,	1600,	5 KW	(DA-2)	, GOSPEL	NBN,	70.00	(K & P)	

FM STATIONS

WBLS,	107.5,	5.4 KW @	1241,	BLACK	ABC F,	320.00	(Mc-Guild)	Inner City
WCBS,	101.1,	4.6 KW @	1300,	OLDIES	RADRAD,	380.00	(CBS)	CBS
WHTZ,	100.3,	7.8 KW @	1220,	CHR	,	425.00	(Christal)	Malrite
WFME,	94.7,	37 KW @	570,	RELIGION	,	N/A	(---)	Family
WHUD,	100.7,	50 KW @	500,	BTFL/EZ	,	100.00	(Katz)	(PEEKSKILL)
WLTW,	106.7,	7.6 KW @	1220,	SOFT AC	,	375.00	(Katz)	Viacom
WNCN,	104.3,	7.6 KW @	1220,	CLASSICAL	APR,	175.00	(CMBS)	GAF
WNEW,	102.7,	7.8 KW @	1210,	AOR	SOURCE,	310.00	(Katz)	Westinghouse
WNSR,	105.1,	7.8 KW @	1220,	AC	,	225.00	(Mc-Guild)	Bonneville
WPAT,	93.1,	5.3 KW @	1420,	BTFL/EZ	,	240.00	(Katz)	Park
WPLJ,	95.5,	7.2 KW @	1335,	CHR	ABC R,	295.00	(Banner)	Cap Cities/ABC
WQCD,	101.9,	5.3 KW @	1420,	JAZZ	,	215.00	(Christal)	Tribune Co.
WQHT,	97.1,	6.7 KW @	1340,	CHR/URBAN	,	230.00	(HNWH)	Emmis
WQXR,	96.3,	7.8 KW @	1220,	CLASSICAL	,	170.00	(Mc-Guild)	NY Times
WRKS,	98.7,	7.8 KW @	1225,	BLACK	US1,	288.00	(Republic)	Summit
WSKQ,	97.9,	7.6 KW @	1220,	HISPANIC	,	125.00	(SBS)	SBS
WXRK,	92.3,	5.4 KW @	1200,	CLASSIC AOR	ABC R,	300.00	(Torbet)	Infinity

NORFOLK

Arbitron Rank/Pop (12+): 32/1,144,600

MSA Rank/Pop: 33/1,3362,100
ADI # 42
Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 25/25
Diaries: 1470/779:1/57.5%
Sample Target: 1310
% Below Line: 0.0
% Not Listed: 8.9

1989 Revenue: $32,600,000
HH Inc.: $29,175
Retail $: 9.9 Bil
Pop per Station: 45,784
#1 Biller: WNOR-AF / $4,900,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WNOR-AF (AOR)	177/ 9.0	6.5	7.9	6.6	10.6	7.5	183/2199	2082/18.7	17.0	20.8	9.6	210	2660	WNOR-AF
2. WFOG-F (EZ)	176/ 8.9	10.0	6.6	9.0	8.6	8.6	197/1845	1634/14.3	17.9	15.5	4.8	105	1762	WFOG-F
3. WCMS-AF (C)	168/ 8.5	8.8	7.4	9.9	8.7	8.7	239/2308	1707/14.9	15.9	16.8	8.0	174	1924	WCMS-AF
4. WOWI-F (B)	162/ 8.2	6.3	6.9	7.3	8.7	7.2	174/2174	1912/16.7	15.8	16.7	10.9	237	2017	WOWI-F
WAFX-F (CL AOR)	162/ 8.2	8.1	6.8	11.7	4.5	8.7	207/2331	1786/15.6	17.4	9.8	7.2	156	2100	WAFX-F
6. WJQI-F (AC)	109/ 5.5	5.5	5.4	5.1	5.4	5.4	112/1436	1355/11.8	13.7	11.9	3.5	46	597	WJQI-F
7. WNVZ-F (CHR)	107/ 5.4	6.2	5.3	7.6	7.4	6.1	125/2361	2033/17.8	18.6	22.4	7.8	170	2495	WNVZ-F
8. WMYK-F (B)	100/ 5.1	5.4	3.9	5.6	4.7	5.0	117/1933	1593/13.9	14.1	14.5	8.9	194	2011	WMYK-F
9. WNIS (N/T)	84/ 4.3	3.1	3.5	2.6	2.2	3.4	86/838	803/ 7.0	6.2	6.1	4.0	86	801	WNIS
10. WWDE-F (AC)	75/ 3.8	6.8	6.0	4.4	4.5	5.3	86/1382	1218/10.6	15.9	12.8	4.8	105	1192	WWDE-F
11. WLTY-F (O)	69/ 3.5	3.1	4.7	4.4	5.3	3.9	80/1454	1240/10.8	10.5	12.4	4.0	86	867	WLTY-F
WGH -F (CHR)	69/ 3.5	4.1	4.9	3.4	5.7	4.0	79/1850	1657/14.5	13.5	74.5	4.8	104	1941	WGH -F
13. WTAR (MOR)	57/ 2.9	3.0	2.6	2.9	2.7	2.8	59/998	948/ 8.3	8.5	10.0	2.3	50	881	WTAR
WPCE (R/G)	57/ 2.9	2.9	3.3	2.4	3.0	2.9	57/694	688/ 6.0	6.5	6.3	1.8	40	682	WPCE
15. WBSK (B)	53/ 2.7	2.1	3.4	2.1	1.8	2.6	53/801	778/ 6.8	7.5	7.7	2.8	60	738	WBSK
16. WZCL-F (AC)	48/ 2.4	2.2	4.3	1.4	1.7	2.6	48/983	958/ 8.4	7.5	5.0	1.9	42	711	WZCL-F
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 83.89% (1510 of 1800) (WIN 89: 87.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNVZ-F	1 WNOR-AF	1 WNOR-AF	1 WAFX-F	1 WCMS-AF	1 WFOG-F	1 WFOG-F	1 WFOG-F<	1 WNOR-AF	1 WOWI-F>	1 WOWI-F
2 WOWI-F	2 WAFX-F	2 WAFX-F	2 WNOR-AF	2 WAFX-F	2 WCMS-AF>	2 WCMS-AF	2 WCMS-AF	2 WAFX-F	2 WNOR-AF	2 WCMS-F
3 WGH -F	3 WOWI-F>	3 WOWI-F	3 WCMS-AF<	3 WNOR-AF	3 WNIS	3 WNOR-AF	3 WNOR-AF	3 WOWI-F	3 WAFX-F	3 WAFX-F
4	4 WNVZ-F	4 WCMS-AF	4 WJQI-F	4 WJQI-F	4 WJQI-F	4 WOWI-F	4 WAFX-F	4 WFOG-F<	4 WNVZ-F	4 WMYK-F
5	5 WCMS-AF	5 WMYK-F<	5 WOWI-F	5 WOWI-F	5 WTAR	WAFX-F	5 WJQI-F	5 WCMS-AF	5 WFOG-F<	5 WPCE
6	6 WGH -F	6 WJQI-F	6 WWDE-F	6 WWDE-F<	6	6 WNVZ-F	6 WOWI-F	6 WJQI-F	6 WMYK-F	6 WFOG-F
7	7	7	7	7 WFOG-F	7	7	7 WNIS	7 WNVZ-F<	7 WGH -F<	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WNOR-AF	1 WOWI-F	1 WOWI-F	1 WOWI-F	1 WJQI-F
WOWI-F>	2 WNOR-AF	2 WNOR-AF<	2 WJQI-F	2 WCMS-AF
3 WMYK-F	3 WNVZ-F<	3 WAFX-F	3 WNOR-AF	3 WFOG-F
4 WNVZ-F	4 WMYK-F	4 WNVZ-F	4 WNVZ-F	4 WWDE-F<
WGH -F>	WAFX-F>	5 WMYK-F	5 WAFX-F<	5 WOWI-F
6 WAFX-F>>	6 WGH -F	6 WWDE-F	6 WCMS-AF	6 WNOR-AF
7	7	7	7	7
8	8	8	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNOR-AF>	1 WNOR-AF<	1 WAFX-F>	1 WNOR-AF<	1 WAFX-F
2 WAFX-F>	2 WAFX-F>	2 WNOR-AF>	2 WAFX-F>	2 WNOR-AF<
3 WOWI-F>	3 WOWI-F>	3 WOWI-F	3 WOWI-F	3 WCMS-AF>
4 WOFM-F	4 WCMS-AF<	4 WCMS-AF	4 WCMS-AF	4 WOWI-F
5 WMYK-F>	5 WMYK-F	5 WJQI-F>	5 WMYK-F	5 WJQI-F
6 WCMS-AF	6	6 WMYK-F	6	6 WMYK-F
7 WNVZ-F	7	7	7	7
WGH -F	8		8	8

OTHER RATED STATIONS			METRO SHARE/	CUME RTG/	TSA AQH/	TSA CUME
WGH	1310	Newport News	0.5/	2.4/	10/	303
WKEZ-F	94.1	Yorktown	1.9/	3.3/	54/	539
WKSV-F	96.1	Cp Charles/Va B	0.9/	1.9/	18/	223
WOFM-F	92.1	Moyock	1.8/	3.7/	38/	446
WPEX	1490	Hampton	0.6/	1.5/	11/	173
WPMH	1010	Portsmouth	0.3/	1.2/	6/	133
WTJZ	1270	Newport News	0.4/	1.5/	8/	176

RADIO STATIONS

AM STATIONS

WNIS,	850,	5 KW/1 KW (DA-2)	, NEWS/TALK	NBC, ABC T,	$ 40.00	(Roslin)	Sinclair
WPCE,	1400,	1 KW	, GOSPEL	SBN,	$ 26.00	(Mc-Guild)	Willis
WBSK,	1350,	5 KW (DA-2)	, BLACK	NBC, ABC F,	$ 34.00	(Roslin)	Ragan Henry
WTAR,	790,	5 KW (DA-1)	, MOR	CBS,	$ 42.00	(Katz)	Landmark

FM STATIONS

WAFX,	106.9,	100 KW @ 964,	CLASSIC AOR	,	$ 50.00	(CBS)	Downs
WCMS,	100.5,	50 KW @ 500,	COUNTRY	ABC E,	$ 97.00	(Eastman)	
WFOG,	92.9,	50 KW @ 480,	BTFL/EZ	,	$ 67.00	(MMR)	Sunshine Wireless
WGH ,	97.3,	74 KW @ 400,	CHR	ABC E,	$ 51.00	(Durpetti)	Susquehanna
WJQI,	94.9,	50 KW @ 500,	SOFT AC	,	$ 44.00	(Torbet)	Coleman
WKEZ,	94.1,	50 KW @ 500,	COUNTRY	US 2,	$ 38.00	(Roslin)	Eure
WLTY,	95.7,	40 KW @ 881,	AC	,	$ 71.00	(Katz)	Landmark
WMYK,	93.7,	100 KW @ 940,	BLACK	ABC C,	$ 49.00	(Durpetti)	(ELIZABETH CITY)
WNOR,	98.7,	46 KW @ 520,	AOR	SOURCE,	$ 96.00	(Mc-Guild)	Saga
WNVZ,	104.5,	50 KW @ 480,	CHR	,	$ 70.00	(Republic)	Wilks-Schwartz
WOFM,	92.1,	2 KW @ 400,	AOR	,	$ 23.00	(K & P)	(MOYOCK, NC)
WOWI,	102.9,	50 KW @ 500,	BLACK	SBN,	$ 53.00	(Mc-Guild)	Ragan Henry
WWDE,	101.3,	50 KW @ 500,	AC	RADRAD,	$ 84.00	(Christal)	Edens
WZCL,	105.3,	50 KW @ 500,	??	MBS, ABC D,	$ 40.00	(Banner)	ML/WIN

American Radio Winter 1990, Copyright 1990

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 47/818,800
MSA Rank/Pop: 46/983,500
ADI # 39
Average Person Ratings: 16.6
Market TSL: 22.00 hours

Stations: 18/18
Diaries: 1272/644:1/54.7%
Sample Target: 1130
% Below Line: 0.0
% Not Listed: 8.6

1989 Revenue: $23,500,000
HH Inc.: $25,477
Retail $: 7.9 Bil
Pop per Station: 45,488
#1 Biller: KXXY-AF $4,700,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KXXY-F	(C)	202/14.9	13.3	14.0	14.3	13.5	14.1	271/2750	1902/23.4	26.0	23.8		13.8	188	1677	KXXY-F
2. KKNG-F	(EZ)	154/11.4	8.1	8.8	7.8	9.4	9.0	177/1817	1519/18.7	16.1	18.1		5.4	73	900	KKNG-F
3. KJYO-F	(CHR)	124/ 9.2	9.2	8.7	10.1	11.8	9.3	163/2344	1845/22.7	24.7	27.6		10.4	141	2325	KJYO-F
4. KEBC-F	(C)	98/ 7.2	6.4	5.7	6.5	3.6	6.4	134/2072	1329/16.3	17.8	10.8		5.4	73	1238	KEBC-F
5. KATT-F	(AOR)	95/ 7.0	7.6	4.7	7.5	7.8	6.7	143/1916	1247/15.3	18.6	16.0		13.0	177	1847	KATT-F
6. KZBS-F	(CHR)	93/ 6.9	7.7	5.9	6.4	8.1	6.7	122/1945	1502/18.5	19.5	21.1		12.4	168	1789	KZBS-F
7. KMGL-F	(AC)	80/ 5.9	5.0	4.6	6.4	5.1	5.5	105/1456	1029/12.6	13.9	12.9		3.5	47	661	KMGL-F
8. KTOK	(N/T)	77/ 5.7	8.2	8.7	5.9	7.4	7.1	86/1548	1357/16.7	20.8	18.7		5.5	75	1212	KTOK
9. KLTE-F	(O)	73/ 5.4	4.0	3.7	4.0	4.7	4.3	88/1507	1227/15.1	14.5	12.6		5.6	76	743	KLTE-F
10. KOMA	(O)	62/ 4.6	5.9	7.0	5.7	5.1	5.8	77/1047	722/ 8.9	12.5	11.9		2.9	39	679	KOMA
11. KRXO-F	(AOR)	60/ 4.4	6.6	6.8	5.4	6.3	5.8	72/1347	1117/13.7	16.1	14.3		6.5	89	986	KRXO-F
12. WKY	(C)	34/ 2.5	4.0	3.0	2.4	2.8	3.0	61/1114	668/ 8.2	11.5	9.2		1.8	25	568	WKY
13. KPRW	(B)	27/ 2.0	1.6	3.4	3.3	2.7	2.6	27/325	303/ 3.7	2.9	2.7		2.4	32	334	KPRW
14. KNTL-F	(?)	25/ 1.8	1.0	1.2	0.7	0.9	1.2	26/441	406/ 5.0	3.6	3.3		1.5	20	287	KNTL-F
15.																

12+ FM SHARE (METRO): 81.50% (1009 of 1238) (WIN 89: 77.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F>>	1 KXXY-F<	1 KXXY-F>>	1 KXXY-F>>	1 KXXY-F>>	1 KKNG-F	1 KXXY-F>>	1 KKNG-F<	1 KXXY-F	1 KJYO-F>	1 KXXY-F
2 KZBS-F>	2 KATT-F	2 KATT-F	2 KMGL-F	2 KKNG-F	2 KXXY-F>	2 KKNG-F	2 KXXY-F>	2 KKNG-F	2 KXXY-F	2 KTOK
3 KATT-F	3 KZBS-F<	3 KZBS-F<	3 KLTE-F	3 KMGL-F	3 KEBC-F<	3 KTOK <	3 KMGL-F<	3 KJYO-F>	3 KATT-F	3 KJYO-F
4 KXXY-F	4 KJYO-F	4 KMGL-F<	4 KRXO-F<	4 KLTE-F	4 KTOK >	4 KJYO-F	4 KEBC-F<	4 KZBS-F<	4 KZBS-F<	4 KATT-F>
5	5 KMGL-F>	5 KJYO-F	5 KKNG-F	5 KRXO-F<	5 KOMA	5 KEBC-F<	5 KATT-F	5 KATT-F	5 KKNG-F<	5 KOMA
6	6 KLTE-F	6 KLTE-F	6 KOMA	6 KOMA	6	6 KATT-F<	6 KZBS-F<	6 KEBC-F	6 KTOK	KMGL-F
7	7	7 KRXO-F	7	KEBC-F	7	7 KZBS-F	7 KJYO-F<	7 KMGL-F<	7 KEBC-F	7
							8 KLTE-F	8 KLTE-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KJYO-F	1 KZBS-F	1 KMGL-F	1 KXXY-F>	1 KXXY-F>	1 KATT-F>	1 KATT-F	1 KXXY-F>	1 KXXY-F	1 KXXY-F>>
2 KXXY-F	KJYO-F	2 KZBS-F	2 KMGL-F	2 KMGL-F<	2 KJYO-F	2 KXXY-F>	2 KATT-F>	2 KATT-F>	2 KRXO-F<
3 KZBS-F	3 KXXY-F	3 KXXY-F	3 KZBS-F	3 KKNG-F	3 KZBS-F>	3 KZBS-F	3 KRXO-F>	3 KRXO-F	3 KATT-F
4 KATT-F>>	KMGL-F>	4 KLTE-F	KJYO-F	4 KLTE-F	4 KXXY-F	4 KJYO-F	4 KMGL-F	4 KZBS-F	4 KOMA
5 KMGL-F	5 KLTE-F	KJYO-F>	5 KLTE-F	5 KZBS-F	5 KPRW >	5 KRXO-F<	5 KZBS-F	5 KOMA	5 KKNG-F<
6	KATT-F	6 KKNG-F	6 KKNG-F	6 KEBC-F<	6 KMGL-F	6 KMGL-F	KLTE-F	KJYO-F	6 KEBC-F
7	7	7	7	7 KJYO-F	7	7	7	7 KMGL-F	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KQCV	800	Oklahoma City	0.7/1.8/ 11/ 158
KTNT-F	97.7	Edmond	0.4/3.0/ 7/ 275
KXXY	1340	Oklahoma City	0.3/1.5/ 5/ 140
WWLS	640	Moore/Norman	1.1/4.4/ 24/ 481

RADIO STATIONS

KOMA,	1520,	50 KW (DA-N)	, OLDIES	CBS,	$ 40.00	(CBS)	Diamond
KPAW,	1140,	1 KW (DAYS)	, BLACK	SBN,	$ 24.00	(Banner)	Surrey
KQCV,	800,	250 W (DAYS)	, RELIGION	,	$ 16.00	(---)	Bott
KTOK,	1000,	5 KW (DA-2)	, NEWS/TALK	ABC I, MBS,	$ 57.00	(Christal)	Clear Channel
WKY ,	930,	5 KW (DA-N)	, COUNTRY	US 2,	$ 32.00	(Banner)	Gaylord
KATT-F,	100.5,	97 KW @ 1188,	AOR	SOURCE,	$ 68.00	(Banner)	Surrey
KEBC-F,	94.7,	98 KW @ 1387,	COUNTRY	,	$ 39.00	(Durpetti)	Independence
KNTL-F,	104.9,	3 KW @ 300,		UPI,	$ 18.00	(---)	CBN (BETHANY)
KJYO-F,	102.7,	98 KW @ 900,	CHR	,	$ 54.00	(Christal)	Clear Channel
KKNG-F,	92.5,	98 KW @ 900,	BTFL/EZ	,	$ 43.00	(Katz)	Wilks-Schwartz
KLTE-F,	101.9,	98 KW @ 1390,	AC	,	$ 42.00	(Katz)	Entercom
KMGL-F,	104.1,	99 KW @ 1400,	AC	TRNSTR, US 1,	$ 35.00	(Eastman)	Renda
KRXO-F,	107.7,	99 KW @ 1027,	CLASSIC AOR	,	$ 50.00	(CBS)	Diamond
KXXY-F,	96.1,	98 KW @ 1167,	COUNTRY	MBS,	$ 94.00	(Mc-Guild)	NewMarket

MISCELLANEOUS COMMENTS: KJIL-F changes calls to KNTL-F as of March 1990...

OMAHA

Arbitron Rank/Pop (12+): 70/506,800

MSA Rank/Pop: 79/618, 800
ADI # 73
Average Person Ratings: 17.8
Market TSL: 23.25 hours

Stations: 16/14
Diaries: 914/554:1/57.6%
Sample Target: 890
% Below Line: 2.2
% Not Listed: 11.7

1989 Revenue: $19,800,000
HH Inc.: $32,173
Retail $: 4.7 Bil
Pop per Station: 36,200
#1 Biller: KFAB $4,200,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KQKQ-F (CHR)	133/14.7	13.3	16.6	15.0	17.0	14.9	153/2193	1706/33.7	30.8	35.4					KQKQ-F
2. KFAB (MOR)	114/12.6	15.8	12.9	14.3	15.9	13.9	192/2869	1619/31.9	38.5	31.1					KFAB
3. KESY-AF (EZ)	112/12.4	8.1	7.9	8.1	7.6	9.1	130/1341	1037/20.5	15.6	16.4					KESY-AF
4. KEZO-AF (AOR)	95/10.5	13.0	13.1	13.1	12.9	12.4	133/1840	1253/24.7	24.6	23.0					KEZO-AF
5. WOW -F (C)	74/ 8.2	7.0	7.3	7.7	7.0	7.6	96/1170	883/17.4	15.0	14.8					WOW -F
6. KGOR-F (O)	72/ 8.0	7.5	8.4	6.9	7.0	7.7	105/1501	1030/20.3	20.9	20.9					KGOR-F
7. KEFM-F (AC)	69/ 7.6	8.3	7.4	6.7	5.5	7.5	92/1512	1022/20.2	23.4	16.7					KEFM-F
8. WOW (C)	46/ 5.1	4.2	3.6	5.5	6.0	4.6	97/1286	536/10.6	12.4	12.3					WOW
9. KXKT-F (CHR)	23/ 2.5	2.7	3.9	2.3	2.1	2.8	40/730	446/ 8.8	7.6	6.0					KXKT-F
10. KOIL (O)	19/ 2.1	3.2	3.8	4.2	4.3	3.3	30/631	432/ 8.5	7.4	10.2					KOIL
11. KFMQ-F (AOR)	17/ 1.9	1.4	0.9	1.2	1.2	1.4	59/1057	398/ 7.9	5.7	5.2					KFMQ-F
KKAR (T)	17/ 1.9	2.4	1.9	2.1	1.9	2.1	17/385	369/ 7.3	8.0	7.5					KKAR
13.															
14.															
15.															

12+ FM SHARE (METRO): 73.93% (590 of 798) (WIN 89: 67.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>>	1 KEZO-AF<	1 KQKQ-F	1 KGOR-F<	1 KQKQ-F	1 KFAB	1 KFAB >	1 KESY-AF	1 KQKQ-F	1 KFAB <	1 KFAB >>
2 KEZO-AF>	2 KQKQ-F>	2 KEZO-AF	2 KQKQ-F	KGOR-F<	2 KESY-AF>	2 KQKQ-F>	2 KQKQ-F	2 KESY-AF<	2 KQKQ-F>	2 KESY-F>>
3	3 KGOR-F	3 KGOR-F	3 KEZO-AF	3 KEFM-F	3 WOW -F	3 KEZO-AF<	3 KEZO-AF	3 KEZO-AF	3 KEZO-AF	3 KKAR
4	KEFM-F>	4 KEFM-F<	WOW -F	4 WOW -F<	4 WOW	4 KESY-AF	4 WOW -F	4 KEFM-F	4 KESY-AF	4 KQKQ-F
5	5 KESY-AF	5 WOW -F	KEFM-F	5 KEZO-AF<	5 KGOR-F	5 WOW -F	KEFM-F	5 WOW -F<	5 KEFM-F	5 WOW -F
6	6	6 KESY-AF	6 KESY-AF	6 KESY-AF<	6 KQKQ-F<	6 KGOR-F<	6 KGOR-F	6 KGOR-F	6	6 KEFM-F
7	7	7	7	7 KFAB	7 KEFM-F	7 KEFM-F	7 KFAB	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQKQ-F>>	1 KQKQ-F>	1 KEFM-F	1 KQKQ-F	1 KEFM-F	1 KEZO-AF	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF	1 KEZO-AF>
2 KEZO-AF>	2 KEFM-F	2 KQKQ-F	2 KEFM-F	2 KQKQ-F	2 KQKQ-F>>	2 KQKQ-F>	2 KGOR-F	2 KQKQ-F	2 WOW -F<
3 KEFM-F	3 KEZO-AF	3 KGOR-F	3 KGOR-F	3 KGOR-F	3 KFMQ-F>	3 KGOR-F>	3 KQKQ-F	3 WOW -F	3 KGOR-F
4 KESY-AF	4 KESY-AF	4 KESY-AF	4 KESY-AF	KFAB <	4 KESY-AF	4 WOW -F	4 WOW -F	KGOR-F>	4 KQKQ-F
KXKT-F	KGOR-F	5 KEZO-AF>	5 KFAB	5 KESY-AF	KXKT-F	5 KFMQ-F	5 KEFM-F	5 KESY-AF	5 KESY-AF
6 KGOR-F>>	6	6 KFAB	6 KEZO-AF	6 WOW -F	KGOR-F	6	6	6 KEFM-F	6 KFAB
7	7	7	WOW -F	7	7	7	7	7	7 KEFM-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KBWH-F	106.3	Blair	0.4/1.1/ 4/ 55
KFRX-F	102.7	Lincoln	0.3/1.5/ 44/ 949

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, MOR	NBC, $	90.00	(Christal)	Henry	
KKAR, 1180, 5 KW/1 KW	, TALK	CBS, MBS, $	20.00	(Eastman)		
KOIL, 1290, 5 KW (DA-N)	, OLDIES	US 2, $	27.00	(Banner)		
WOW , 590, 5 KW	, COUNTRY	ABC I, $	40.00	(Torbet)	Great Empire	
KBWH-F, 106.3, 1 KW @ 470,	BLACK	, $	16.00	(---)		(BLAIR)
KEFM-F, 96.1, 100 KW @ 1442,	SOFT AC	, $	43.00	(Mc-Guild)		
KESY-F, 104.5, 100 KW @ 1040,	BTFL/EZ	ABC D, US 2, $	35.00	(Mc-Guild)	SunGroup	
KEZO-F, 92.3, 100 KW @ 1210,	AOR	, $	64.00	(Katz)	Narragansett	
KGOR-F, 99.9, 115 KW @ 1227,	OLDIES	NBC, $	45.00	(Christal)	Henry	
KXKT-F, 103.7, 100 KW @ 405,	CHR	, $	N/A	(Banner)		(ATLANTIC IA)
KQKQ-F, 98.5, 100 KW @ 1099,	CHR	, $	54.00	(Eastman)		
WOW-F , 94.1, 100 KW @ 510,	COUNTRY	ABC E, $	45.00	(Torbet)	Great Empire	

MISCELLANEOUS COMMENTS: KOMJ-F changes calls to KXKT-F as of March...

ORLANDO

Arbitron Rank/Pop (12+): 43/852,200

MSA Rank/Pop: 53/959,000
ADI # 27
Average Person Ratings: 17.1
Market TSL: 22.75 hours

Stations: 23/21
Diaries: 1254/680:1/51.2%
Sample Target: 1140
% Below Line: 3.2
% Not Listed: 7.3

1989 Revenue: $43,900,000
HH Inc.: $27,359
Retail $: 8.9 Bil
Pop per Station: 40,580
#1 Biller: WWKA-F $6,800,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WWKA-F	(C)	163/11.2	10.1	8.8	9.7	8.6	9.9	319/3453	1544/18.1	18.1	17.8	10.1	145	1550	WWKA-F
2. WOMX-AF	(CHR)	125/ 8.5	6.1	7.6	6.3	7.8	7.1	222/3832	2101/24.7	18.7	24.4	7.2	99	2196	WOMX-AF
3. WSTF-F	(AC)	121/ 8.3	9.7	8.2	8.6	9.1	8.7	191/3001	1822/21.4	22.2	19.7	9.4	135	1717	WSTF-F
4. WJHM-F	(B)	119/ 8.1	9.6	7.3	7.9	6.0	8.2	187/2283	1246/14.6	16.1	12.3	13.6	195	1889	WJHM-F
5. WOCL-F	(O)	103/ 7.0	6.1	7.0	5.4	7.7	6.4	189/2625	1523/17.9	16.1	15.6	5.4	77	1438	WOCL-F
6. WHTQ-F	(AOR)	93/ 6.4	6.7	8.6	8.1	4.9	7.5	267/3030	1285/15.1	14.7	14.4	9.0	130	1758	WHTQ-F
7. WDBO	(MOR)	92/ 6.3	4.7	4.2	6.7	5.8	5.5	116/1552	1224/14.4	12.9	12.9	5.6	80	838	WDBO
8. WSSP-F	(EZ)	79/ 5.4	6.9	6.6	8.3	8.3	6.8	188/2593	1161/13.6	14.8	17.2	5.1	73	888	WSSP-F
9. WDIZ-F	(AOR)	74/ 5.1	5.5	5.8	5.2	6.7	5.4	173/2544	1205/14.1	13.5	15.2	8.1	116	1496	WDIZ-F
10. WWNZ	(N/T)	70/ 4.8	4.2	3.5	5.2	4.7	4.4	80/1026	836/ 9.8	11.1	9.9	2.7	39	729	WWNZ
11. WLOQ-F	(J/NA)	69/ 4.7	3.5	3.5	3.8	3.4	3.9	75/940	851/10.0	8.7	8.5	4.9	70	953	WLOQ-F
12. WJYO-F	(AC)	58/ 4.0	4.5	5.7	4.4	5.5	4.7	110/1820	975/11.4	10.6	13.5	3.1	44	663	WJYO-F
13. WXXL-F	(CHR)	54/ 3.7	4.2	4.6	4.2	3.8	4.2	106/2158	1316/15.4	13.8	14.2	4.4	63	1519	WXXL-F
14. WWLV-F	(EZ)	38/ 2.6	2.5	2.2	2.5	1.7	2.5	179/2067	546/ 6.4	7.9	5.4	1.4	20	340	WWLV-F

12+ FM SHARE (METRO): 82.79% (1121 of 1354) (WIN 89: 83.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOMX-AF	1 WHTQ-F	1 WSTF-F	1 WSTF-F<	1 WWKA-F	1 WWKA-F	1 WWKA-F	1 WWKA-F	1 WWKA-F>	1 WDBO	1 WDBO >>
2 WJHM-F>>	2 WJHM-F	2 WOCL-F<	2 WOCL-F	2 WOCL-F<	2 WDBO	2 WOMX-AF	2 WSTF-F	2 WOMX-AF<	2 WJHM-F	2 WWKA-F>
3 WXXL-F	3 WOMX-AF	3 WOMX-AF	3 WWKA-F	3 WSTF-F>	3 WOCL-F	3 WSTF-F	3 WOMX-AF	3 WOCL-F<	3 WOMX-AF	3 WJHM-F>
4 WHTQ-F	4 WDIZ-F<	WWKA-F<	4 WJHM-F	4 WJHM-F	4 WSSP-F	WJHM-F<	4 WOCL-F	4 WJHM-F	WHTQ-F	4 WOCL-F
5	5 WSTF-F	5 WJHM-F	5 WOMX-AF	5 WOMX-AF	5 WWNZ	5 WDBO	5 WJHM-F	5 WHTQ-F<	5 WSTF-F	5 WWNZ
6	6 WWKA-F	6 WHTQ-F	6 WDIZ-F	6 WLOQ-F	6 WSTF-F	6 WOCL-F<	6 WHTQ-F	6 WSTF-F	6 WWKA-F	WSTF-F
7	7	7 WDIZ-F	7 WLOQ-F	WDIZ-F	7	7 WWNZ	7	7	7 WOCL-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOMX-AF>	1 WOMX-AF	1 WSTF-F	1 WSTF-F>	1 WSTF-F>	1 WHTQ-F>>	1 WHTQ-F>	1 WHTQ-F	1 WHTQ-F	1 WWKA-F
2 WJHM-F	2 WSTF-F<	2 WJHM-F	2 WJHM-F<	2 WWKA-F	2 WWKA-F	2 WWKA-F	2 WDIZ-F	2 WWKA-F	2 WOCL-F>
3 WSTF-F	3 WJHM-F>	3 WOMX-AF	3 WOMX-AF	3 WOCL-F	3 WOMX-AF	WDIZ-F<	3 WJHM-F	3 WOCL-F	3 WDIZ-F
WHTQ-F	4 WDIZ-F	4 WDIZ-F	4 WOCL-F	4 WJHM-F	4 WJHM-F	4 WJHM-F	4 WWKA-F>	4 WDIZ-F	4 WHTQ-F<
5 WXXL-F>	5 WHTQ-F	5 WWKA-F	5 WWKA-F	5 WJYO-F	WDIZ-F>	5 WOMX-AF	5 WLOQ-F	5 WOMX-AF	5 WOMX-AF
6 WDIZ-F	6	6 WJYO-F	6 WJYO-F	6 WOMX-AF	6 WXXL-F	6 WLOQ-F	6 WOMX-AF	6 WJHM-F	WSTF-F<
7 WLOQ-F>>	7	7	7 WLOQ-F	7 WLOQ-F	7 WSTF-F	7	7 WSTF-F	7 WSTF-F	7 WJHM-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WAJL	1190	Pinecastle/Skyl	0.5/1.0/ 8/ 84
WHOO	990	Orlando	0.5/1.5/ 7/ 182
WONQ	1140	Orlando	1.5/1.6/ 22/ 137
WPRD	1440	Winter Park	1.4/3.6/ 21/ 309
WTLN	1520	Apopka	0.3/0.5/ 4/ 40
WTLN-F	95.3	Apopka	1.2/2.8/ 24/ 302
WXTO	1600	Winter Garden	0.5/2.6/ 8/ 262
WPCV-F	97.5	Winter Haven/Lk	0.6/2.6/110/1269

RADIO STATIONS

WDBO, 580, 5 KW (DA-N), MOR	ABC I,	$ 62.00 (Katz)	NewCity
WHOO, 990, 50 KW/5 KW (DA-N), COUNTRY	CBS,	$ 15.00 (Eastman)	TK
WPRD, 1440, 5 KW/1 KW (DA-N), RELIGION	TRNSTR,	$ 16.00 (---)	
WWNZ, 740, 5 KW/1 KW (DA-N), NEWS/TALK	CBS, MBS,	$ 55.00 (Christal)	Guy Gannett
WOMX-F, 105.1, 95 KW @ 1310, CHR	,	$ 108.00 (Banner)	Nationwide
WDIZ-F, 100.3, 100 KW @ 1300, AOR	ABC R,	$ 90.00 (MMR)	Shamrock-Lynett
WXXL-F, 106.7, 100 KW @ 800, CHR	ABC D,	$ 66.00 (Durpetti)	Taylor
WHTQ-F, 96.5, 100 KW @ 1609, AOR	,	$ 73.00 (Eastman)	TK
WJHM-F, 101.9, 28 KW @ 1650, BLACK/URBAN	,	$ 58.00 (HNWH)	Beasley (DAYTONA BEACH)
WJYO-F, 107.7, 100 KW @ 1613, SOFT AC	,	$ 80.00 (MMR)	Metroplex
WLOQ-F, 103.1, 3 KW @ 330, JAZZ	,	$ 48.00 (Banner)	
WOCL-F, 105.9, 100 KW @ 1650, OLDIES	APR,	$ 71.00 (Christal)	American (DELAND)
WSSP-F, 104.1, 100 KW @ 1609, BTFL/EZ	,	$ 70.00 (Christal)	Guy Gannett (COCOA BEACH)
WSTF-F, 101.1, 100 KW @ 1596, AC	,	$ 100.00 (Republic)	Capitol-Goodman
WWKA-F, 92.3, 100 KW @ 1341, COUNTRY	,	$ 130.00 (Katz)	NewCity

MISCELLANEOUS COMMENTS: WHLY-F changes calls to WXXL-F as of January...WXXO-A changes calls to WXTO-A as of January...

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,133,600

MSA Rank/Pop: 4/4,873,100
ADI # 4
Average Person Ratings: 20.4
Market TSL: 26.50 hours

Stations: 28/23
Diaries: 2595/1593:1/50.1%
Sample Target: 2470
% Below Line: 2.2
% Not Listed: 10.0

1989 Revenue: $131,200,000
HH Inc.: $31,782
Retail $: 38.8 Bil
Pop per Station: 179,721
#1 Biller: WMMR-F $16,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KYW	(N)	625/ 7.4	6.6	7.0	7.1	7.2	7.0	669/13628	12249/29.6	29.6	28.6		6.6	528	9336	KYW
2. WMMR-F	(AOR)	582/ 6.9	7.5	8.1	6.9	8.1	7.4	757/10225	7456/18.0	19.1	18.8		8.0	641	7855	WMMR-F
3. WUSL-F	(B)	567/ 6.7	5.8	5.7	6.9	7.1	6.3	667/6673	5411/13.1	12.7	14.9		9.7	780	6806	WUSL-F
4. WEAZ-F	(SAC)	532/ 6.3	5.6	6.3	6.6	5.9	6.2	644/8559	7054/17.1	15.7	15.2		3.6	291	4242	WEAZ-F
5. WYSP-F	(AOR)	521/ 6.2	5.3	5.5	4.5	4.5	5.4	673/9837	7246/17.5	16.1	15.8		5.6	452	6523	WYSP-F
6. WPEN	(BB)	504/ 6.0	5.2	6.8	5.8	5.3	5.9	529/4769	4460/10.8	10.0	9.4		5.0	398	3468	WPEN
7. WIOQ-F	(CHR)	493/ 5.9	5.3	4.8	4.8	3.1	5.2	600/8733	7135/17.3	17.2	11.0		7.8	629	7502	WIOQ-F
8. WEGX-F	(CHR)	453/ 5.4	5.5	4.3	6.1	7.9	5.3	535/9423	7479/18.1	18.6	22.0		6.2	500	8293	WEGX-F
9. WMGK-F	(AC)	380/ 4.5	3.2	3.8	4.6	4.3	4.0	413/6825	5888/14.2	11.0	13.0		3.7	294	3707	WMGK-F
10. WKSZ-F	(AC)	378/ 4.5	4.5	4.3	4.6	4.9	4.5	450/6031	4824/11.7	12.4	14.5		2.7	219	2820	WKSZ-F
11. WOGL-F	(O)	331/ 3.9	4.1	4.5	3.2	3.4	3.9	479/6923	4788/11.6	12.4	10.6		3.7	300	4195	WOGL-F
12. WWDB-F	(T)	325/ 3.9	3.2	3.7	4.4	3.6	3.8	445/4877	3821/ 9.2	7.5	9.7		4.5	359	3032	WWDB-F
13. WDAS-F	(B)	319/ 3.8	3.6	3.6	3.8	3.3	3.7	346/4494	4044/ 9.8	8.9	9.7		5.5	440	5146	WDAS-F
14. WXTU-F	(C)	276/ 3.3	4.8	4.6	4.0	4.0	4.2	433/5618	3744/ 9.1	10.3	10.6		4.0	319	3512	WXTU-F
15. WSNI-F	(AC)	270/ 3.2	3.1	3.8	2.9	3.1	3.3	294/5030	4208/10.2	10.9	9.6		2.5	201	2385	WSNI-F
16. WCAU	(T)	264/ 3.1	3.6	3.8	3.4	3.5	3.5	317/5712	4718/11.4	11.8	11.9		3.3	262	3802	WCAU
17. WFLN-F	(CL)	214/ 2.5	2.6	2.0	2.3	2.8	2.3	256/4031	3214/ 7.8	7.4	8.3		2.2	179	2058	WFLN-F
18. WIP	(T)	151/ 1.8	2.6	1.9	1.8	1.8	2.0	178/3867	3227/ 7.8	10.5	7.3		1.9	155	2556	WIP
19. WDAS	(R/G)	83/ 1.0	1.6	1.1	1.0	0.8	1.2	83/1292	1283/ 3.1	3.8	3.3		1.0	78	988	WDAS
20.																

12+ FM SHARE (METRO): 76.39% (5788 of 7577) (WIN 89: 76.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSL-F	1 WMMR-F	1 WMMR-F	1 WMMR-F	1 WMMR-F	1 KYW	1 KYW >	1 WEAZ-F	1 WMMR-F	1 WUSL-F>	1 KYW >>
2 WIOQ-F	2 WYSP-F>	2 WYSP-F	2 WYSP-F>	2 WYSP-F	2 WPEN	2 WYSP-F	2 WMMR-F	2 WEAZ-F<	2 WIOQ-F	2 WCAU >>
3 WEGX-F	3 WUSL-F	3 WUSL-F	3 WOGL-F<	3 WEAZ-F	3 WDAS-F>	3 WMMR-F	3 WPEN <	3 WIOQ-F<	3 WEGX-F<	3 WUSL-F>>
4	4 WIOQ-F	4 WIOQ-F	4 WUSL-F	4 WOGL-F	4 WKSZ-F<	4 WUSL-F<	4 WKSZ-F	4 WUSL-F	4 WMMR-F	4 WWDB-F>>
5	5 WEGX-F>	5 WEGX-F	5 WMGK-F	5 WUSL-F<	5 WWDB-F	5 WPEN	5 WYSP-F	WPEN <	5 WDAS-F	5 WPEN
6	6 WDAS-F	6 WOGL-F	WEAZ-F	6 WMGK-F	6 WMGK-F	6 WEAZ-F	6 WUSL-F	6 WEGX-F	6 WPEN <	6 WDAS-F
7	7 WSNI-F<	WMGK-F<	7 WDAS-F<	7 WKSZ-F	WCAU	7 WMGK-F	7 WMGK-F<	7 WYSP-F	7 WYSP-F	7 WEAZ-F
8	8 WMGK-F	8 WEAZ-F<	8 WSNI-F	KYW	8 WXTU-F	8 WIOQ-F	8 KYW	8 KYW	WWDB-F	8
9	9 WOGL-F	9 WDAS-F	WEGX-F<	9 WDAS-F	9	WEGX-F	9	9	9 KYW	9
10	10 WEAZ-F	10	10 WKSZ-F	10 WSNI-F	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WIOQ-F	1 WUSL-F	1 WUSL-F<	1 WUSL-F>	1 WUSL-F
2 WUSL-F	2 WIOQ-F<	2 WMMR-F	2 WMGK-F	2 WMGK-F
3 WEGX-F>	3 WMMR-F<	3 WYSP-F	3 WMMR-F	3 WEAZ-F
4 WMMR-F	4 WEGX-F	4 WEGX-F	WIOQ-F	4 WKSZ-F
5 WYSP-F>	5 WYSP-F>	5 WEAZ-F<	WEGX-F	5 WMMR-F
6 WDAS-F	6 WMGK-F	6 WMGK-F	6 WEAZ-F	6 WOGL-F<
7 WMGK-F<	WEAZ-F	7 WOGL-F	7 WYSP-F	7 WEGX-F
8 WEAZ-F<	8	8 WIOQ-F	8 WDAS-F	WDAS-F<
9 WSNI-F	9	9 WSNI-F	9	9 KYW
10	10	WDAS-F	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMMR-F	1 WMMR-F<	1 WYSP-F<	1 WMMR-F	1 WMMR-F<
2 WYSP-F	2 WYSP-F>>	2 WMMR-F>>	2 WYSP-F>>	2 WYSP-F>
3 WIOQ-F	3 WEGX-F	3 WIOQ-F<	3 WOGL-F	3 WOGL-F
4 WUSL-F>	4 WUSL-F>	4 WOGL-F	4 WIOQ-F	4 WEAZ-F<
5 WEGX-F	5 WDAS-F	5 WEGX-F<	5 WUSL-F	5 KYW
6 WDAS-F>	6 WOGL-F	6 WSNI-F	6 WDAS-F<	6 WSNI-F
7 WOGL-F	7	7 WUSL-F	7 WEGX-F	7 WIP <
WMGK-F>	8	WIP	8 WSNI-F	8 WXTU-F
9 WSNI-F	9	WDAS-F	9	9
10	10	10	10	10

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WCOL	1420	Coatsville	0.2/1.1/ 21/ 467
WEAZ	560	Philadelphia	0.5/2.2/ 48/1181
WHAT	1340	Philadelphia	0.5/2.1/ 43/ 853
WTEL	860	Philadelphia	0.2/0.5/ 21/ 192
WFMZ-F	100.7	Allentown	0.7/1.9/213/2511
WKXW-F	101.5	Trenton	0.4/1.8/ 93/1557
WOR	710	New York	0.5/1.3/109/1376
WPST-F	97.5	Trenton/Phily	0.3/2.8/ 72/2153
WSTW-F	93.7	Wilmington	0.4/2.1/111/2131

RADIO STATIONS

AM STATIONS

KYW	1060	50 KW (DA-1)	NEWS	NBC, APR	$ 290.00	(Group W)	Westinghouse
WCAU	1210	50 KW	TALK	CBS	$ 150.00	(CBS)	CBS
WDAS	1480	5 KW/1 KW (DA-2)	BLACK	NBN	$ 45.00	(Banner)	
WEAZ	560	5 KW (DA-2)	OLDIES		$ 40.00	(Mc-Guild)	Salem
WHAT	1340	1 KW	BLACK TALK	SBN	$ 47.00	(Roslin)	
WIP	610	5 KW (DA-1)	SPORTS	ABC E, MBS	$ 80.00	(Katz)	
WPEN	950	5 KW (DA-N)	NOSTALGIA	US 2	$ 150.00	(MMR)	Greater Media
WPGR	1540	50 KW (DAYS, DA)	OLDIES	US 1	$ 40.00	(Durpetti)	Pyramid

FM STATIONS

WDAS	105.3	3 KW @	800	BLACK		$ 90.00	(Banner)	
WEAZ	101.1	14 KW @	900	EZ		$ 190.00	(Mc-Guild)	
WEGX	106.1	23 KW @	740	CHR	ABC C	$ 170.00	(Eastman)	Malrite LP
WFLN	95.7	50 KW @	490	CLASSICAL		$ 95.00	(CMBS)	Marlin
WIOQ	102.1	30 KW @	650	CHR/URBAN		$ 120.00	(HNWH)	EZ
WKSZ	100.3	35 KW @	600	SOFT AC		$ 160.00	(Katz)	
WMGK	102.9	9 KW @	1140	AC	US 2	$ 200.00	(MMR)	Greater Media
WMMR	93.3	25 KW @	670	AOR	SOURCE	$ 320.00	(Katz)	Westinghouse
WOGL	98.1	12 KW @	1000	OLDIES	CBS	$ 145.00	(CBS)	CBS
WSNI	104.5	13 KW @	873	AC	US 1	$ 167.00	(Durpetti)	Pyramid
WUSL	98.9	18 KW @	830	BLACK/URBAN	ABC F	$ 190.00	(Mc-Guild)	Tak
WWDB	96.5	17 KW @	829	TALK	ABC I	$ 100.00	(Republic)	Panache
WXTU	92.5	15 KW @	900	COUNTRY	MBS	$ 145.00	(Republic)	Beasley
WYSP	94.1	16 KW @	900	CLASSIC AOR	ABC R	$ 166.00	(Torbet)	Infinity

PHOENIX

Arbitron Rank/Pop (12+): 23/1,743,300
MSA Rank/Pop: 20/2,023,100
ADI # 25
Average Person Ratings: 18.1
Market TSL: 23.75 hours

Stations: 28/28
Diaries: 1841/947:1/55.4%
Sample Target: 1610
% Below Line: 0.0
% Not Listed: 6.8

1989 Revenue: $72,600,000
HH Inc.: $29,530
Retail $: 17.0 Bil
Pop per Station: 62,260
#1 Biller: KNIX-AF $12,300,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KNIX-F (C)	358/11.4	10.6	10.6	10.8	11.1	10.9	428/4478	3826/21.9	22.8	24.2		9.9	312	3014	KNIX-F
2. KTAR (N/T)	262/ 8.3	7.9	8.3	7.9	7.7	8.1	286/3606	3305/19.0	19.1	19.4		8.4	262	2695	KTAR
3. KUPD-F (AOR)	232/ 7.4	6.2	7.2	7.7	6.5	7.1	258/2797	2595/14.9	14.2	13.9		8.6	271	3041	KUPD-F
4. KMEO-AF (EZ)	214/ 6.8	8.0	7.4	6.6	9.0	7.2	222/2803	2581/14.8	13.8	17.5		5.1	129	1500	KMEO-AF
5. KKLT-F (AC)	201/ 6.4	5.8	6.9	5.5	5.2	6.2	210/2623	2470/14.2	13.9	14.3		5.6	175	1991	KKLT-F
6. KOY -F (CHR)	197/ 6.3	3.1	4.8	4.4	4.4	4.7	221/3404	3120/17.9	13.6	15.2		6.0	189	2829	KOY -F
7. KKFR-F (CHR)	176/ 5.6	5.7	3.9	2.6	2.9	4.4	191/2833	2617/15.0	13.8	12.0		8.5	268	3025	KKFR-F
8. KMLE-F (C)	141/ 4.5	3.7	3.7	3.3	2.5	3.8	147/1999	1855/10.6	7.5	5.2		5.2	162	1374	KMLE-F
9. KDKB-F (AOR)	140/ 4.4	3.5	3.5	3.4	3.7	3.7	160/2457	2045/11.7	10.1	12.2		4.4	139	1718	KDKB-F
10. KOOL-F (O)	127/ 4.0	4.5	3.3	3.0	2.3	3.7	147/2326	2056/11.8	11.2	10.1		3.9	121	1156	KOOL-F
11. KSLX-F (AOR)	125/ 4.0	3.3	4.3	4.5	4.4	4.0	151/2070	1906/10.9	10.0	10.7		4.2	132	2032	KSLX-F
12. KESZ-F (AC)	102/ 3.2	2.6	2.7	3.0	3.4	2.9	103/1835	1726/ 9.9	9.0	9.7		2.2	69	1366	KESZ-F
13. KOY (BB)	100/ 3.2	3.3	2.2	3.0	2.4	2.9	106/1466	1346/ 7.7	7.1	5.9		2.0	62	822	KOY
14. KZZP-F (CHR)	92/ 2.9	6.4	7.0	9.0	8.8	6.3	107/2982	2725/15.6	19.6	26.1		5.2	164	3361	KZZP-F
15. KAMJ-F (AC)	70/ 2.2	1.6	2.3	2.7	2.2	2.2	81/1325	1200/ 6.9	6.4	7.0		1.4	44	956	KAMJ-F
16. KFYI (T)	65/ 2.1	3.7	3.6	3.3	2.6	3.2	69/1210	1125/ 6.5	8.3	4.9		4.0	124	1360	KFYI
17. KLFF (BB)	57/ 1.8	2.8	1.8	2.1	1.5	2.1	57/637	606/ 3.5	4.6	3.3		1.7	53	529	KLFF
18. KCWW (C)	48/ 1.5	0.8	0.8	1.4	1.2	1.1	53/755	713/ 4.1	3.4	3.7		0.6	19	381	KCWW
19. KOOL (O)	43/ 1.4	1.4	2.2	2.2	2.0	1.8	45/815	781/ 4.5	3.5	5.1		0.8	24	585	KOOL
20. KONC-F (CL)	40/ 1.3	1.2	1.4	1.2	1.5	1.3	42/558	538/ 3.1	3.6	3.3		0.5	15	361	KONC-F

12+ FM SHARE (METRO): 75.84% (2229 of 2939) (WIN 89: 74.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKFR-F	1 KUPD-F>	1 KNIX-F	1 KNIX-F	1 KNIX-F	1 KNIX-F	1 KTAR <	1 KNIX-F>	1 KNIX-F>	1 KUPD-F	1 KTAR
2 KOY -F>	2 KOY -F	2 KUPD-F	2 KKLT-F>	2 KKLT-F>	2 KTAR	2 KNIX-F>	2 KKLT-F	2 KUPD-F<	2 KTAR	2 KNIX-F>>
3 KUPD-F>	KDKB-F<	3 KKLT-F	3 KOOL-F	3 KOOL-F<	3 KMEO-AF>	3 KUPD-F	3 KMEO-AF	3 KTAR	3 KKFR-F	3 KUPD-F
4 KZZP-F	4 KKFR-F	4 KDKB-F<	4 KUPD-F<	4 KUPD-F<	4 KKLT-F	4 KKLT-F<	4 KTAR <	4 KKLT-F<	4 KNIX-F<	4 KMEO-F
5	5 KNIX-F	5 KOY -F	5 KDKB-F	5 KMLE-F	5 KOY	5 KOY -F	5 KUPD-F	5 KOY -F	5 KOY -F	KFYI
6	6 KKLT-F	6 KSLX-F<	6 KSLX-F	KDKB-F	6 KOOL-F	6 KMEO-AF>	6 KOY -F	KKFR-F<	6 KMEO-AF	6 KMLE-F
7	7 KSLX-F	7 KOOL-F<	KMLE-F	7 KTAR <	7	7 KSLX-F	7 KMLE-F	7 KMEO-AF	7	KKLT-F
8	8	8 KMLE-F	8	8 KSLX-F	8	KKFR-F	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKFR-F	1 KKLT-F<	1 KKLT-F>	1 KKLT-F	1 KKLT-F	1 KUPD-F>>	1 KUPD-F>	1 KUPD-F	1 KUPD-F>	1 KNIX-F
2 KOY -F	2 KUPD-F	2 KNIX-F	2 KNIX-F>	2 KNIX-F>>	2 KKFR-F<	2 KDKB-F	2 KDKB-F>	2 KDKB-F	2 KDKB-F
3 KUPD-F>	KOY -F<	3 KUPD-F	3 KOY -F	3 KMEO-AF<	3 KOY -F	3 KSLX-F>	3 KSLX-F>	3 KNIX-F	3 KUPD-F
4 KZZP-F	4 KKFR-F	4 KMLE-F	4 KKFR-F<	4 KMLE-F	4 XSLX-F	4 KOY -F	4 KMLE-F	4 KSLX-F	4 KOOL-F
KNIX-F	5 KNIX-F>	5 KOY -F	5 KUPD-F<	5 KOOL-F<	KNIX-F	KNIX-F<	5 KNIX-F	5 KOOL-F	5 KTAR <
6 KESZ-F	6 KMLE-F<	6 KESZ-F<	6 KMLE-F	6 KESZ-F	6 KDKB-F	6 KKFR-F	6 KOOL-F<	6 KTAR	6 KSLX-F
7	7 KESZ-F	7 KDKB-F	7 KESZ-F	7 KOY -F	7 KUKQ	7	7 KTAR	7 KOY -F	7 KMLE-F
8	8	8	8	8	8	8	KKLT-F	KMLE-F	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KGRX-F	100.3	Globe	0.7/3.0/ 27/ 581
KPHX	1480	Phoenix	0.5/1.6/ 18/ 289
KRDS	1190	Tolleson/Phnx	0.4/1.0/ 14/ 166
KSUN	1400	Phoenix	0.7/1.6/ 23/ 277
KTIM-F	105.3	Wickenburg	0.3/1.0/ 20/ 311
KUKQ	1060	Tempe	1.2/2.5/ 40/ 438
KVVA	860	Phoenix	0.7/2.0/ 30/ 398

RADIO STATIONS

AM STATIONS

KASA,	1540,	10 KW (DAYS,DA)	, RELIGION	,	$ 14.00	(---)	Ostrander-Wilson
KFNN,	1510,	10 KW (DAYS)	, ??	,	$ 25.00	(---)	
KFYI,	910,	5 KW (DA-N)	, NEWS/TALK	CBS,	$ 60.00	(Republic)	Broadcast Group
KLFF,	1360,	5 KW/1 KW (DA-N)	, NOSTALGIA	ABC D,	$ 33.00	(---)	
KCWW,	1580,	50 KW (DA-1)	, COUNTRY				
KOOL,	960,	5 KW (DA-N)	, OLDIES	,	$ 43.00	(HNWH)	Adams
KOY ,	550,	5 KW/1 KW	, NOSTALGIA	ABC E, TRNSTR,	$ 28.00	(Christal)	Edens
KPHX,	1480,	1 KW/500 W(DA-2)	, HISPANIC	CRC,	$ 28.00	(Caballero)	
KRDS,	1190,	5 KW/250 W(DA-2)	, RELIGION	,	$ 16.00	(---)	
KSUN,	1400,	1 KW	, HISPANIC	,	$ 25.00	(Caballero)	
KTAR,	620,	5 KW (DA-N)	, NEWS/TALK	ABC I,	$ 170.00	(CBS)	Pulitzer
KUKQ,	1060,	5 KW/500 W(DA-N)	, AOR	,	$ 36.00	(Banner)	
KVVA,	860,	1 KW (DA-N)	, HISPANIC	,	$ 35.00	(Lotus)	
KXEG,	1010,	1 KW/250 W	, RELIGION	,	$ 10.00	(---)	Mid America

FM STATIONS

KPMX,	101.5,	100 KW @ 1740,	TALK	,	$ 78.00	(Banner)	EZ
KDKB,	93.3,	100 KW @ 1480,	AOR	,	$ ---	(Torbet)	Sandusky
KESZ,	99.9,	100 KW @ 1670,	AC	,	$ 65.00	(Eastman)	
KGRX,	100.3,	90 KW @ 210,	JAZZ/NAC	ABC C,	$ 40.00	(Roslin)	First Cities (GLOBE)
KKFR,	92.3,	100 KW @ 1646,	CHR	,	$ 63.00	(Republic)	Broadcast Group
KKLT,	98.7,	115 KW @ 1650,	AC	,	$ 80.00	(CBS)	Pulitzer
KMEO,	96.9,	100 KW @ 1556,	BTFL/EZ	,	$ 103.00	(Group W)	Westinghouse
KMLE,	107.9,	100 KW @ 1000,	COUNTRY	,	$ 60.00	(Durpetti)	Shamrock (CHANDLER)
KNIX,	102.5,	100 KW @ 1610,	COUNTRY	,	$ 200.00	(Katz)	Buck Owens
KONC,	106.3,	3 KW @ 330,	CLASSICAL	ABC D,	$ 37.00	(---)	(SUN CITY)
KOOL,	94.5,	100 KW @ 1620,	OLDIES	,	$ 109.00	(HNWH)	Adams
KSLX,	100.7,	100 KW @ 1847,	CLASSIC AOR	,	$ 85.00	(MMR)	Cook Inlet
KOY ,	95.5,	100 KW @ 1550,	CHR	,	$ 77.00	(Christal)	Edens
KUPD,	97.9,	100 KW @ 1620,	AOR	,	$ 96.00	(Banner)	
KVVA,	107.1,	3 KW @ 330,	HISPANIC	,	$ 35.00	(Lotus)	(APPACHE JUNCTION)
KZZP,	104.7,	100 KW @ 1550,	CHR	,	$ 157.00	(Mc-Guild)	

CALL LETTER CHANGES	FORMAT CHANGES	STATIONS SALES
KNIX-A changes calls to KCWW-A as of January, 1990		

PITTSBURGH

Arbitron Rank/Pop (12+): 19/1,954,700

MSA Rank/Pop: 19/2,100,400
ADI # 16
Average Person Ratings: 19.5
Market TSL: 25.50 hours

Stations: 33/32
Diaries: 1910/1023:1/61.6%
Sample Target: 1760
% Below Line: 0.3
% Not Listed: 8.4

1989 Revenue: $50,700,000
HH Inc.: $26,898
Retail $: 14.2 Bil
Pop per Station: 61,084
#1 Biller: KDKA $8,700,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KDKA	(MOR)	518/13.6	12.3	13.6	14.1	12.3	13.4	621/7475	5783/29.6	29.9	29.2		11.1	363	5670	KDKA
2. WBZZ-F	(CHR)	363/ 9.5	8.7	9.3	9.9	8.7	9.4	416/6118	4989/25.5	25.2	26.0		11.9	388	5266	WBZZ-F
3. WDVE-F	(AOR)	353/ 9.3	7.8	9.3	7.1	7.6	8.4	528/5921	3782/19.3	17.7	17.5		11.9	388	4894	WDVE-F
4. WSHH-F	(SAC)	270/ 7.1	9.6	7.6	9.4	11.1	8.4	323/3808	3131/16.0	17.0	19.3		7.3	238	2305	WSHH-F
5. WWSW-F	(AC)	242/ 6.4	6.1	6.6	7.3	5.4	6.6	318/4712	3564/18.2	16.8	16.0		5.0	163	2535	WWSW-F
6. WAMO-F	(B)	217/ 5.7	5.4	6.1	5.5	5.5	5.7	238/2634	2424/12.4	10.9	11.0		9.3	303	3800	WAMO-F
7. WTAE	(N/T)	201/ 5.3	6.8	2.9	3.9	3.8	4.7	211/2576	2367/12.1	17.1	10.4		4.1	133	2115	WTAE
8. WLTJ-F	(SAC)	173/ 4.5	4.4	3.8	4.7	6.1	4.3	203/2498	2094/10.7	9.5	12.6		4.4	143	1464	WLTJ-F
WHTX-F	(AC)	173/ 4.5	3.7	3.9	2.6	3.5	3.7	186/2594	2474/12.7	13.4	10.7		2.7	89	1928	WHTX-F
10. WDSY-F	(C)	170/ 4.5	3.8	3.6	4.2	3.9	4.0	231/2923	2025/10.4	8.7	9.4		3.3	107	1229	WDSY-F
11. WMYG-F	(CL AOR)	129/ 3.4	4.2	5.3	4.4	5.2	4.3	166/2985	2344/12.0	10.7	12.4		5.1	167	2400	WMYG-F
WJAS	(BB)	129/ 3.4	3.4	4.4	3.1	2.8	3.6	133/1677	1629/ 8.3	7.8	6.5		2.6	84	1210	WJAS
13. WEZE-F	(EZ)	104/ 2.7	2.4	2.4	1.7	1.3	2.3	124/1668	1294/ 6.6	8.9	7.1		1.6	51	1253	WEZE-F
14. KQV	(N/T)	62/ 1.6	2.1	2.0	2.6	2.0	2.1	66/1385	1295/ 6.6	7.6	7.1		2.0	66	1207	KQV
15. WMXP-F	(CHR)	55/ 1.4	1.4	1.9	2.1	2.5	1.7	84/2113	1415/ 7.2	7.0	8.8		1.3	42	1341	WMXP-F

12+ FM SHARE (METRO): 67.63% (2361 of 3491) (WIN 89: 70.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F>>	1 WDVE-F>	1 WDVE-F	1 WWSW-F	1 WWSW-F	1 KDKA >>	1 KDKA >>	1 WDVE-F	1 WBZZ-F<	1 KDKA >	1 KDKA >>
2 WAMO-F	2 WBZZ-F>	2 WBZZ-F	2 WDVE-F	2 WDVE-F	2 WSHH-F	2 WDVE-F	2 WSHH-F<	2 WDVE-F<	2 WBZZ-F	2 WAMO-F<
3 WDVE-F>	3 WAMO-F	3 WWSW-F	3 WBZZ-F	3 WBZZ-F<	3 WTAE	3 WBZZ-F	3 KDKA <	3 KDKA >	3 WAMO-F	3 WTAE >
4	4 WMYG-F	4 WAMO-F	4 KDKA <	4 KDKA	4 WWSW-F	4 WSHH-F<	4 WBZZ-F	4 WSHH-F<	4 WDVE-F>	4 WDVE-F>
5	5 WWSW-F	5 WHTX-F	5 WHTX-F	5 WHTX-F<	5 WJAS <	5 WHTX-F	5 WWSW-F	5 WWSW-F	5 WWSW-F<	5 WBZZ-F<
6	6 WHTX-F	6 KDKA	6 WAMO-F	6 WSHH-F	6 WDSY-F<	6 WTAE	6 WTAE	6 WAMO-F<	6 WTAE	6 WSHH-F
7	7	7 WMYG-F	7 WSHH-F	7 WLTJ-F<	7 WLTJ-F	7 WWSW-F	7 WLTJ-F	7 WLTJ-F	7	7 WLTJ-F
				8 WDSY-F			WHTX-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WBZZ-F	1 WBZZ-F	1 WBZZ-F>	1 WBZZ-F>	1 WBZZ-F
2 WDVE-F>>	2 WDVE-F>	2 WAMO-F<	2 WDVE-F	2 WSHH-F
3 WAMO-F>	3 WAMO-F>	3 WDVE-F<	3 WAMO-F<	WLTJ-F<
4 WMYG-F	4 WHTX-F	4 WWSW-F<	4 WWSW-F<	4 WWSW-F
5 WHTX-F>	5 WWSW-F<	5 WHTX-F	5 WHTX-F	5 WHTX-F<
6 WEZE-F	6 WMYG-F	6 WLTJ-F>	6 WSHH-F<	6 KDKA
7	WLTJ-F	7 WMYG-F	7 WLTJ-F	7 WAMO-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>	1 WDVE-F
2 WAMO-F>>	2 WMYG-F	2 WMYG-F	2 WWSW-F>	2 WWSW-F
3 WMYG-F	3 WBZZ-F	3 WBZZ-F>	3 WMYG-F<	3 KDKA
WBZZ-F>	4 WAMO-F>	4 WWSW-F	4 WBZZ-F	4 WDSY-F
5 WWSW-F	5 WWSW-F	5 KDKA >	5 WAMO-F<	5 WMYG-F<
WLTJ-F	6 KDKA >	6 WHTX-F	6 KDKA	6 WBZZ-F
7	7 WDSY-F	WDSY-F	7	7 WHTX-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WASP	1130	Brownville	0.6/0.7/ 21/ 157
WBCW	1530	Jeanette	0.3/0.6/ 11/ 122
WBVP	1230	Beaver Falls	0.4/1.2/ 17/ 258
WEDO	810	McKeesport	0.6/2.0/ 22/ 395
WEEP	1080	Pittsburgh	0.4/1.2/ 14/ 303
WESA-F	98.3	Charleroi	0.4/1.5/ 15/ 294
WHJB	620	Greensburg	0.3/1.9/ 11/ 392
WJPA	1450	Washington	0.4/1.3/ 15/ 254
WMBS	590	Uniontown	1.0/2.4/ 45/ 540
WPIT	730	Pittsburgh	0.3/1.7/ 17/ 392
WPIT-F	101.5	Pittsburgh	1.0/4.1/ 49/1071
WSSZ-F	107.1	Greensburg/Pitt	0.4/1.7/ 17/ 345
WWCS	540	Canonsbrg/Pitsb	0.3/0.9/ 25/ 299
WWKS-F	106.7	Beaver Falls	0.3/1.8/ 22/ 506
WWSW	970	Pittsburgh	0.9/3.9/ 36/ 779
WYJZ	860	Pittsburgh	0.4/1.4/ 14/ 290
WYTK-F	95.3	Washington	0.4/1.1/ 17/ 259
WVAQ-F	101.9	Morgantown	0.3/1.1/ 87/1054

RADIO STATIONS

AM STATIONS

KDKA,	1020,	50 KW	, MOR	NBC,	$ 180.00	(Group W)	Westinghouse
KQV ,	1410,	5 KW (DA-2)	, NEWS	CBS, US 2,	$ 40.00	(Roslin	
WEEP,	1080,	50 KW (DAYS, DA)	, OLDIES	US 2,	$ N/A	(Republic)	Entercom
WJAS,	1320,	5 KW (DA-N)	, NOSTALGIA	UPI, CNN,	$ 44.00	(Eastman)	Renda
WMBS,	590,	1 KW (DA-N)	, MOR	CBS,	$ 14.00	(Regional)	(UNIONTOWN)
WPIT,	730,	5 KW/24 W	, RELIGION	,	$ N/A	(---)	Pyramid
WTAE,	1250,	5 KW (DA-N)	, NEWS/TALK	ABC E, US 2,	$ 65.00	(Katz)	Hearst
WWSW,	970,	5 KW (DA-2)	, OLDIES	ABC I, ABC D,	$ N/A	(Mc-Guild)	Shamrock

FM STATIONS

WAMO,	105.9,	72 KW @ 420,	BLACK	SBN,	$ 56.00	(HNWH)	Sheridan
WBZZ,	93.7,	41 KW @ 547,	CHR	,	$ 144.00	(Banner)	EZ
WDSY,	107.9,	50 KW @ 500,	COUNTRY	US 1,	$ 59.00	(Republic)	Entercom
WDVE,	102.5,	55 KW @ 820,	AOR	SOURCE,	$ 104.00	(Christal)	Great American
WHTX,	96.1,	50 KW @ 500,	AC	ABC E,	$ 97.00	(Katz)	Hearst
WLTJ,	92.9,	47 KW @ 890,	SOFT AC	,	$ 53.00	(Durpetti)	
WMXP,	100.7,	20 KW @ 500,	CHR/DANCE	,	$ 40.00	(HNWH)	Signature
WMYG,	96.9,	45 KW @ 162,	CLASSIC AOR	,	$ 60.00	(MMR)	
WEZE,	104.7,	50 KW @ 500,	EZ	ABC F,	$ 40.00	(Roslin)	
WPIT,	98.5,	48 KW @ 510,	RELIGION	,	$ N/A	(---)	Pyramid
WSHH,	99.7,	11 KW @ 930,	BTFL/EZ	UPI,	$ 75.00	(Eastman)	Renda
WWSW,	94.5,	50 KW @ 800,	OLDIES	ABC D,	$ 120.00	(Mc-Guild)	Shamrock

CALL LETTER CHANGES

WNRJ-F changes to WEZE-F as of January, 1990...WAMO-A changes to WYJZ as of January

FORMAT CHANGES

STATION SALES

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,343,400

MSA Rank/Pop: 42/1,174,100
ADI # 11
Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 27/25
Diaries: 1688/796:1/58.7%
Sample Target: 1430
% Below Line: 0.3
% Not Listed: 9.8

1989 Revenue: $45,200,000
HH Inc.: $27,375
Retail $: 10.7 Bil
Pop per Station: 53,736
#1 Biller: KKCW-F $6,400,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KKRZ-F	(CHR)	216/ 9.6	10.7	9.2	8.9	8.5	9.6	220/3444	3239/24.1	22.2	21.6	11.4	236	3430	KKRZ-F
2. KKCW-F	(AC)	181/ 8.1	8.0	8.7	8.6	9.5	8.4	190/2856	2696/20.1	19.4	19.3	7.9	164	2159	KKCW-F
3. KXL -F	(SAC)	178/ 7.9	6.6	6.2	4.9	7.0	6.4	199/1965	1705/12.7	11.4	12.5	3.7	77	972	KXL -F
4. KEX	(MOR)	176/ 7.8	8.2	5.5	7.5	4.7	7.3	186/2808	2620/19.5	17.5	13.4	6.7	138	2167	KEX
5. KUPL-F	(C)	169/ 7.5	6.9	6.2	6.5	6.5	6.8	187/2424	2126/15.8	14.3	12.9	8.6	178	1671	KUPL-F
6. KINK-F	(AOR)	151/ 6.7	5.5	4.0	6.8	6.4	5.8	169/2350	2116/15.8	12.1	15.5	5.8	119	1593	KINK-F
7. KGON-F	(AOR)	127/ 5.6	6.1	6.5	6.3	6.0	6.1	139/1833	1601/11.9	12.9	33.5	7.5	154	2015	KGON-F
8. KXL	(N/T)	124/ 5.5	6.3	6.0	6.3	6.5	6.0	135/2024	1831/13.6	13.8	13.1	5.3	110	1308	KXL
9. KUFO-F	(AOR)	102/ 4.5	2.3	2.2	1.7	2.7	2.7	115/1516	1393/10.4	6.3	7.1	3.0	61	651	KUFO-F
10. KXYQ-F	(CHR)	96/ 4.3	6.6	7.0	6.2	6.2	6.0	143/2719	1951/14.5	16.4	16.4	9.6	199	2693	KXYQ-F
11. KKSN-F	(O)	87/ 3.9	4.2	3.9	4.0	3.9	4.0	109/1830	1541/11.5	12.3	9.9	3.2	67	1174	KKSN-F
12. KWJJ-F	(C)	68/ 3.0	2.7	3.6	2.9	3.4	3.0	91/1426	1125/ 8.4	7.7	8.0	2.9	60	947	KWJJ-F
13. KKSN	(BB)	66/ 2.9	2.7	2.6	2.4	1.6	2.7	72/898	828/ 6.2	5.2	4.2	1.9	39	480	KKSN
14. KMJK-F	(AOR)	55/ 2.4	4.2	3.7	3.8	3.5	3.5	59/1160	1024/ 7.6	11.2	11.0	2.6	53	992	KMJK-F
15. KGW	(T)	48/ 2.1	1.6	1.7	2.0	2.7	1.9	48/1029	972/ 7.2	6.0	12.6	2.5	52	938	KGW
16. KPDQ-F	(REL)	42/ 1.9	1.4	1.5	1.8	2.1	1.6	43/719	667/ 5.0	3.7	5.8	1.5	30	761	KPDQ-F
17. KYTE	(CL)	35/ 1.6	1.0	1.4	1.0	1.1	1.3	43/609	571/ 4.3	2.7	3.5	0.7	14	224	KYTE
18. KWJJ	(C)	32/ 1.4	0.8	1.8	2.0	1.2	1.5	41/735	633/ 4.7	4.3	3.7	1.4	28	623	KWJJ
19. KUPL	(C)	27/ 1.2	1.6	1.1	0.8	1.0	1.2	27/486	460/ 3.4	4.3	3.0	0.9	19	452	KUPL
20.															

12+ FM SHARE (METRO): 72.83% (1477 of 2028) (WIN 89: 73.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRZ-F>>	1 KKRZ-F	1 KKCW-F	1 KKCW-F	1 KKCW-F<	1 KXL -F	1 KKRZ-F	1 KXL -F	1 KKRZ-F	1 KKRZ-F	1 KXL <
2 KXYQ-F>>	2 KGON-F<	2 KKRZ-F	2 KINK-F>	2 KINK-F>	2 KEX	2 KKCW-F	KKCW-F	2 KKCW-F	2 KEX >	2 KEX
3	3 KUFO-F	KINK-F	3 KGON-F<	3 KUPL-F	3 KUPL-F	KEX	3 KUPL-F	3 KXL -F	3 KGON-F<	3 KXL -F
4	4 KINK-F<	4 KGON-F	4 KUPL-F	4 KGON-F	4 KXL	4 KUPL-F<	4 KKRZ-F	4 KUPL-F<	4 KINK-F>	KKRZ-F
5	5 KKCW-F>	5 KUPL-F	5 KKRZ-F<	5 KEX	5 KKCW-F>	5 KXL	5 KINK-F	5 KGON-F	5 KXL	5 KKCW-F
6	6 KXYQ-F	KUFO-F	6 KKSN-F	6 KKRZ-F<	6 KINK-F<	6 KXL -F	6 KUFO-F	6 KEX <	6 KXYQ-F	6 KGON-F
7	7	7 KKSN-F	7 KEX <	7 KKSN-F	7 KKSN	KINK-F	KGON-F<	7 KINK-F	7 KXL -F	7
8	8	8	8 KUFO-F	8	8	8	8 KEX	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKRZ-F>>	1 KKRZ-F	1 KINK-F	1 KKCW-F	1 KKCW-F
2 KUFO-F	2 KKCW-F	2 KKCW-F	2 KKRZ-F	2 KINK-F>
3 KKCW-F	3 KINK-F>	3 KKRZ-F>	3 KINK-F	3 KUPL-F<
4 KXYQ-F>	4 KUFO-F	4 KGON-F	4 KUPL-F>	4 KKRZ-F
5 KUPL-F>	5 KXYQ-F	5 KUFO-F	5 KXYQ-F	5 KEX
6 KMJK-F	6 KUPL-F	6 KUPL-F	6 KEX	6 KXL -F
7	7 KGON-F	7 KXYQ-F	7 KUFO-F<	7 KKSN-F
8	8	8	8 KKSN-F	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRZ-F	1 KGON-F	1 KGON-F<	1 KGON-F	1 KINK-F<
2 KGON-F>	2 KUFO-F	2 KUFO-F	2 KINK-F	2 KGON-F
3 KUFO-F>	3 KKRZ-F	3 KINK-F>	3 KKCW-F<	3 KKCW-F
4 KXYQ-F	4 KINK-F	4 KKCW-F>	4 KUFO-F	4 KUPL-F<
5 KMJK-F>>	5 KKCW-F	5 KKRZ-F	5 KKRZ-F	5 KUFO-F
6	6 KXYQ-F	6 KXYQ-F	6 KUPL-F	6 KEX
7	7 KMJK-F	7	7 KKSN-F	7 KKSN-F
8	8	8	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KCCS	1220	Salem	0.4/0.8/ 8/ 118
KFXX	1520	Oregon City	0.4/2.1/ 9/ 293
KKEY	1150	Portland	0.4/1.6/ 9/ 209
KMJK	1550	Vancouver	0.1/0.6/ 2/ 80
KPDQ	800	Portland	0.3/2.0/ 6/ 273
KWBY	940	Woodburn	0.4/1.0/ 8/ 137
KRKT-F	99.9	Albany/Corvalis	0.2/1.0/ 27/ 466

RADIO STATIONS

AM STATIONS

KEX ,	1190,	50 KW (DA-1)	, MOR	ABC I,	$ 85.00	(Katz)	Great American
KGW ,	620,	5 KW (DA-N)	, TALK	ABC D,	$ 70.00	(MMR)	King
KKEY,	1150,	5 KW (DAYS, DA)	, TALK	MBS,	$	(---)	
KKSN,	910,	5 KW (DA-2)	, NOSTALGIA	US 2,	$ 30.00	(Eastman)	Heritage
KPDQ,	800,	1 KW (DAYS,DA)	, RELIGION	,	$ 25.00	(---)	
KFXX,	1520,	50 KW/10KW (DA-1),	CHR/AOR	CNN, TRNSTR,	$ 30.00	(HNWH)	Ackerly
KUPL,	1330,	5 KW (DA-1)	BASICALLY SIMULCASTED WITH KUPL-F				
KWJJ,	1080,	50 KW/10KW (DA-N),	COUNTRY	ABC E,	$ 34.00	(Republic)	Park
KXL ,	750,	50 KW/20KW (DA-1),	NEWS/TALK	NBC,	$ 73.00	(Mc-Guild)	Alexander
KYTE,	970,	5 KW (DA-N)	, EZ	,	$ 35.00	(Christal)	Henry
KZRC,	1010,	5 KW/500W (DA-N),	AOR	SMN,	$ 26.00	(Banner)	

FM STATIONS

KGON,	92.3,	100 KW @ 920,	AOR	,	$ 92.00	(HNWH)	Ackerly
KINK,	101.9,	100 KW @ 1611,	AOR	,	$ 120.00	(MMR)	King
KKCW,	103.3,	100 KW @ 1654,	AC	,	$ 99.00	(Durpetti)	Trumper
KUFO,	101.1,	100 KW @ 1635,	AOR	,	$ 50.00	(Christal)	Henry
KKRZ,	100.3,	100 KW @ 1435,	CHR	ABC F,	$ 95.00	(Katz)	Great American
KKSN,	97.1,	100 KW @ 1266,	OLDIES	US 2,	$ 63.00	(Eastman)	Heritage
KMJK,	106.7,	94 KW @ 877,	CLASSIC AOR	NBC, SOURCE,	$ 56.00	(Christal)	Fairmont
KPDQ,	93.7,	100 KW @ 930,	RELIGION	,	$ 24.00	(---)	
KUPL,	98.5,	100 KW @ 1100,	COUNTRY	APR,	$ 70.00	(Banner)	Scripps-Howard
KWJJ,	99.5,	100 KW @ 920,	COUNTRY	ABC E,	$ 47.00	(Republic)	Park
KXL ,	95.5,	100 KW @ 990,	SOFT AC	,	$ 60.00	(Mc-Guild)	Alexander
KXYQ,	105.1,	100 KW @ 1099,	CHR	ABC C,	$ 61.00	(Banner)	First Cities (SALEM)

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,268,500
MSA Rank/Pop: 58/904,800
ADI # 43
Average Person Ratings: 18.9
Market TSL: 24.75 hours

Stations: 42/24
Diaries: 1456/871:1/52.5%
Sample Target: 1390
% Below Line: 17.1
% Not Listed: 10.6

1989 Revenue: $26,200,000
HH Inc.: $28,456
Retail $: 6.9 Bil
Pop per Station: 52,854
#1 Biller: WPRO-F $5,400,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WPRO-F	(CHR)	256/10.7	9.9	13.0	12.8	11.3	11.6	262/4011	3690/29.1	28.5	31.6		13.1	311	4416	WPRO-F
2. WHJY-F	(AOR)	192/ 8.0	7.2	9.2	9.8	8.1	8.6	229/2853	2360/18.6	20.1	19.4		10.1	238	3085	WHJY-F
3. WWLI-F	(SAC)	185/ 7.7	7.3	6.8	6.4	7.1	7.1	197/2171	1951/15.4	15.0	14.8		5.4	128	1511	WWLI-F
4. WPRO	(T)	129/ 5.4	6.8	5.0	5.0	6.3	5.6	132/1873	1818/14.3	15.7	15.6		4.1	96	1569	WPRO
5. WHJJ	(N/T)	119/ 5.0	6.0	4.0	5.3	7.6	5.1	119/1589	1589/12.5	12.8	14.2		4.5	107	1603	WHJJ
6. WWBB-F	(O)	114/ 4.8	7.9	10.6	9.6	9.5	8.2	116/2196	2002/15.8	16.0	18.6		7.7	181	1596	WWBB-F
7. WSNE-F	(AC)	105/ 4.4	6.2	5.1	4.3	6.1	5.0	121/1995	1771/14.0	14.4	15.5		4.7	111	1272	WSNE-F
8. WWRX-F	(CL AOR)	92/ 3.8	3.1	3.4	1.9	2.3	3.0	129/1901	1298/10.2	9.4	7.2		2.7	65	1021	WWRX-F
9. WCTK-F	(C)	90/ 3.8	3.1	2.3	2.1	2.4	2.8	108/1420	1147/ 9.0	7.5	5.2		2.7	64	580	WCTK-F
10. WPLM-F	(BB)	83/ 3.5	2.0	2.3	1.4	1.5	2.3	102/1322	918/ 7.2	3.4	3.4		2.7	63	557	WPLM-F
11. WWKX-F	(B)	74/ 3.1	3.3	3.0	4.4	2.2	3.5	74/1126	1126/ 8.9	8.0	5.5		5.5	130	1413	WWKX-F
12. WHIM	(C)	61/ 2.6	3.1	2.2	2.2	2.2	2.5	62/580	572/ 4.5	5.7	4.0		1.6	37	387	WHIM
13. WFHN-F	(CHR)	60/ 2.5	2.0	2.3	1.2	----	2.0	62/584	517/ 4.1	4.3	0.0		3.4	81	616	WFHN-F
14. WODS-F	(O)	44/ 1.8	2.2	2.4	3.9	2.6	2.6	86/1665	824/ 6.5	8.5	8.3		1.8	543	770	WODS-F
WALE	(T)	44/ 1.8	0.4	0.6	0.8	0.4	0.9	44/403	403/ 3.2	1.6	1.5		1.4	32	267	WALE

12+ FM SHARE (METRO): 72.31% (1546 of 2138) (WIN 89: 73.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRO-F>>	1 WHJY-F	1 WWRX-F>>	1 WPRO-F	1 WPRO-F	1 WWLI-F	1 WPRO-F	1 WWLI-F	1 WPRO-F>	1 WPRO-F>	1 WBZ >>
2 WHJY-F>	2 WPRO-F>	2 WPRO-F	2 WHJY-F	2 WWLI-F	2 WPRO	2 WPRO	2 WPRO-F	2 WHJY-F	2 WHJY-F>	2 WPRO-F>>
3 WWKX-F	3 WWRX-F>	3 WHJY-F>	3 WWLI-F	3 WHJY-F	3 WHJJ	3 WHJY-F	3 WHJY-F	3 WWLI-F	3 WWKX-F	3 WHJJ
4 WFHN-F	4 WWLI-F	4 WWLI-F	4 WWBB-F	4 WWBB-F	4 WPLM-F	4 WWLI-F	4 WWBB-F	4 WHJJ >	4 WWRX-F<	4 WCTK-F
5	5 WWKX-F<	5 WSNE-F<	5 WSNE-F	5 WSNE-F	5 WPRO-F<	5 WSNE-F<	5 WPRO	5 WPRO	5 WHJJ	5 WPRO
6	6 WSNE-F	6 WWBB-F	6 WWRX-F	6 WWRX-F	6 WWBB-F	6 WHJJ	6 WSNE-F	6	6 WWBB-F<	6 WWRX-F
7	7	7	7	7	7	7	WHJJ	7	7 WWLI-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPRO-F	1 WPRO-F>	1 WPRO-F>>	1 WPRO-F>	1 WPRO-F	1 WHJY-F>	1 WHJY-F>	1 WHJY-F>	1 WHJY-F>	1 WHJY-F>
2 WHJY-F>	2 WHJY-F	2 WHJY-F	2 WWLI-F	2 WWLI-F>	2 WPRO-F>	2 WWRX-F	2 WWRX-F>	2 WWRX-F	2 WWRX-F
3 WWLI-F	3 WWLI-F	3 WWLI-F	3 WSNE-F	3 WSNE-F	3 WWKX-F	3 WPRO-F>	3 WWBB-F	3 WPRO-F>	3 WWBB-F
WSNE-F	4 WSNE-F>	4 WSNE-F>	4 WHJY-F	4 WWBB-F>	4 WWRX-F>	4 WWKX-F	4 WPRO-F	4 WWBB-F	4 WPRO-F>
5 WWKX-F>	5 WWKX-F<	5 WWRX-F	5 WWBB-F	5 WHJY-F	5 WWLI-F	5 WWBB-F	5 WZLX-F>	5 WWLI-F	5 WWLI-F
6 WFHN-F	6 WWRX-F	6 WFHN-F	6 WHTB	6 WCTK-F	6 WAAF-F	6	6 WBRU-F	6	6 WCTK-F
WBRU-F	WFHN-F	7 WWBB-F	7	7	7 WHIM	7	7 WWKX-F	7	7 WSNE-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME				
WADK	1540	Newport	0.3/0.9/ 8/ 108	WAAF-F	107.3	Worcester/Bstn	1.1/3.4/ 40/ 822
WBRU-F	95.5	Providence	1.5/8.0/ 51/1344	WBCN-F	104.1	Boston	0.8/3.6/ 80/1199
WBSM	1420	New Bedford	1.1/1.8/ 35/ 407	WBZ	1030	Boston	1.5/4.2/113/1218
WHTB	1400	Fall River	0.7/1.4/ 19/ 173	WCRB-F	102.5	Waltham/Boston	0.7/2.4/ 28/ 552
WICE	550	Pawtucket/Prov	0.8/2.2/ 20/ 277	WEEI	590	Boston	0.5/2.2/ 41/ 811
WNBH	1340	New Bedford	0.4/1.7/ 11/ 250	WHDH	850	Boston	0.7/1.6/ 32/ 540
WNRI	1380	Woonsocket	1.3/2.0/ 32/ 257	WJIB-F	96.9	Boston	1.7/4.6/ 75/1142
WOTB-F	100.3	Middletown/Prov	0.4/2.0/ 9/ 252	WMJX-F	106.7	Boston	0.3/1.9/ 50/ 846
WPEP	1570	Taunton	0.7/1.2/ 16/ 156	WQRC-F	99.9	Barnstable/Hyns	0.5/1.1/ 52/ 562
WWAZ	790	Providence	0.9/3.6/ 30/ 528	WRKO	680	Boston	0.5/1.3/ 97/ 895
WWON	1240	Woonsocket	0.4/1.9/ 9/ 235	WROR-F	98.5	Boston	0.3/1.8/ 17/ 613
				WVBF-F	105.7	Framington	0.3/1.4/383/ 592
				WVVE-F	102.3	Stoningtn/Bstn.	0.3/1.0/ 23/ 463
				WXKS-F	107.9	Medford/Boston	0.6/3.2/ 48/1013
				WZLX-F	100.7	Boston	1.2/2.0/ 46/ 728
				WZOU-F	94.5	Boston	1.0/4.5/ 61/1460

RADIO STATIONS

WHIM, 1110, 5 KW (DAYS)	, COUNTRY	CBS, $ 24.00 (Durpetti)	
WHJJ, 920, 5 KW (DA-N)	, NEWS/TALK	NBC, $ 51.00 (Katz)	Merv Griffin
WPRO, 630, 5 KW (DA-N)	, TALK	ABC I, $ 75.00 (Banner)	Cap Cities/ABC
WBRU-F, 95.5, 20 KW @ 440	, AOR	APR, $ 42.00 (MMR)	
WHJY-F, 94.1, 50 KW @ 415	, AOR	, $ 95.00 (Katz)	Merv Griffin
WWBB-F, 101.5, 50 KW @ 500	, OLDIES	, $ 74.00 (Christal)	Wilkes-Schwartz
WCTK-F, 98.1, 47 KW @ 470	, COUNTRY	, $ 26.00 (Torbet)	Hall (NEW BEDFORD)
WPRO-F, 92.3, 39 KW @ 550	, CHR	ABC C, $107.00 (Banner)	Cap Cities/ABC
WSNE-F, 93.3, 30 KW @ 590	, AC	, $ 65.00 (Eastman)	Beck-Ross
WWKX-F, 106.3, 3 KW @ 196	, BLACK	, $ 35.00 (Republic)	
WWLI-F, 105.1, 50 KW @ 500	, SOFT AC	, $ 72.00 (Mc-Guild)	
WWRX-F, 103.7, 50 KW @ 500	, CLASSIC AOR	ABC R, $ 37.00 (Durpetti)	

WODS - See Boston; WBSM - See New Bedford   MISCELLANEOUS COMMENTS: WLKW-F changes calls to WWBB-F in December

RALEIGH

Arbitron Rank/Pop (12+): 60/592,600

MSA Rank/Pop: 70/679,000
ADI # 34
Average Person Ratings: 16.7
Market TSL: 21.75 hours

Stations: 24/22
Diaries: 1004/590:1/53.1%
Sample Target: 950
% Below Line: 2.1
% Not Listed: 19.5

1989 Revenue: $25,400,000
HH Inc.: $29,797
Retail $: 5.2 Bil
Pop per Station: 26,936
#1 Biller: WRDU-F $4,600,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WRDU-F	(AOR)	91/ 9.2	8.2	8.7	10.1	7.4	9.1	178/2393	1203/20.3	19.8	15.9	10.9	114	1389	WRDU-F
2. WQDR-F	(C)	83/ 8.4	6.9	6.2	6.4	9.3	7.0	173/2147	1042/17.6	12.7	17.8	7.6	80	734	WQDR-F
3. WQOK-F	(B)	76/ 7.7	7.6	7.5	7.2	7.2	7.5	173/1754	839/14.2	14.8	13.3	11.7	123	990	WQOK-F
4. WPTF	(N/T)	75/ 7.6	7.1	8.9	7.8	8.1	7.8	98/1436	1026/17.3	17.0	17.4	4.2	44	861	WPTF
5. WRAL-F	(AC)	71/ 7.2	7.2	6.0	8.1	7.3	7.1	175/2504	1070/18.1	17.9	20.3	6.2	65	1057	WRAL-F
6. WDCG-F	(CHR)	65/ 6.6	7.2	7.1	8.1	9.0	7.3	142/2683	1227/20.7	21.3	22.9	9.4	98	1505	WDCG-F
7. WFXC-F	(B)	58/ 5.9	6.6	5.6	5.8	9.2	6.0	61/878	816/13.8	13.8	15.3	8.0	84	1117	WFXC-F
8. WTRG-F	(O)	51/ 5.2	5.6	5.6	5.5	2.6	5.5	174/2271	715/12.1	13.6	10.7	5.2	54	621	WTRG-F
9. WZZU-F	(CHR)	33/ 3.3	4.3	6.5	3.0	2.7	4.3	91/1593	708/11.9	12.1	11.1	5.5	58	998	WZZU-F
WYLT-F	(SAC)	33/ 3.3	5.1	2.4	3.6	4.7	3.6	72/1306	674/11.4	13.6	12.3	3.5	37	489	WYLT-F
11. WLLE	(B)	29/ 2.9	2.6	4.3	1.7	2.5	2.9	41/504	417/ 7.0	5.5	4.2	3.1	32	290	WLLE
12. WDNC	(BB)	27/ 2.7	3.0	1.4	1.8	2.9	2.2	27/451	429/ 7.2	8.2	6.7	0.6	6	246	WDNC
13. WDUR	(B)	21/ 2.1	1.6	3.0	3.4	1.8	2.5	21/252	221/ 3.7	4.4	4.9	2.0	21	239	WDUR
14. WNND-F	(J/NAC)	20/ 2.0	3.4	2.2	1.8	1.4	2.3	22/401	370/ 6.2	6.8	3.6	2.2	23	466	WNND-F

12+ FM SHARE (METRO): 76.23% (606 of 795) (WIN 89: 78.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDCG-F	1 WRDU-F>	1 WRDU-F>	1 WRDU-F	1 WRDU-F	1 WPTF >	1 WPTF	1 WQDR-F	1 WRDU-F	1 WQOK-F	1 WRDU-F
2 WFXC-F>	2 WQOK-F	2 WQOK-F	2 WRAL-F	2 WQDR-F	2 WQDR-F	2 WRDU-F	2 WRDU-F<	2 WQDR-F	2 WDCG-F<	2 WDNC
3 WQOK-F	3 WQDR-F<	3 WRAL-F	3 WQOK-F<	3 WRAL-F	3 WRAL-F>	3 WQDR-F	3 WRAL-F	3 WQOK-F	3 WRDU-F	3 WQOK-F
4	4 WDCG-F	4 WQDR-F	4 WQDR-F	4 WQOK-F	4 WDNC	4 WRAL-F	4 WPTF >	4 WRAL-F<	4 WFXC-F>	WPTF
5	5 WRAL-F	5 WTRG-F	5 WTRG-F>	5 WTRG-F>	5 WTRG-F	5 WQOK-F	5 WTRG-F	5 WDCG-F	5 WPTF	5 WFXC-F
6	6 WFXC-F	WDCG-F	6 WFXC-F	6	6	6	WQOK-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WRDU-F	1 WRDU-F	1 WRAL-F	1 WRAL-F	1 WRAL-F>
WQOK-F	WRAL-F	2 WRDU-F	2 WQOK-F<	2 WQOK-F
3 WRAL-F	3 WQOK-F	3 WQOK-F	3 WRDU-F	3 WRDU-F
4 WFXC-F	4 WQDR-F	4 WDCG-F	4 WFXC-F<	4 WDCG-F
5 WZZU-F	5 WFXC-F	5 WQDR-F	5 WDCG-F	5 WFXC-F
WQDR-F	WDCG-F	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRDU-F	1 WRDU-F>>	1 WRDU-F>>	1 WRDU-F>	1 WRDU-F
2 WDCG-F>	2 WQOK-F<	2 WQDR-F>	2 WQDR-F	2 WQDR-F>
3 WQOK-F	3 WQDR-F	3 WTRG-F	3 WQOK-F	3 WTRG-F
4 WZZU-F>	WDCG-F>	WQOK-F>	4 WTRG-F	4 WQOK-F>
5 WQDR-F>	5 WTRG-F	5 WFXC-F>	5 WDCG-F	5 WRAL-F
6	6 WZZU-F	6	6	6

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
WCHL	1360	Chapel Hill	0.4/2.3/ 4/ 151
WCLY	1550	Raleigh	1.3/2.9/ 13/ 172
WKIX	850	Raleigh	0.5/4.1/ 13/ 294
WKTC-F	96.9	Tarboro/Rcky Mt	0.4/2.2/ 71/ 865
WPJL	1240	Raleigh	0.3/1.8/ 3/ 104
WRTP	1530	Chapel Hill	0.4/1.0/ 4/ 58
WSRC	1410	Durham	0.4/1.6/ 4/ 95
WYRN	1480	Louisburg	0.4/1.1/ 4/ 68
WKRR-F	92.3	Asheboro/Greens	1.0/4.5/ 31/ 697
WPCM-F	101.1	Burlington	1.1/4.1/ 70/1126

RADIO STATIONS

WDNC	620	5 KW/1 KW (DA-2)	NOSTALGIA	CBS	$ 25.00	(Republic)	
WDUR	1490	1 KW	GOSPEL	NBN	$ 17.00	(Eastman)	Pinnacle
WKIX	850	10 KW/5 KW (DA-N)	OLDIES	MBS	$ 20.00	(Christal)	Universal
WLLE	570	500 W/55 W	BLACK	SBN	$ 18.00	(---)	
WPTF	680	50 KW (DA-N)	MOR/TALK	ABC I, CNN	$ 73.00	(Mc-Guild)	Durham Life
WSRC	1410	5 KW (DA-2)	BLACK	SBN	$ 15.00	(Savalli)	Willis
WDCG-F	95.1	99 KW @ 1016	CHR	ABC F	$ 65.00	(Republic)	
WFXC-F	107.1	3 KW @ 300	BLACK		$ 41.00	(Eastman)	Pinnacle
WNND-F	103.9	3 KW @ 300	JAZZ/NAC		$ 23.00	(---)	(FUQUAY)
WQDR-F	94.7	99 KW @ 1025	COUNTRY	ABC E	$ 62.00	(Mc-Guild)	Durham Life
WQOK-F	97.5	100 KW @ 1020	BLACK	ABC C	$ 40.00	(HNWH)	Ragan Henry (S.BOSTON, VA)
WRAL-F	101.5	97 KW @ 1900	AC		$ 103.00	(Katz)	Capitol-Goodman
WRDU-F	106.1	100 KW @ 1350	AOR	SOURCE	$ 88.00	(MMR)	Voyager
WTRG-F	100.7	100 KW @ 1950	OLDIES		$ 56.00	(Banner)	Capitol-Johnson (ROCKY MOUNT)
WYLT-F	96.1	98 KW @ 930	SOFT AC		$ 50.00	(Christal)	Universal
WZZU-F	93.9	100 KW @ 1280	CHR		$ 47.00	(Torbet)	Village (BURLINGTON)

RICHMOND

Arbitron Rank/Pop (12+): 55/712,500
MSA Rank/Pop: 62/830, 900
ADI # 58
Average Person Ratings: 18.3
Market TSL: 24.00 hours

Stations: 22/21
Diaries: 1181/603:1/57.9%
Sample Target: 1050
% Below Line: 1.5
% Not Listed: 12.5

1989 Revenue: $28,800,000
HH Inc.: $31,707
Retail $: 7.1 Bil
Pop per Station: 33,928
#1 Biller: WRVA $6,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WCDX-F	(B)	149/11.4	9.6	10.2	11.1	7.9	10.6	156/1174	1117/15.7	14.2	14.6	12.9	171	1654	WCDX-F
2. WRVQ-F	(CHR)	139/10.6	12.5	12.2	9.4	11.7	11.2	169/2436	2016/28.3	27.4	25.5	11.5	152	2382	WRVQ-F
3. WKHK-F	(C)	127/ 9.7	7.8	7.5	9.3	5.3	8.6	134/1387	1243/17.4	14.4	12.3	7.9	104	1073	WKHK-F
4. WRVA	(MOR)	126/ 9.6	11.7	11.4	14.7	15.9	11.9	132/1833	1715/24.1	25.1	29.1	9.7	128	1712	WRVA
5. WRXL-F	(AOR)	121/ 9.3	12.1	9.7	9.9	11.6	10.3	140/1605	1379/19.4	22.7	22.2	15.3	202	2147	WRXL-F
6. WTVR-F	(EZ)	105/ 8.0	7.1	6.6	5.4	8.1	6.8	132/1293	1103/15.5	13.6	14.7	4.3	57	758	WTVR-F
7. WPLZ-F	(B)	97/ 7.4	7.7	7.2	7.8	7.8	7.5	105/1203	1063/14.9	12.9	15.6	10.2	135	1774	WPLZ-F
8. WMXB-F	(AC)	70/ 5.4	4.7	8.0	8.3	6.7	6.6	84/1369	1163/16.3	14.4	18.0	4.8	64	1001	WMXB-F
9. WVGO-F	(O)	45/ 3.4	4.0	3.0	3.6	1.2	3.5	64/1089	904/12.7	12.6	6.7	4.4	58	990	WVGO-F
10. WFTH	(R/G)	34/ 2.6	0.8	2.4	1.4	1.1	1.8	34/238	238/ 3.3	2.5	1.6	1.2	16	165	WFTH
11. WQSF-F	(SAC)	21/ 1.6	1.9	1.0	1.3	2.6	1.5	32/540	404/ 5.7	7.2	6.2				WQSF-F

12+ FM SHARE (METRO): 78.65% (899 of 1143) (WIN 89: 71.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRVQ-F>>	1 WCDX-F	1 WCDX-F	1 WRXL-F	1 WRXL-F	1 WRVA	1 WRVA	1 WKHK-F<	1 WCDX-F<	1 WCDX-F>	1 WRVA
2 WCDX-F>	2 WRXL-F>	2 WRXL-F	2 WCDX-F	2 WCDX-F<	2 WTVR-F	2 WKHK-F	2 WTVR-F<	2 WRVQ-F<	2 WRVQ-F	2 WCDX-F
3 WPLZ-F	3 WRVQ-F>	3 WRVQ-F<	3 WKHK-F	3 WKHK-F	3 WKHK-F	3 WRVQ-F	3 WRXL-F	3 WRXL-F	3 WRVA >	3 WPLZ-F
4	4 WKHK-F>	4 WKHK-F	4 WPLZ-F<	4 WRVQ-F<	4	4 WRXL-F	4 WRVQ-F	4 WKHK-F	4 WPLZ-F	WKHK-F
5	5 WMXB-F	5 WPLZ-F	5 WRVQ-F	5 WRVA <	5	5 WCDX-F	5 WCDX-F	5 WTVR-F	5 WRXL-F	5 WRVQ-F
6	6	6 WMXB-F	6 WMXB-F	6 WPLZ-F	6	6 WTVR-F	6 WMXB-F	6 WRVA	6	6
7	7	7	7 WRVA	7 WMXB-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCDX-F	1 WCDX-F	1 WCDX-F>	1 WCDX-F	1 WCDX-F	1 WCDX-F	1 WRXL-F>	1 WRXL-F>>	1 WRXL-F>	1 WRXL-F
2 WRVQ-F>	2 WRVQ-F>	2 WRXL-F<	2 WRVQ-F>	2 WRVQ-F	2 WRXL-F	2 WCDX-F>	2 WKHK-F	2 WCDX-F	2 WKHK-F>
3 WPLZ-F>	3 WRXL-F	3 WRVQ-F>	3 WPLZ-F	3 WMXB-F	3 WRVQ-F>	3 WKHK-F	3 WCDX-F	3 WKHK-F>	3 WCDX-F
4 WKHK-F	4 WPLZ-F	4 WPLZ-F	4 WMXB-F	4 WKHK-F<	4 WKHK-F>	4 WRVQ-F	4 WPLZ-F>	4 WRVQ-F	4 WRVA
5 WRXL-F	5 WMXB-F	WMXB-F>	5 WRXL-F	5 WPLZ-F<	5 WPLZ-F>>	5 WPLZ-F	5 WRVQ-F	WPLZ-F	5 WPLZ-F
WMXB-F>>	6 WKHK-F	6 WKHK-F>	6 WKHK-F	6 WRXL-F	6 WTVR-F>	6	6 WRVA	6	6
7	7	7 WVGO-F>	7	7 WRVA	7 WAFX-F	7	WMXB-F>	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WANT	990	Richmond	1.1/4.2/ 16/ 313
WCLM	1450	Highland/Rchmd.	0.4/1.1/ 5/ 78
WDYL-F	92.1	Chester/Richmnd	0.5/2.7/ 7/ 205
WGCV	1240	Petersburg	0.9/2.3/ 12/ 163
WGGM	820	Chester/Richmd.	0.3/0.8/ 5/ 63
WHAP	1340	Hopewell	0.5/1.7/ 6/ 121
WLEE	1320	Richmond	0.5/1.3/ 7/ 95
WRNL	910	Richmond	1.0/4.5/ 16/ 335
WTVR	1380	Richmond	0.9/3.5/ 12/ 257
WXGI	950	Richmond	0.8/1.9/ 10/ 143
WAFX-F	106.9	Suffolk/Norfolk	1.5/3.3/ 33/ 384

RADIO STATIONS

WANT,	990,	1 KW/16 W	, BLACK	NBN, $	15.00 (---)	
WFTH,	1590,	5 KW (DAYS)	, RELIGION	, $	15.00 (---)	
WRNL,	910,	5 KW (DA-N)	, OLDIES	MBS, $	29.00 (Katz)	Capitol-Goodman
WRVA,	1140,	50 KW (DA-1)	, MOR	NBC, CBS, $	97.00 (Christal)	Edens
WTVR,	1380,	5 KW (DA-2)	, NOSTALGIA	ABC E, $	20.00 (Republic)	Park
WCDX-F,	92.7,	2.8 KW @ 340,	BLACK	, $	40.00 (Eastman)	Sinclair
WDYL-F,	92.1,	3 KW @ 300,	RELIGION	, $	15.00 (---)	(CHESTER)
WKHK-F,	95.3,	1.6 KW @ 550,	COUNTRY	, $	35.00 (Banner)	ABS (COLONIAL HEIGHTS)
WMXB-F,	103.7,	20 KW @ 720,	AC	APR, $	72.00 (Durpetti)	Radio Ventures
WPLZ-F,	99.3,	3 KW @ 328,	BLACK	US 1, $	60.00 (Mc-Guild)	(PETERSBURG)
WQSF-F,	96.5,	50 KW @ 500,	SOFT AC	, $	34.00 (HNWH)	Keymarket (WILLIAMSBURG)
WRVQ-F,	94.5,	200 KW @ 355,	CHR	ABC C, $	101.00 (Christal)	Edens
WRXL-F,	102.1,	140 KW @ 320,	AOR	, $	93.00 (Katz)	Capitol-Goodman
WTVR-F,	98.1,	50 KW @ 840,	BTFL/EZ	ABC E, $	44.00 (Republic)	Park
WVGO-F,	106.5,	8 KW @ 240,	CHR/AOR	SOURCE, $	37.00 (Banner)	First Cities

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 33/1,129,100
MSA Rank/Pop: 18/2,142,700
ADI # Los Angeles
Average Person Ratings: 17.8
Market TSL: 23.75 hours

Stations: 44/16
Diaries: 1409/801:1/4880%
Sample Target: 1290
% Below Line: 49.1
% Not Listed: 11.6

1989 Revenue: $17,900,000
HH Inc.: $29,022
Retail $: 14.0 Bil
Pop per Station: 70,568
#1 Biller: KGGI-F $3,800,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1.	KDUO-F	(EZ)	188/ 9.3	7.0	7.5	8.2	10.0	8.0	228/1976	1628/14.4	11.1	15.2	4.4	89	906	KDUO-F
2.	KGGI-F	(CHR)	174/ 8.6	10.1	8.5	7.0	8.9	8.6	234/3349	2475/21.9	22.1	19.1	16.3	329	3127	KGGI-F
3.	KQLZ-F	(CHR)	126/ 6.3	4.6	6.1	6.7	1.1	5.9	181/2106	1369/12.1	10.5	4.1	5.1	103	1170	KQLZ-F
4.	KLOS-F	(AOR)	113/ 5.6	6.0	4.6	4.3	5.4	5.1	179/2165	1363/12.1	11.7	12.8	8.4	170	1690	KLOS-F
5.	KIIS-AF	(CHR)	91/ 4.5	5.4	6.4	6.6	8.8	5.7	157/2730	1566/13.9	22.0	28.6	5.1	102	1475	KIIS-AF
6.	KOST-F	(AC)	86/ 4.3	4.2	4.5	4.6	4.4	4.4	145/1830	1023/ 9.1	10.8	12.2	4.2	85	1145	KOST-F
7.	KCAL-F	(AOR)	66/ 3.3	2.3	3.9	3.5	2.9	3.3	85/1502	1062/ 9.4	8.2	7.9	5.0	101	1173	KCAL-F
8.	KFI	(N/T)	63/ 3.1	3.4	3.4	3.9	4.3	3.5	99/1627	1136/10.1	9.7	10.2	3.8	77	1150	KFI
9.	KRTH-F	(O)	62/ 3.1	3.7	3.9	4.8	5.8	3.9	93/1649	1110/ 9.6	10.7	13.6	4.4	88	908	KRTH-F
10.	KFRG-F	(C)	59/ 2.9	2.6	2.0	2.3	1.6	2.5	71/1167	824/ 7.3	5.3	4.5	2.3	47	487	KFRG-F
11.	KNX	(N)	58/ 2.9	2.4	2.6	3.4	1.8	2.8	93/1866	1240/11.0	9.7	7.9	2.1	43	816	KNX
12.	KODJ-F	(O)	51/ 2.5	3.4	3.3	2.8	1.0	3.0	90/1238	784/ 6.9	7.4	4.7	2.0	41	580	KODJ-F
	KCKC	(C)	51/ 2.5	3.4	3.7	2.8	2.4	3.1	51/522	483/ 4.3	4.5	4.8	2.2	44	503	KCKC
14.	KTWV-F	(J/NA)	48/ 2.4	1.8	1.8	1.4	1.6	1.9	61/953	694/ 6.1	5.4	6.1	1.7	35	486	KTWV-F
15.																

12+ FM SHARE (METRO): 77.70% (1383 of 1780) (WIN 89: 76.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F>>	1 KGGI-F<	1 KGGI-F	1 KLOS-F>	1 KLOS-F>	1 KDUO-F>>	1 KLOS-F	1 KDUO-F>	1 KGGI-F	1 KGGI-F>	1 KCAL-F
2 KQLZ-F>	2 KQLZ-F<	2 KLOS-F	2 KGGI-F>	2 KGGI-F	2 KNX	2 KDUO-F	2 KGGI-F	2 KDUO-F<	2 KQLZ-F	2 KNX
3 KIIS-AF	3 KLOS-F>	3 KQLZ-F	3 KRTH-F	3 KOST-F<	3 KFI	3 KGGI-F>	3 KLOS-F	3 KQLZ-F>	3 KDUO-F	3 KDUO-F
4	4 KCAL-F	4 KOST-F	KOST-F<	4 KRTH-F	4 KFGR-F<	4 KIIS-AF	4 KOST-F	4 KLOS-F	4 KIIS-AF	4 KGGI-F
5	5 KOST-F<	5 KIIS-AF<	5 KCAL-F<	5 KDUO-F	5 KCKC	5 KQLZ-F	5 KQLZ-F	5 KIIS-AF	5 KOST-F	5
6	6 KIIS-AF	6 KCAL-F	6 KIIS-AF	6 KIIS-AF	6	6	6	6	6	6
7	7	7	7	KCAL-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGGI-F	1 KGGI-F>	1 KLOS-F	1 KGGI-F>	1 KGGI-F	1 KQLZ-F>	1 KLOS-F	1 KLOS-F>	1 KLOS-F>	1 KLOS-F>>
2 KQLZ-F	2 KQLZ-F	2 KGGI-F	2 KOST-F	2 KOST-F	2 KGGI-F>	2 KQLZ-F	2 KCAL-F>	2 KQLZ-F	2 KCAL-F
3 KOST-F>>	KOST-F	3 KOST-F>	3 KQLZ-F	3 KDUO-F>	3 KIIS-AF	3 KCAL-F	3 KQLZ-F	3 KGGI-F<	3 KRTH-F
4 KIIS-AF>	4 KLOS-F	4 KIIS-AF	4 KIIS-AF	4 KLOS-F<	4 KLOS-F	4 KGGI-F	4 KGGI-F	4 KCAL-F>	4 KGGI-F
5 KCAL-F	5 KIIS-AF	5 KQLZ-F	5 KLOS-F<	5 KIIS-AF	KCAL-F	5 KIIS-AF	5 KIIS-AF	5 KIIS-AF<	5 KODJ-F
6 KTWV-F	6	6 KCAL-F	6 KDUO-F	6	6 KCAL >	6	6 KRTH-F	6 KRTH-F	6
KBIG-F	7	7 KTWV-F	7	7	7 KNAC-F	7	7 KOST-F	7	7

OTHER RATED STATIONS			METRO SHARE/ CUME RTG/ TSA AQH/ TSA CUME
KBON-F	103.9	Lake Arrowhead	1.9/4.0/ 46/ 566
KCAL	1410	Redlands	1.6/3.4/ 33/ 383
KDIF	1440	Riverside/SB	1.3/2.9/ 27/ 332
KHSJ	1320	Hemet	0.7/2.0/ 14/ 227
KHYE-F	105.7	Hemet	0.7/1.5/ 15/ 186
KLFE	1240	San Bernardino	0.4/1.3/ 8/ 163
KMEN	1290	San Bernardino	0.9/2.0/ 22/ 275
KNTF-F	93.5	Ontario	1.1/2.9/ 37/ 627
KOLA-F	99.9	San Bernardino	1.0/4.1/ 31/ 604
KRSO	590	San Bernardino	1.3/3.8/ 32/ 556
KWDJ-F	92.7	Riverside	1.5/3.7/ 38/ 477

SEE LOS ANGELES FOR MORE INFORMATION ABOUT THE FOLLOWING:

KABC	790	Los Angeles	0.9/3.4/ 53/ 621
KBIG-F	104.3	Los Angeles	1.7/4.7/ 74/ 927
KBRT	740	Avalon	0.3/0.8/ 8/ 120
KFWB	980	Los Angeles	0.8/4.5/ 30/ 913
KIIS	1150	Los Angeles	0.2/0.0/ 0/ 0
KKBT-F	92.3	Los Angeles	0.5/2.3/ 19/ 429
KKGO-F	105.1	Los Angeles	0.5/2.1/ 16/ 320
KLAC	570	Los Angeles	1.2/3.2/ 38/ 464
KLIT-F	101.9	Glendale	0.6/2.1/ 29/ 444
KLSX-F	97.1	Los Angeles	1.0/2.8/ 31/ 446
KLVE-F	107.5	Los Angeles	0.9/3.0/ 35/ 490
KMPC	710	Los Angeles	0.9/2.9/ 30/ 488
KNAC-F	105.5	Long Bch/LA	0.3/0.9/ 8/ 208
KPWR-F	105.9	Los Angeles	1.3/4.1/ 43/ 917
KROQ-F	106.7	Pasadena	1.1/3.8/ 29/ 554
KTNQ	1020	Los Angeles	0.5/1.4/ 11/ 197
KWXY-F	98.5	Cathedral city	0.3/0.9/ 15/ 140
KXEZ-F	98.7	Los Angeles	0.3/1.8/ 9/ 308
KZLA-F	93.9	Los Angeles	1.0/3.6/ 28/ 583

RADIO STATIONS

KCAL	1410	5 KW/4 KW (DA-[illegible])	HISPANIC		$ 23.00	(Lotus)	
KCKC	1350	5 KW/500 W(DA-2)	COUNTRY	ABC I	$ 33.00	(HNWH)	
KDIF	1440	1 KW (DA-1)	HISPANIC	UPI	$ 19.00	(Katz Hisp.)	
KMEN	1290	5 KW (DA-2)	BLACK		$ 15.00	(Mc-Guid)	American
KRSO	590	1 KW (DA-2)	NEWS/TALK	ABC E,TALKNT	$ 27.00	(Katz)	Henry
KBON-F	103.9	.4 KW @ 2500	OLDIES		$ 26.00	(HNWH)	
KCAL-F	96.7	3 KW @ 300	AOR		$ 45.00	(Torbet)	Anahieim
KDUO-F	97.5	72 KW @ 360	BTFL/EZ	ABC D	$ 65.00	(Katz)	Henry
KGGI-F	99.1	3 KW @ 1530	CHR		$ 87.00	(Mc-Guild)	American
KHYE-F	105.5	3 KW @ -245	COUNTRY	ABC E	$ 15.00	(---)	
KNTF-F	93.5	3 KW @ -165	COUNTRY		$ 37.00	(---)	
KOLA-F	99.9	31 KW @ 1630	OLDIES	ABC R	$ 42.00	(Banner)	Keymarket
KFGR-F	95.1	50 KW @ 330	COUNTRY	MBS	$ 40.00	(MMR)	
KWDJ-F	92.7	3 KW @ 300	COUNTRY	MBS	$ 28.00	(Banner)	

MISCELLANEOUS COMMENTS: KJOI-F changes calls to KXEZ-F as of February 1990

FORMAT CODES

CHR	- Contemporart Hit Radio, Top 40, Contemporary	T	- Talk
AC	- Adult Contemporary	N	- News
O	- Oldies (1955 to near 1988)	SP	- Hispanic/Spanish
B	- Black (audience predominantly Black - over 75%)	BB	- Big Band, Nostalgia
U	- Urban (majority of audience is non-white although a large segment is white)	M	- Middle of Road (MOR), Full Service, Variety
EZ	- EZ listening, Beautiful Music	J/NA	- Jazz and New Age
AOR	- Album Oriented Rock, also includes Classic Rock	R	- Religion, Christian, Christian Music
CL	- Classical	G	- Gospel
C	- Country	E	- Ethnic
SAC	- Soft Adult Contemporary	?	- Others or Unknown

ROCHESTER

Arbitron Rank/Pop (12+): 45/829,400

MSA Rank/Pop: 47/983,200
ADI # 72
Average Person Ratings: 16.3
Market TSL: 21.30 hours

Stations: 17/13
Diaries: 1463/567:1/60.6%
Sample Target: 1140
% Below Line: 2.2
% Not Listed: 13.3

1989 Revenue: $25,100,000
HH Inc.: $32,234
Retail $: 7.2 Bil
Pop per Station: 63,800
#1 Biller: WCMF-F5 $5,400,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1.	WCMF-F	(AOR)	225/16.7	15.7	15.6	17.4	15.3	16.4	253/2668	2327/28.1	27.2	27.4	18.6	284	2792	WCMF-F
2.	WBEE-F	(C)	152/11.3	10.2	9.0	8.9	8.5	9.9	180/1808	1493/18.0	18.2	14.2	8.6	132	1069	WBEE-F
3.	WPXY-F	(CHR)	125/ 9.3	10.7	10.7	11.3	10.8	10.5	142/2324	2078/25.1	27.7	29.5	11.5	175	2402	WPXY-F
	WHAM	(MOR)	125/ 9.3	7.6	7.4	8.7	9.5	8.3	142/2146	1912/23.1	20.2	22.1	8.8	134	1649	WHAM
5.	WVOR-F	(AC)	121/ 9.0	8.1	10.1	11.0	9.0	9.6	135/1860	1696/20.4	21.5	24.1	6.7	102	1440	WVOR-F
6.	WRMM-F	(SAC)	90/ 6.7	6.9	5.9	5.5	6.1	6.3	91/1615	1500/18.1	18.6	21.0	4.3	65	1046	WRMM-F
7.	WKLX-F	(O)	86/ 6.4	7.6	7.0	5.8	6.0	6.7	101/1685	1507/18.2	17.8	19.4	6.2	94	1051	WKLX-F
8.	WZSH-F	(EZ)	70/ 5.2	6.6	6.7	4.7	7.4	5.8	88/1198	950/11.5	13.4	11.7	3.8	58	556	WZSH-F
9.	WDKX-F	(B)	66/ 4.9	4.2	5.6	6.2	5.2	5.2	66/695	695/ 8.4	7.9	9.7	13.0	198	1193	WDKX-F
10.	WRMM	(SAC)	29/ 2.2	3.6	2.7	2.9	3.0	2.8	29/483	461/ 5.6	7.5	7.1	4.3	65	1046	WRMM
11.	WBBF	(C)	18/ 1.3	0.8	0.9	0.6	0.8	0.9	19/366	349/ 4.2	3.7	2.7	0.7	11	325	WBBF

12+ FM SHARE (METRO): 82.55% (965 of 1169) (WIN 89: 82.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXY-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>	1 WCMF-F>	1 WHAM <	1 WCMF-F>	1 WCMF-F>	1 WCMF-F>	1 WCMF-F>	1 WHAM >>
2 WCMF-F	2 WPXY-F>	2 WVOR-F<	2 WVOR-F	2 WVOR-F	2 WBEE-F>	2 WHAM	2 WBEE-F	2 WBEE-F<	2 WPXY-F	2 WBEE-F>
3	3 WVOR-F	3 WPXY-F	3 WKLX-F	3 WBEE-F	3 WVOR-F	3 WBEE-F	3 WVOR-F	3 WPXY-F	3 WBEE-F>	3 WCMF-F>
4	4 WBEE-F	4 WKLX-F<	4 WBEE-F	4 WKLX-F	4 WZSH-F	4 WVOR-F	4 WRMM-F	4 WHAM	4 WVOR-F<	4 WDKX-F
5	5 WKLX-F	5 WBEE-F	5 WRMM-F	5 WRMM-F	5 WRMM-F	5 WPXY-F>	5 WKLX-F	5 WVOR-F	5 WRMM-F	5
6	WDKX-F<	6 WRMM-F	6 WPXY-F	6 WHAM <	6 WKLX-F	6 WKLX-F	WHAM <	6 WRMM-F	6	6
7	7 WRMM-F	7	7	7 WPXY-F	7	7	7 WPXY-F	WKLX-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPXY-F	1 WCMF-F	1 WCMF-F	1 WDKX-F	1 WVOR-F	1 WCMF-F>>	1 WCMF-F	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>
2 WCMF-F>	2 WPXY-F	2 WVOR-F>	WCMF-F<	2 WRMM-F	2 WDKX-F	2	2 WBEE-F	2 WKLX-F<	2 WBEE-F
3 WDKX-F	3 WVOR-F	3 WPXY-F	3 WVOR-F	3 WCMF-F<	3 WPXY-F	3	3 WPXY-F	3 WBEE-F>	3 WKLX-F
4 WRMM-F>	4 WRMM-F>	4 WRMM-F	4 WPXY-F<	4 WBEE-F	4 WBEE-F	4	4 WKLX-F>	4 WPXY-F<	4 WVOR-F
5 WVOR-F>>	5 WDKX-F	5 WBEE-F	5 WRMM-F>	5 WPXY-F	5 WKLX-F>>	5	5 WVOR-F>	5 WVOR-F>>	WHAM
6 WBEE-F>	6 WBEE-F	6 WKLX-F>	6 WKLX-F	6 WKLX-F	6 WHAM	6	6 WRMM-F	6 WHAM	6
7 WKLX-F	7 WKLX-F	7 WDKX-F>	WBEE-F	7	7	7	7 WHAM	7	7
8	8	8 WHAM	8	8	8	8	8 WDKX-F	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WPXY	1280	Rochester	1.2/2.9/ 16/ 258
WWWG	1460	Rochester	1.2/3.5/ 17/ 304
WBMW-F	107.7	Weathersfield	0.5/3.0/ 10/ 311
WKFM-F	104.7	Fulton/Syrcuse	0.4/1.5/ 11/ 291
WKSE-F	98.5	Niagara Falls	0.4/0.7/ 5/ 89
WMJQ-F	102.5	Buffalo	1.0/4.2/ 44/ 703

RADIO STATIONS

WBBF,	950,	1 KW (DA-2)	, COMBINATION WITH WBEE-F				
WHAM,	1180,	50 KW	, MOR	CBS, TALKNT,	$ 59.00	(Mc-Guild)	Lincoln
WWWG,	1460,	5 KW (DA-2)	, RELIGION	,	$ 12.00	(---)	Brandon
WBEE-F,	92.5,	50 KW @ 500,	COUNTRY	US 2,	$ 60.00	(Katz)	Heritage
WCMF-F,	96.5,	50 KW @ 457,	AOR	,	$ 95.00	(Torbet)	Stoner
WDKX-F,	103.9,	1 KW @ 500,	BLACK	,	$ 26.00	(Roslin)	
WKLX-F,	98.9,	37 KW @ 560,	OLDIES	,	$ 48.00	(Durpetti)	
WPXY-F,	97.9,	50 KW @ 456,	CHR	,	$ 78.00	(MMR)	Pyramid
WRMM-F,	101.3,	27 KW @ 637,	SOFT AC	ABC E,	$ 50.00	(Christal)	Atlantic Ventures
WVOR-F,	100.5,	50 KW @ 490,	AC	,	$ 106.00	(Mc-Guild)	Lincoln
WZSH-F,	95.1,	11 KW @ 993,	BTFL/EZ	,	$ 29.00	(Republic)	(BRISTOL CENTER)

MISCELLANEOUS COMMENTS: WEZO-A changes calls to WRMM-A as of February 1990

SACRAMENTO

Arbitron Rank/Pop (12+): 30/1195200

MSA Rank/Pop: 34/1352100
ADI # 20
Average Person Ratings: 16.9
Market TSL: 22.25 hours

Stations: 27/21
Diaries: 1552/770:1/55.0%
Sample Target: 1340
% Below Line: 4.9
% Not Listed: 11.8

1989 Revenue: $52,500,000
HH Inc.: $30,536
Retail $: 10.3 Bil
Pop per Station: 56,914
#1 Biller: KRAK-AF $9,600,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KFBK	(N/T)	231/11.4	8.5	8.1	9.3	8.2	9.3	273/3231	2641/22.1	19.4	19.2		8.1	174	1701	KFBK
2. KRXQ-F	(AOR)	175/ 8.7	6.9	5.6	5.8	7.1	6.8	200/2445	1975/16.5	12.7	14.8		13.2	284	2198	KRXQ-F
3. KRAK-F	(C)	159/ 7.9	9.3	6.7	7.0	7.6	7.7	210/2970	2142/17.9	17.7	16.9		9.3	200	2304	KRAK-F
4. KSFM-F	(CHR)	133/ 6.6	7.1	7.1	7.4	6.0	7.1	174/2900	2133/17.8	19.8	18.5		9.8	212	3089	KSFM-F
5. KZAP-F	(AOR)	132/ 6.5	6.9	6.4	6.0	5.5	6.4	183/2552	1693/14.2	15.5	13.6		5.6	120	2131	KZAP-F
6. KXOA-F	(AC)	124/ 6.1	8.1	7.8	6.9	6.1	7.2	151/2372	2025/16.9	18.9	16.5		5.9	127	2356	KXOA-F
7. KHYL-F	(O)	118/ 5.8	4.7	5.5	5.1	3.8	5.3	159/2524	1955/16.4	12.3	11.1		3.7	80	1414	KHYL-F
8. KQPT-F	(J/NAC)	114/ 5.6	3.9	4.9	4.1	6.4	4.6	129/1608	1434/12.0	10.4	11.7		4.9	105	1385	KQPT-F
9. KYMX-F	(AOR)	95/ 4.7	6.9	6.4	6.0	5.5	6.0	110/1818	1590/13.3	15.5	13.6		0.6	13	325	KYMX-F
KAER-F	(AC)	95/ 4.7	4.1	4.7	3.4	3.7	4.2	102/1633	1463/12.2	11.6	10.3		4.0	87	1079	KAER-F
11. KWOD-F	(CHR)	67/ 3.3	2.5	3.4	3.8	3.7	3.3	82/1912	1428/11.9	11.2	13.4		3.1	67	1354	KWOD-F
12. KRAK	(C)	64/ 3.2	2.8	3.5	4.3	4.1	3.5	145/1760	774/ 6.5	7.0	8.3		4.8	104	823	KRAK
13. KROY-F	(CHR)	58/ 2.9	3.3	3.3	3.1	4.8	3.2	70/1860	1527/12.8	12.3	16.0		3.0	64	1642	KROY-F
14. KFRC	(BB)	39/ 1.9	1.7	2.4	1.5	1.4	1.9	79/1241	601/ 5.0	3.7	3.5		2.7	59	901	KFRC
15. KCTC	(EZ)	38/ 1.9	1.1	0.8	1.9	1.2	1.4	38/648	603/ 5.0	4.9	3.9		0.6	13	325	KCTC

12+ FM SHARE (METRO): 73.49% (1311 of 1784) (WIN 89: 74.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFM-F>	1 KRXQ-F>	1 KRXQ-F	1 KZAP-F	1 KZAP-F<	1 KFBK >>	1 KFBK >>	1 KFBK	1 KRXQ-F	1 KRXQ-F	1 KFBK >>
2 KWOD-F>	2 KZAP-F	2 KZAP-F	2 KRAK-F	2 KRAK-F	2 KRAK-F	2 KRXQ-F	2 KRAK-F	2 KRAK-F	2 KSFM-F	2 KRAK-F<
3 KRXQ-F	3 KSFM-F	3 KRAK-F	3 KRXQ-F<	3 KHYL-F<	3 KYMX-F	3 KSFM-F<	3 KZAP-F	3 KFBK	3 KFBK	3 KRXQ-F
4 KROY-F	4 KRAK-F	4 KXOA-F	4 KHYL-F<	4 KFBK	4 KXOA-F<	4 KRAK-F	4 KRXQ-F	4 KHYL-F	4 KQPT-F	4 KRAK
5	5 KAER-F	5 KHYL-F	5 KXOA-F<	5 KXOA-F	5 KQPT-F	5 KZAP-F	5 KXOA-F	5 KZAP-F	5 KWOD-F	5 KCTC
6	6 KHYL-F	6 KFBK	6 KFBK	KRXQ-F	6 KHYL-F	6 KXOA-F	6 KHYL-F	KSFM-F<	6 KRAK-F	6
7	7 KXOA-F	7 KAER-F<	7 KQPT-F	7 KQPT-F	7 KRAK	7 KHYL-F	7 KYMX-F	7 KXOA-F	7 KXOA-F	7
8	8	8 KSFM-F<	8 KAER-F	8	8	8	8	8	8	8
9	9	9 KQPT-F	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRXQ-F	1 KRXQ-F<	1 KRAK-F	1 KXOA-F	1 KXOA-F
2 KSFM-F>	2 KSFM-F	2 KHYL-F	2 KRAK-F	2 KRAK-F
3 KAER-F	3 KAER-F	3 KXOA-F	3 KSFM-F	3 KHYL-F
4 KROY-F	4 KRAK-F	KSFM-F	4 KAER-F	4 KAER-F
5 KZAP-F>	5 KXOA-F	5 KAER-F	5 KHYL-F	5 KSFM-F
6 KXOA-F>	6 KHYL-F	6 KQPT-F	6 KRXQ-F	KQPT-F
7 KWOD-F	7 KZAP-F	7 KRXQ-F>	7 KZAP-F	7 KFBK <
KRAK-F>	KROY-F	8	8	8 KYMX-F
9	KQPT-F	9	9	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRXQ-F>>	1 KRXQ-F>	1 KRXQ-F	1 KRXQ-F	1 KZAP-F
2 KSFM-F>	2 KZAP-F>>	2 KZAP-F>>	2 KZAP-F>	2 KRXQ-F
3 KWOD-F>	3 KRAK-F	3 KRAK-F	3 KFBK	3 KFBK
4 KZAP-F	4 KFBK	4 KFBK	4 KRAK-F<	4 KHYL-F<
KXOA-F	5 KHYL-F<	5 KHYL-F	5 KQPT-F<	5 KRAK-F
KROY-F>	6 KSFM-F	6 KAER-F	6 KHYL-F>	6 KQPT-F
7 KRAK-F	7 KAER-F	7 KQPT-F	7 KXOA-F<	7
KAER-F>	8	8 KXOA-F>	8 KAER-F	8
9	9	9	9	9

OTHER RATED STATIONS			METRO SHARE/	CUME RTG/	TSA AQH/	TSA CUME
KFIA	710	Carmichael	0.6/	2.1/	15/	316
KLIQ-F	102.1	Shingle Springs	0.4/	0.6/	9/	74
KRCX	1110	Roseville/Scrmn	0.8/	2.1/	23/	313
KRLT-F	93.9	SL Tahoe	0.3/	0.9/	7/	102
KSAC	1240	Sacramento	0.6/	2.8/	13/	349
KSMJ	1380	Sacramento	0.9/	3.4/	18/	415
KXOA	1470	Sacramento	0.3/	1.7/	7/	198
KBEE-F	103.3	Modesto/Stoctn.	0.4/	1.1/	63/	889
KGO	810	San Francisco	1.3/	4.1/	98/	1321
KMEL-F	106.1	San Francisco	0.3/	1.2/	28/	574
KNBR	680	San Francisco	0.4/	2.7/	47/	1028
KRQR-F	97.3	San Francisco	0.4/	1.8/	49/	723

RADIO STATIONS

AM STATIONS

KFBK,	1530,	50 KW (DA-2),	NEWS	APR, ABC 1,	$ 100.00	(Group W)	Westinghouse	
KFIA,	710,	10 KW/250 W(DA-2),	RELIGION	,	$ 24.00	(---)		
KCTC,	1320,	5 KW (DA-2),	EZ	CBS,	$ 30.00	(Christal)	Tribune Co.	
KRAK,	1140,	50 KW (DA-2),	COUNTRY	,	$ 72.00	(Katz)	EZ	
KRCX,	1100,	5 KW/500 W(DA-2),	HISPANIC	,	$ 42.00	(Lotus)	Fuller-Jeffrey	
KSAC,	1240,	1 KW,	CLASSICAL	,	$ 32.00	(CMBS)		
KSMJ,	1380,	5 KW (DA-2),	OLDIES	SMN,	$ 28.00	(MMR)	Booth/Genesis	
KXOA,	1470,	5 KW/1 KW (DA-2),	NEWS/TALK	,	$ 35.00	(Banner)	Brown	

FM STATIONS

KAER,	92.5,	50 KW @ 500,	AC	,	$ 55.00	(Group W)	Westinghouse	
KYMX,	96.1,	50 KW @ 476,	EZ/SOFT AC	,	$ 88.00	(Christal)	Tribune Co.	
KHYL,	101.1,	36 KW @ 567,	OLDIES	,	$ 40.00	(Eastman)	Parker	(PAUBURN)
KQPT,	100.5,	115 KW @ 380,	JAZZ/NAC	SOURCE,	$ 95.00	(Republic)	Duchossois	
KRAK,	105.1,	50 KW @ 500,	COUNTRY	,	$ 110.00	(Katz)	EZ	
KROY,	96.9,	50 KW @ 500,	CHR	ABC R,	$ 60.00	(Christal)	Great American	
KRXQ,	93.7,	25 KW @ 306,	AOR	,	$ 70.00	(Torbet)	Fuller-Jeffrey	
KSFM,	102.5,	50 KW @ 500,	CHR	,	$ 90.00	(MMR)	Booth/Gen.	(WOODLAND)
KWOD,	106.5,	50 KW @ 310,	CHR	RADRAD ABC F,	$ 59.00	(CBS)		
KXOA,	107.9,	50 KW @ 420,	AC/OLDIES	,	$ 124.00	(Banner)	Brown	
KZAP,	98.5,	50 KW @ 495,	AOR	,	$ 94.00	(Mc-Guild)	Nationwide	

MISCELLANEOUS COMMENTS: KGNR-A changes calls to KCTC-A as of February 1990...KCTC-F changes calls to KYMX-F as of February...

ST. LOUIS

Arbitron Rank/Pop (12+): 15/2,052,400
MSA Rank/Pop: 13/2,462,200
ADI # 18
Average Person Ratings: 18.4
Market TSL: 24.25 hours

Stations: 31/31
Diaries: 1849/1110:1/61.2%
Sample Target: 1760
% Below Line: 0.0
% Not Listed: 7.3

1989 Revenue: $69,000,000
HH Inc.: $30,906
Retail $: 18.3 Bil
Pop per Station: 66,206
#1 Biller: KMOX $21,700,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KMOX	(T)	613/16.3	18.8	22.3	21.2	18.7	19.6	685/8334	7166/34.9	37.5	34.0		14.1	550	7048	KMOX
2. KSHE-F	(AOR)	332/ 8.8	8.4	9.3	9.7	8.3	9.1	401/4906	3993/19.5	20.0	19.1		10.6	414	4908	KSHE-F
3. KMJM-F	(B)	296/ 7.9	7.0	7.6	5.7	5.5	7.1	299/2706	2549/12.4	11.9	10.6		12.4	481	3399	KMJM-F
4. KEZK-F	(EZ)	286/ 7.6	9.5	6.4	8.1	7.7	7.9	329/3430	2990/14.6	16.7	16.9		5.1	199	2443	KEZK-F
5. KSD -F	(AOR)	253/ 6.7	6.0	4.9	5.1	4.7	5.7	268/3802	3505/17.1	16.3	14.3		6.0	234	3805	KSD -F
6. WKBQ-F	(CHR)	250/ 6.6	6.7	8.5	6.1	6.4	7.0	295/4305	3616/17.6	18.9	17.4		7.3	283	4387	WKBQ-F
7. WIL -F	(C)	217/ 5.8	5.4	4.4	5.8	4.9	5.4	270/3189	2563/12.5	12.6	11.9		7.3	284	2671	WIL -F
8. KYKY-F	(AC)	200/ 5.3	5.5	5.5	4.7	5.0	5.3	211/3419	3133/15.3	15.9	13.4		3.9	153	2721	KYKY-F
9. KLOU-F	(O)	142/ 3.8	4.3	3.5	5.2	7.0	4.2	171/3122	2766/13.5	12.9	16.7		3.1	121	1965	KLOU-F
10. WKKX-F	(C)	95/ 2.5	3.5	1.7	1.8	3.0	2.4	111/1868	1638/ 8.0	7.5	7.8		3.9	153	1343	WKKX-F
11. KATZ	(B)	93/ 2.5	2.0	1.6	2.1	1.6	2.0	93/1174	1174/ 5.7	5.0	3.7		2.2	87	1127	KATZ
12. KHTK-F	(CHR)	90/ 2.4	1.0	0.6	0.8	0.7	1.2	97/1567	1457/ 7.1	4.9	2.7		3.4	131	2099	KHTK-F
13. KRJY-F	(AC)	86/ 2.3	2.5	2.5	2.5	3.0	2.5	95/1416	1333/ 6.5	8.5	9.2		1.1	43	838	KRJY-F
14. WEW	(BB)	70/ 1.9	1.3	1.3	1.0	1.4	1.4	72/655	587/ 2.9	1.9	2.7		0.7	28	282	WEW
15. KFUO-F	(CL)	62/ 1.6	1.2	2.0	1.6	1.2	1.6	67/1146	1048/ 5.1	5.7	5.4		1.2	45	828	KFUO-F
16. KATZ-F	(B)	61/ 1.6	1.6	1.1	1.4	1.0	1.4	61/1212	1199/ 5.8	4.8	4.5		1.3	50	1937	KATZ-F
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 71.11% (2483 of 3492) (WIN 89: 66.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKBQ-F>>	1 KSHE-F>	1 KSHE-F	1 KSD -F<	1 KMOX	1 KMOX >>	1 KMOX >>	1 KMOX	1 KMOX >	1 KMOX	1 KMOX >>
2 KMJM-F	2 KSD -F	2 KSD -F	2 KSHE-F	2 KSD -F<	2 KEZK-F>	2 KSD -F	2 KSHE-F	2 KSHE-F	2 KMJM-F	2 KMJM-F>>
3 KHTK-F	3 KMJM-F>	3 KMJM-F	KMOX	3 KSHE-F	3 WIL -F>	3 KSHE-F	3 KEZK-F	3 WKBQ-F<	3 WKBQ-F	3 KEZK-F
4	4 KYKY-F	4 KYKY-F<	4 KMJM-F<	4 KYKY-F	4 KLOU-F	4 KMJM-F	4 KSD -F	4 KSD -F<	4 KSHE-F>	4 KSHE-F<
5	5 WKBQ-F>	5 KMOX >	5 KYKY-F	KMJM-F<	5 KYKY-F	5 KEZK-F	5 WIL -F	5 KEZK-F<	5 KEZK-F	5 WIL -F
6	6 WIL -F	6 WKBQ-F	6 KLOU-F	6 WIL -F	6	6 WIL -F<	6 KYKY-F	6 KMJM-F	6 KHTK-F	6 KSD -F
7	7 KMOX	7 KLOU-F<	7 WIL -F	7 KLOU-F	7	7 WKBQ-F<	7 KMJM-F	7 KYKY-F<	7 WIL -F	KATZ >
8	8	8 WIL -F	8	8	8	8 KYKY-F	8	8 WIL -F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KSHE-F	1 KMJM-F	1 KMJM-F>	1 KMJM-F	1 KMOX
2 KMJM-F<	2 KSHE-F	2 KYKY-F<	2 KYKY-F	2 KYKY-F<
3 WKBQ-F>	3 WKBQ-F<	3 KSD -F	3 WKBQ-F	3 KMJM-F
4 KYKY-F>	4 KYKY-F	4 KSHE-F	KSHE-F	KEZK-F
5 KSD -F>	5 KSD -F>	5 WKBQ-F	5 KSD -F<	5 WIL -F
6 KHTK-F>>	6	6 KRJY-F	6 KMOX	6 KLOU-F
7	7	7	7 KLOU-F	7 KSD -F
8	8	8	8 WIL -F	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSHE-F>>	1 KSHE-F>	1 KSHE-F	1 KSHE-F	1 KSHE-F
2 KSD -F	2 KSD -F>	2 KSD -F>>	2 KSD -F>	2 KMOX <
3 KMJM-F>>	3 KMJM-F>	3 KMJM-F	3 KMOX	3 KSD -F>
4 KYKY-F>	4 KYKY-F	4 WIL -F	4 KMJM-F	4 WIL -F<
5 WKBQ-F	5 WIL -F	5 KMOX	5 KYKY-F	5 KLOU-F
6	6 KMOX <	6 KYKY-F	6 WIL -F<	6 KYKY-F
7	7 WKBQ-F	7 WKBQ-F	7 KLOU-F	KMJM-F
8	8	8	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KGLD	1380	St. Louis	0.5/2.5/ 17/ 529
KIRL	1460	St. Charles/StL	0.5/1.7/ 18/ 357
KSIV	1320	Clayton/St. L.	0.5/1.8/ 18/ 375
KSTL	690	St. Louis	0.7/1.2/ 30/ 287
KSTZ-F	105.7	Ste. Genve/St.L	1.0/5.2/ 55/1430
KUSA	550	St. Louis	1.3/4.9/115/1808
KXEN	1010	Festus/St.Louis	0.3/0.9/ 12/ 215
KXOK	630	St. Louis	0.3/2.3/ 15/ 549
WCBW-F	104.9	Columbia/St. L.	0.7/2.8/ 26/ 584
WCEO	590	Wood River/St.L	0.3/1.3/ 13/ 270
WESL	1490	E. St. Louis	0.6/1.8/ 21/ 376
WGNU	920	Granite City	0.7/2.0/ 27/ 407
WIBV	1260	Belleville	0.3/1.9/ 11/ 413
WIL	1430	St. Louis	0.3/2.3/ 11/ 554
WSNL-F	101.1	E./St.Louis/StL	1.4/4.8/ 55/1012

RADIO STATIONS

AM STATIONS

KATZ,	1600,	5 KW (DA-N)	, BLACK	NBN,	$ 45.00	(K & P)	Interurban	
KGLD,	1380,	5 KW/1 KW (DA-2)	, OLDIES	US 1,	$ 35.00	(Katz)	Chase	
KMOX,	1120,	50 KW	, TALK	CBS,	$ 325.00	(CBS)	CBS	
KSIV,	1320,	5 KW/125 W(DA-2)	, RELIGION	,	$ 18.00	(---)	Bott	
KUSA,	550,	5 KW (DA-N)	, COUNTRY OLDIES	MBS,	$ 50.00	(Mc-Guild)	Gannett	
KXOK,	630,	5 KW (DA-2)	, TALK	ABC D,	$ 35.00	(HNWH)		
WESL,	1490,	1 KW/250 W(DA-1)	, BLACK	SBN,	$ 25.00	(K & P)		
WEW ,	770,	1 KW (DAYS)	, NOSTALGIA	,	$ 27.00	(---)		
WIL ,	1430,	5 KW (DA-2)	, COUNTRY OLDIES	ABC I,	$ N/A	(Banner)	Heritage	

FM STATIONS

KATZ,	100.3,	50 KW @ 495,	BLACK	NBN,	$ 37.00	(K & P)	Interurban	
KEZK,	102.5,	100 KW @ 500,	BTFL/EZ	,	$ 93.00	(MMR)	Adams	
KFUO,	99.1,	100 KW @ 557,	CLASSICAL	MBS,	$ 46.00	(CMBS)		
KLOU,	103.3,	100 KW @ 900,	OLDIES	CBS,	$ 85.00	(CBS)	CBS	
KHTK,	97.1,	100 KW @ 560,	JAZZ/NAC	,	$ 45.00	(HNWH)		
KMJM,	107.7,	100 KW @ 575,	BLACK	,	$ 95.00	(Christal)	Noble	
KRJY,	96.3,	100 KW @ 540,	SOFT AC	NBC,	$ 54.00	(Banner)		
KSD ,	93.7,	100 KW @ 850,	CLASSIC AOR	,	$ 100.00	(Mc-Guild)	Gannett	
KSHE,	94.7,	100 KW @ 1019,	AOR	,	$ 155.00	(HNWH)	Emmis	
KSTZ,	105.7,	100 KW @ 285,	AC	SOURCE,	$ N/A	(---)		(ST.GENEVIEVE)
KYKY,	98.1,	100 KW @ 580,	AC	,	$ 125.00	(MMR)	EZ	
WCBW,	104.9,	3 KW @ 235,	RELIGION	,	$ 20.00	(---)	Universal	
WIL ,	92.3,	97 KW @ 900,	COUNTRY	ABC E,	$ 75.00	(Banner)	Heritage	
WKBQ,	106.5,	93 KW @ 1015,	CHR	,	$ 73.00	(Katz)	Chase	
WKKX,	104.1,	50 KW @ 500,	COUNTRY	,	$ 41.00	(Roslin)		(JERSEY)
WSNL,	101.1,	50 KW @ 550,	AC	,	$ 40.00	(Torbet)		

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 75/494,900

MSA Rank/Pop: 133/355,600
ADI # 106
Average Person Ratings: 16.9
Market TSL: 22.25 hours

Stations: 35/20
Diaries: 965/513:1/53.3%
Sample Target: 880
% Below Line: 29.6
% Not Listed: 15.0

1989 Revenue: $12,400,000
HH Inc.: $30,643
Retail $: 3.8 Bil
Pop per Station: 24,745
#1 Biller: KWAV-F $1,900,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KDON-F	(CHR)	91/10.9	7.1	7.5	11.2	8.7	9.2	98/1309	1242/25.1	22.1	23.3		13.8	112	1524	KDON-F
2. KGO	(N/T)	70/ 8.4	7.1	7.4	6.6	7.9	7.4	71/831	807/16.3	17.7	15.2		8.4	68	761	KGO
3. KTOM-AF	(C)	52/ 6.3	5.3	7.3	6.0	7.4	6.2	52/731	718/14.5	13.3	14.3		5.9	48	737	KTOM-AF
4. KOCN-F	(AC)	46/ 5.5	4.1	2.5	3.8	4.0	4.0	46/556	556/11.2	9.3	9.6		2.8	23	300	KOCN-F
5. KWAV-F	(AC)	43/ 5.2	5.6	5.0	3.8	5.3	4.9	43/719	697/14.1	12.6	13.8		3.1	25	424	KWAV-F
6. KBAY-F	(EZ)	39/ 4.7	4.5	5.1	4.9	5.9	4.8	45/659	584/11.8	9.1	10.6		3.1	25	253	KBAY-F
KMBY-F	(AOR)	39/ 4.7	5.9	5.6	4.8	5.3	5.3	39/541	541/10.9	12.6	13.9		7.9	64	850	KMBY-F
8. KWSS-F	(CHR)	36/ 4.3	5.1	5.3	5.8	6.3	5.1	40/922	861/17.4	16.1	21.8		6.3	51	997	KWSS-F
9. KHIP-F	(O)	34/ 4.1	1.6	2.7	1.4	1.2	2.5	36/523	489/ 9.9	6.6	4.9		2.3	19	325	KHIP-F
10. KBOQ-F	(CL)	28/ 3.4	3.4	3.9	2.8	3.8	3.4	28/478	478/ 9.7	7.3	7.9		3.8	31	475	KBOQ-F
11. KCBS	(N)	25/ 3.0	3.1	2.1	2.7	2.8	2.7	27/443	414/ 8.5	10.5	9.0		2.2	18	374	KCBS
12. KXDC-AF	(EZ)	23/ 2.7	1.7	2.4	2.0	3.1	2.2	23/270	270/ 5.5	3.7	5.0		1.4	10	212	KXDC-AF
13. KCTY	(SP)	18/ 2.2	3.7	2.7	3.1	2.1	2.9	18/233	233/ 4.7	7.0	4.3		1.7	14	373	KCTY
14. KOMY	(BB)	17/ 2.0	1.3	2.3	1.4	0.9	1.8	17/264	256/ 5.2	4.5	3.5		1.0	8	172	KOMY
15. KLRS-F	(J/NA)	16/ 1.9	2.7	2.9	2.4	2.3	2.5	17/405	359/ 7.3	9.1	7.9					KLRS-F
KTGE	(SP)	16/ 1.9	2.4	1.3	2.0	1.4	1.9	16/222	222/ 4.5	4.9	3.4		1.1	9	200	KTGE

12+ FM SHARE (METRO): 71.65% (508 of 709) (WIN 89: 74.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KDON-F>	1 KDON-F>	1 KDON-F	1 KDON-F	1 KGO >	1 KDON-F<	1 KDON-F	1 KDON-F>	1 KDON-F>	1 KGO >>
2 KWSS-F>	2 KMBY-F	2 KWAV-F	2 KWAV-F	2 KWAV-F	2 KTOM-AF	2 KGO >	2 KGO	2 KGO	2 KGO >	2 KTOM-F>
3 KRAY-F	3 KOCN-F	KOCN-F	3 KGO	3 KGO	3 KBAY-F>	3 KTOM-AF>	3 KOCN-F<	3 KTOM-AF	3 KOCN-F<	3 KDON-F
4	4 KWAV-F	4 KMBY-F	4 KMBY-F	4 KTOM-AF	4 KBOQ-F	4 KWAV-F	4 KTOM-AF<	4 KWAV-F<	4 KBOQ-F	4
5	5 KWSS-F	5 KGO	KHIP-F<	5 KHIP-F<	5 KCBS	5 KOCN-F<	5 KWAV-F	5 KOCN-F	5 KMBY-F>	5
6	6 KHIP-F	6 KHIP-F	6 KTOM-AF	6 KOCN-F<	6	6 KWSS-F>>	6	6	6 KTOM-AF	6
7	7	7	KOCN-F	7 KMBY-F	7	7 KTGE	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDON-F>	1 KDON-F>	1 KDON-F	1 KDON-F>	1 KWAV-F	1 KDON-F>	1 KDON-F	1 KMBY-F>	1 KDON-F	1 KGO
2 KOCN-F>	2 KOCN-F	2 KWAV-F>	2 KWAV-F	KDON-F>	2 KMBY-F	2 KMBY-F>>	2 KDON-F>	2 KMBY-F	2 KMBY-F
3 KWSS-F	3 KWAV-F>	3 KOCN-F	3 KOCN-F>	3 KHIP-F	3 KWSS-F	3 KOCN-F	3 KGO	3 KGO	3 KTOM-AF
KWAV-F	4 KWSS-F	4 KHIP-F>	4 KWSS-F<	4 KTOM-AF	4 KOCN-F	4 KWSS-F	KPIG-F>	4 KOCN-F	4 KDON-F
5 KMBY-F	5 KMBY-F	5 KTOM-AF	5 KHIP-F	KOCN-F	5 KRAY-F	5 KHIP-F	5 KWAV-F	5 KHIP-F	5 KOCN-F
6 KMEL-F>	KHIP-F	KWSS-F	6 KTOM-AF	6 KBAY-F	6 KHIP-F>	6	KOCN-F	6 KTOM-AF	KHIP-F
7	7	KMBY-F	7	7	7 KMEL-F>	7	KHIP-F	7	7

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME				
KKMC	880	Gonzales/Sal.	0.7/2.8/ 6/ 142	KAZA	1290	Gilroy	0.6/2.0/ 11/ 132
KLAU	1540	Capitola/Mont.	0.4/1.6/ 3/ 78	KEAR-F	106.9	San Francisco	0.5/1.3/ 4/ 69
KLFA-F	93.9	King City/Salns	1.2/2.1/ 10/ 104	KEZR-F	106.5	San Jose	0.4/2.3/ 3/ 116
KPIG-F	107.5	Freedom	1.7/3.7/ 14/ 185	KFRC	610	San Francisco	0.4/1.9/ 5/ 110
KPUP	540	Salinas	0.5/2.2/ 4/ 110	KLOK	1170	San Jose/SF	0.5/1.4/ 4/ 81
KRAY-F	103.9	Salinas	1.8/4.7/ 15/ 233	KMEL-F	106.1	San Francisco	1.8/5.0/ 15/ 246
KZXR	1460	Salinas	0.4/1.5/ 3/ 76	KMPG	1520	Hollister	0.6/1.1/ 13/ 92
KNBR	680	San Francisco	1.0/3.7/ 9/ 193				
KOME-F	98.5	San Jose/SF	0.5/3.6/ 4/ 185				
KSJO-F	92.3	San Jose	1.2/4.9/ 16/ 312				

RADIO STATIONS

KCTY,	980,	1 KW/247 W (DA-1),	HISPANIC	,	$ 23.00 (Lotus)		
KOMY,	1340,	1 KW	, NOSTALGIA	MBS,	$ 12.00 (Radio Time)		(WATSONVILLE)
KTGE,	1570,	250 W/8 W	, HISPANIC	,	$ 13.00 (---)		
KBOQ-F,	92.7,	1 KW @ 570,	CLASSICAL	,	$ 22.00 (Durpetti)		
KDON-F,	102.5,	19 KW @ 2270,	CHR	,	$ 39.00 (Katz)	Henry	
KHIP-F,	93.5,	1 KW @ 1500,	CLASSIC AOR	,	$ 17.00 (Eastman)		(HOLLISTER)
KLFA-F,	93.9,	5 KW @ 667,	HISPANIC	,	$ 16.00 (Caballero)		(KING CITY)
KMBY-F,	107.1,	1 KW @ 1570,	AOR	,	$ 32.00 (Banner)		
KOCN-F,	104.9,	1 KW @ 500,	AC	MBS,TRNSTR,	$ 24.00 (Torbet)		
KPIG-F,	95.9,	3 KW @ 335,	COUNTRY	,	$ 17.00 (Republic)		(WATSONVILLE)
KRAY-F,	103.9,	3 KW @ 165,	HISPANIC	,	$ 23.00 (Lotus)		
KTOM-F,	100.7,	1 KW @ 2575,	COUNTRY	ABC E,	$ 30.00 (MMR)	Comm. Service	
KWAV-F,	96.9,	18 KW @ 2500,	AC	APR,	$ 35.00 (HNWH)	Buckley	
KXDC-F,	101.7,	1 KW @ 590,	BTFL/EZ	,	$ 15.00 (Christal)		
KLRS-F,	99.1,	1 KW @ 2618,	JAZZ/NAC	,	$ 28.00 (Mc-Guild)	Fuller-Jeffrey	

OTHER RANKED STATIONS -- See San Francisco or San Jose

SALT LAKE CITY

Arbitron Rank/Pop (12+): 38/1,004,800

MSA Rank/Pop: 45/1,061,100
ADI # 41
Average Person Ratings: 16.0
Market TSL: 20.75 hours

Stations: 30/30
Diaries: 1365/736:1/61.2%
Sample Target: 1250
% Below Line: 0.0
% Not Listed: 8.0

1989 Revenue: $30,500,000
HH Inc.: $28,337
Retail $: 6.9 Bil
Pop per Station: 33,493
#1 Biller: KSL $4,500,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KKAT-F (C)	171/10.7	10.6	9.1	9.3	8.6	9.9	185/2464	2163/21.5	19.9	17.7		14.2	231	2311	KKAT-F
2. KSFI-F (EZ)	150/ 9.3	11.3	9.4	7.3	9.8	9.3	171/2215	1852/18.4	19.9	19.7		7.4	121	1436	KSFI-F
3. KSL (MOR)	137/ 8.5	7.8	4.6	6.7	7.0	6.9	168/2965	2424/24.1	22.3	21.5		6.3	103	2108	KSL
4. KISN-F (CHR)	120/ 7.5	6.8	8.0	7.3	6.9	7.4	150/2540	2026/20.2	21.3	24.1		5.8	94	1525	KISN-F
5. KLZX-AF (CL AOR)	98/ 6.1	6.2	3.0	5.0	3.6	5.1	101/1312	1292/12.9	12.9	11.4		5.6	92	1462	KLZX-AF
6. KSOP-AF (C)	96/ 6.0	6.0	5.6	8.3	8.0	6.5	132/2017	1551/15.4	15.4	15.2		9.3	151	1828	KSOP-AF
7. KCPX-F (CHR)	93/ 5.8	4.9	6.9	7.2	7.9	6.2	98/2013	1822/18.1	18.5	23.8		6.1	99	2379	KCPX-F
8. KMGR-F (AC)	70/ 4.4	4.1	2.9	2.6	3.2	3.5	74/1102	1021/10.2	9.3	8.3		1.7	27	482	KMGR-F
9. KBER-F (AOR)	61/ 3.8	5.8	5.3	5.0	4.5	5.0	65/1165	1058/10.5	11.7	9.7		6.4	104	1559	KBER-F
10. KALL (AC)	59/ 3.7	2.9	2.4	2.4	2.3	2.9	59/938	938/ 9.3	9.0	7.8		1.8	29	663	KALL
11. KLVV-F (AC)	55/ 3.5	2.5	2.2	1.2	0.5	2.3	55/954	925/ 9.2	9.0	2.4		1.4	23	637	KLVV-F
12. KRSP-F (AOR)	46/ 2.9	2.0	3.7	5.3	5.6	3.5	51/1254	1091/10.9	9.4	16.3		3.7	60	788	KRSP-F
KJQN-F (AOR)	46/ 2.9	2.0	3.8	2.2	3.3	2.7	49/1023	946/ 9.4	6.4	6.9		5.9	96	1130	KJQN-F
14. KTKK (T)	42/ 2.6	1.3	3.0	1.7	3.1	2.2	42/415	415/ 4.1	4.1	6.2		1.5	25	397	KTKK
15. KDYL (BB)	39/ 2.4	2.4	2.4	2.3	1.6	2.4	39/516	501/ 5.0	4.3	2.7		1.8	29	371	KDYL
16. KZHT-F (CHR)	33/ 2.1	2.3	4.9	2.6	1.7	3.0	36/924	850/ 8.5	8.9	4.9		3.1	51	1150	KZHT-F
17. KLCY-F (AC)	28/ 1.7	2.7	2.2	3.7	3.0	2.6	49/1123	881/ 8.8	8.2	9.7		1.5	24	531	KLCY-F
18. KISN (?)	24/ 1.5	1.0	0.7	1.4	0.4	1.1	30/1047	892/ 8.9	6.3	3.4		0.5	8	222	KISN
19. KRPN-F (O)	16/ 1.0	1.3	1.0	0.5	0.8	0.9	17/361	334/ 3.3	3.3	2.6		0.9	14	247	KRPN-F
20.															

12+ FM SHARE (METRO): 75.42% (1114 of 1477) (WIN 89: 77.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCPX-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KSFI-F	1 KSL <	1 KSFI-F	1 KKAT-F<	1 KISN-F	1 KKAT-F<
2 KISN-F>	2 KISN-F<	2 KLZX-AF<	2 KLZX-AF	2 KLZX-AF	2 KSL >	2 KKAT-F	2 KKAT-F	2 KSFI-F	2 KKAT-F>	2 KSOP-F
3 KKAT-F	3 KLZX-AF	3 KISN-F>	3 KISN-F	3 KSFI-F	3 KKAT-F	3 KSFI-F	3 KSL	3 KISN-F	3 KCPX-F<	3 KSL >
4 KZHT-F	4 KCPX-F	4 KCPX-F	4 KMGR-F<	4 KSL	4 KSOP-AF	4 KISN-F	4 KISN-F<	4 KSL	4 KLZX-AF	4 KCPX-F
5	5 KBER-F	5 KMGR-F	5 KSL	5 KISN-F<	5 KALL	5 KLZX-AF	5 KLZX-AF<	5 KCPX-F<	5 KSL	KALL
6	6 KMGR-F	6 KSOP-AF<	KSFI-F	6 KSOP-AF	6	6 KSOP-AF	6 KSOP-AF	6 KLZX-AF	6 KJQN-F	6
7	7	7 KSL	7 KSOP-AF	7 KMGR-F	7	7	7	7	7	7
8	8	KSFI-F	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KISN-F	1 KISN-F	1 KKAT-F	1 KKAT-F	1 KKAT-F
2 KKAT-F	2 KKAT-F>	KISN-F>	2 KISN-F>	2 KSFI-F<
3 KCPX-F>	3 KCPX-F	3 KMGR-F	3 KMGR-F<	3 KISN-F
4 KLVV-F	4 KMGR-F	4 KLZX-AF	4 KCPX-F>	4 KMGR-F>
KBER-F	5 KLVV-F	5 KCPX-F	5 KLVV-F	5 KSOP-AF
6 KMGR-F>	6 KLZX-AF	6 KLVV-F	6 KSFI-F	KSL
7 KJQN-F	7 KSOP-AF	7 KSOP-AF	7	KCPX-F
8	KBER-F	8	8	8
9	9	9	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KISN-F	1 KLZX-AF	1 KLZX-AF>	1 KLZX-AF	1 KLZX-AF
KCPX-F	2 KKAT-F>	2 KKAT-F>	2 KKAT-F>	2 KKAT-F
3 KJQN-F	3 KISN-F	3 KSOP-AF	3 KSL <	3 KSL
4 KLZX-AF	KBER-F	4 KRSP-F	4 KISN-F	4 KSOP-AF
KKAT-F	5 KRSP-F	5 KBER-F	5 KSOP-AF	5 KSFI-F
6 KBER-F	6 KJQN-F	6 KLVV-F	6 KRSP-F	6 KALL <
7 KRSP-F>	7	KISN-F	KBER-F	7 KMGR-F
8	8	8	8	8
9	9	9	9	9
10	10	10	10	10

OTHER RATED STATIONS			METRO SHARE/ CUME RTG/ TSA AQH/ TSA CUME
KBCK-F	105.7	Salt Lake	0.5/1.8/ 8/ 182
KFAM	700	N Salt Lake Cit	0.7/1.6/ 11/ 187
KKWY-F	97.9	Ogden/Slt.Lk.Ct	0.9/5.2/ 14/ 555
KMGR	1230	Murray/St. Lk.	0.1/0.3/ 1/ 33
KRSP	1060	S Salt Lake	0.7/2.9/ 12/ 300
KSOS-F	106.9	Brigham/St.Lk.	0.6/3.1/ 18/ 388
KSRR	1400	Provo	0.7/2.6/ 12/ 263
KUTR	1320	Salt Lake City	0.7/3.7/ 11/ 399
KZOL-F	96.1	Provo/Salt Lake	0.9/4.7/ 15/ 506

RADIO STATIONS

AM STATIONS

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KALL,  910,  5 KW/1 KW (DA-N)   , AC           ABC I, MBS, $  30.00 (Eastman)     Hatch
KDYL, 1280,  5 KW/500 W (DA-N)  , NOSTALGIA          SMN, $  22.00 (CBS)
KISN,  570,  5 KW (DA-1)        ,   ??                  , $  26.00 (Mc-Guild)
KRSP, 1060, 10 KW/1 KW (DA-N)   , OLDIES          ABC D, $  20.00 (Durpetti)
KSL , 1160, 50 KW               , MOR               CBS, $  90.00 (MMR)         Bonneville
KTKK,  630,  1 KW/500 W (DA-2)  , TALK            ABC T, $  23.00 (K & P)
KLZX,  860, 50 KW/196 W         , AOR            SOURCE, $  20.00 (Christal)    Citadel
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FM STATIONS

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KQOL, 106.3,   7 KW @ 2710, COUNTRY ROCK
KCPX,  98.7,  27 KW @ 2930, CHR                  , $  26.00 (Torbet)
KBER, 101.1,  25 KW @ 3740, AOR                  , $  60.00 (Katz)         John Price
KZOL,  96.1,  55 KW @ 2620, OLDIES               , $  33.00 (HNWH)                     (OGDEN)
KISN,  97.1,  26 KW @ 3650, CHR            TRNSTR, $  27.00 (HNWH)         Cook Inlet  (PROVO)
KJQN,  95.5, 100 KW @  680, AOR                  , $  60.00 (Mc-Guild)
KKAT, 101.9,  26 KW @ 3740, COUNTRY              , $  27.00 (---)                      (OGDEN)
KKWY,  97.9,  26 KW @ 3770, AOR                  , $  74.00 (Banner)       Brown       (OGDEN)
                                           TRNSTR, $  20.00 (CBS)                      (OGDEN)

KLCY,  94.1,  24 KW @ 3030, AC              ABC E, $  46.00 (Eastman)      Hatch
KLVV,  99.5,  40 KW @ 2953, AC                   , $  21.00 (K & P)                 (BOUNTIFUL)
KLZX,  93.3,  26 KW @ 3740, CLASSIC AOR          , $  30.00 (Christal)     Citadel
KMGR, 107.5,  49 KW @ 2850, SOFT AC              , $  34.00 (HNWH)
KRPN, 107.9,  67 KW @ 2383, OLDIES               , $   N/A  (Christal)                 (OREM)
KRSP, 103.5,  27 KW @ 3630, AOR             ABC R, $  58.00 (Durpetti)     Bonneville  (ROY)
KSFI, 100.3,  26 KW @ 3740, BTFL/EZ              , $  65.00 (CBS)
KSOP, 104.3,  25 KW @ 3650, COUNTRY              , $  56.00 (MMR)
KSOS, 106.9,  68 KW @ 2369,   ??                 , $  20.00 (Moore)                   (BRIGHMAN)
KZHT,  94.9,  47 KW @ 2730, CHR                  , $  31.00 (Durpetti)                 (PROVO)
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MISCELLANEOUS COMMENTS: KCGL-F changes calls to KBCK as of February

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
SAC - Soft Adult Contemporary

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion Christian Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

SAN ANTONIO

Arbitron Rank/Pop (12+): 36/1,054,000
MSA Rank/Pop: 38/1,306,000
ADI # 44
Average Person Ratings: 18.4
Market TSL: 24.25 hours

Stations: 28/28
Diaries: 1337/788:1/50.7%
Sample Target: 1260
% Below Line: 0.0
% Not Listed: 6.8

1989 Revenue: $38,500,000
HH Inc.: $24,968
Retail $: 8.0 Bil
Pop per Station: 37,642
#1 Biller: KCYY-F $5,500,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KCYY-F	(C)	211/10.9	10.3	9.0	8.4	9.5	9.6	273/2755	2157/20.5	19.7	20.4		10.4	216	1843	KCYY-F
2. KTFM-F	(CHR)	133/ 6.9	7.7	6.6	6.0	7.2	6.8	143/2383	2170/20.6	23.1	21.1		9.0	187	2887	KTFM-F
3. KCOR	(SP)	132/ 6.8	5.1	3.6	5.2	5.6	5.2	143/995	920/ 8.7	4.7	8.7		5.5	115	730	KCOR
4. KITY-F	(CHR)	119/ 6.1	6.5	7.6	6.8	6.2	6.8	139/2179	1906/18.1	18.4	18.0		8.9	184	2154	KITY-F
5. KAJA-F	(C)	114/ 5.9	5.0	5.3	5.6	5.1	5.4	130/1720	1485/14.1	14.9	14.2		5.1	105	1335	KAJA-F
6. WOAI	(N/T)	98/ 5.1	5.7	4.7	6.0	7.9	5.4	154/2127	1502/14.3	15.2	16.8		4.1	85	1272	WOAI
KSMG-F	(O)	98/ 5.1	4.5	7.3	6.4	3.9	5.8	107/1723	1571/14.9	13.0	12.8		5.4	112	1278	KSMG-F
8. KQXT-F	(EZ)	91/ 4.7	4.4	4.2	4.7	6.3	4.5	104/1528	1276/12.1	10.9	13.5		2.9	60	867	KQXT-F
9. KZEP-F	(CL AOR)	81/ 4.2	3.6	4.2	3.1	3.5	3.8	83/1128	1079/10.2	10.3	10.2		2.9	61	736	KZEP-F
KTSA	(MOR)	81/ 4.2	4.2	4.2	3.4	2.5	4.0	112/1250	892/ 8.5	9.2	8.1		2.7	57	769	KTSA
11. KSAQ-F	(CHR)	78/ 4.0	4.8	4.4	3.1	3.3	4.1	81/1351	1271/12.1	15.3	12.4		5.6	116	1300	KSAQ-F
12. KMMX-F	(SAC)	75/ 3.9	5.5	4.5	5.1	4.4	4.8	80/1217	1128/10.7	12.7	13.5		4.5	93	1024	KMMX-F
13. KKYX	(C)	74/ 3.8	4.6	5.1	5.4	4.2	4.7	135/1660	890/ 8.4	9.6	9.0		3.0	62	693	KKYX
14. KONO	(O)	73/ 3.8	2.5	3.3	3.1	3.3	3.2	78/947	824/ 7.8	7.6	9.1		3.8	78	914	KONO
15. KISS-F	(AOR)	72/ 3.7	4.4	5.5	5.1	5.0	4.7	95/1728	1439/13.7	13.0	15.4		6.1	127	1516	KISS-F
16. KZVE-F	(SP)	53/ 2.7	2.2	3.0	3.1	2.1	2.8	58/728	651/ 6.0	4.2	6.5		2.7	56	578	KZVE-F
17. KSJL	(CHR)	40/ 2.1	0.8	2.0	1.2	1.6	1.5	48/605	370/ 3.5	3.5	4.9		1.1	23	550	KSJL
18. KSAH	(SP)	33/ 1.7	1.3	1.3	1.0	----	1.3	40/402	271/ 2.6	2.9	0.0		1.2	25	315	KSAH
19. KEDA	(SP)	27/ 1.4	1.6	1.9	2.8	2.2	1.9	33/517	460/ 4.4	4.6	6.0		2.2	45	743	KEDA
20. KCHL	(J)	25/ 1.3	1.2	0.9	1.1	1.0	1.1	25/263	263/ 2.5	2.2	2.7		1.2	24	222	KCHL
21. KSLR	(REL)	24/ 1.2	1.6	1.0	1.1	1.6	1.2	28/529	449/ 4.3	4.2	4.2		1.6	34	551	KSLR
22. KXTN	(SP)	23/ 1.2	1.2	1.1	3.1	1.2	1.6	27/449	391/ 3.7	4.1	4.5		1.9	40	373	KXTN
23.																
24.																
25.																

12+ FM SHARE (METRO): 62.91% (1138 of 1809) (WIN 89: 63.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KITY-F	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 KCYY-F<	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 KITY-F>	1 KCYY-F<
2 KTFM-F>	2 KTFM-F	2 KAJA-F<	2 KSMG-F<	2 KSMG-F	2 KCOR >	2 KCOR	2 KAJA-F	2 KTFM-F	2 KTFM-F<	2 KTFM-F>>
3 KSAQ-F	3 KITY-F	3 KTFM-F<	3 KAJA-F	3 KAJA-F	3 WOAI	3 KTFM-F	3 KCOR	3 KAJA-F<	3 KSAQ-F	3 WOAI
4	4 KMMX-F	4 KSMG-F	4 KZEP-F	4 KZEP-F	4 KQXT-F<	4 WOAI <	4 KQXT-F<	4 KSMG-F	4 KCYY-F	4 KITY-F
5	KISS-F<	5 KZEP-F	5 KMMX-F	5 KMMX-F	5 KTSA	5 KAJA-F<	5 KSMG-F	5 KITY-F	5 KCOR	5 KCOR
6	6 KSAQ-F<	6 KITY-F	6 KTFM-F	6 KTFM-F	6 KKYX	6 KITY-F	6 WOAI <	6 KCOR	6 KISS-F	6 KSMG-F
7	7 KZEP-F	7 KMMX-F	7 KQXT-F	KQXT-F<	7 KONO	7	7 KTFM-F	7 KSAQ-F	7	7
8	KAJA-F	8	8	8 WOAI	8	8	8	8	8	8
9	9	9	9	KONO	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTFM-F	1 KCYY-F	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>		1 KSAQ-F>	1 KCYY-F	1 KZEP-F	1 KCYY-F>	1 KCYY-F>
2 KITY-F	2 KTFM-F	2 KSMG-F	2 KTFM-F	2 KSMG-F<		2 KISS-F	2 KISS-F	KCYY-F	2 KZEP-F>	2 KZEP-F
3 KCYY-F	3 KITY-F	3 KMMX-F	3 KAJA-F	3 KAJA-F		KCYY-F	3 KZEP-F	3 KMMX-F	3 KISS-F	3 WOAI
4 KSAQ-F>	4 KMMX-F	4 KAJA-F	4 KSMG-F	4 KQXT-F		4 KSJL	4 KITY-F	4 KAJA-F	KAJA-F<	4 KSMG-F
5 KMMX-F	5 KSMG-F	5 KTFM-F	5 KITY-F	5 KCOR <		KITY-F>	5 KSAQ-F	5 KISS-F	5 KSMG-F	5 KAJA-F
6 KISS-F	6 KSAQ-F	6 KZEP-F	6 KMMX-F<	6 KMMX-F<		6 KTFM-F	KAJA-F	6 WOAI	6 WOAI	6 KMMX-F
7 KAJA-F	7 KAJA-F	7 KZVE-F	7 KQXT-F	7 KTFM-F		7 KZEP-F	7 KMMX-F<	7 KSMG-F	KTFM-F	7 KTFM-F
8 KSMG-F>	8	KQXT-F	8	KONO		8 KAJA-F>	8 KTFM-F	8 KTFM-F	8	8

OTHER RATED STATIONS			METRO SHARE/	CUME RTG/	TSA AQH/	TSA CUME
KDRY	1100	Alamo Heights	0.7	1.7	14	189
KFAN-F	101.1	Fredericksburg	0.7	4.4	23	600
KFHM	1160	San Antonio	0.4	2.1	17	275
KGNB	1420	New Braunfels	0.4	1.6	9	194
KWED	1580	Sequin	0.3	1.1	6	113
KZEP	1250	San Antonio	0.3	1.8	6	200

RADIO STATIONS

AM STATIONS

KCHL	1480	2.5 KW (DAYS, DA)	BLACK		$ 20.00	(Mc-Guild)	
KCOR	1350	5 KW (DA-N)	HISPANIC		$ 67.00	(Katz Hisp.)	Tichenor
KDRY	1100	11 KW/1 KW (DA-N)	RELIGION		$ 12.00	(---)	
KEDA	1540	5 KW/1 KW (DA-N)	HISPANIC		$ 38.00	(Caballero)	
KFHM	1160	10 KW/1 KW (DA-2)	HISPANIC		$ 19.00	(---)	
KKYX	680	50 KW/10 KW (DA-N)	COUNTRY	ABC I	$ 53.00	(Katz)	NewCity
KONO	860	5 KW/1 KW	OLDIES	NBC	$ 36.00	(Christal)	Genesis/Booth
KRIA	930	5 KW/1 KW (DA-N)	OLDIES	CRC	$ 26.00	(Lotus)	Adams
KSAH	720	10 KW/1 KW (DA-2)	HISPANIC		$ 22.00	(Caballero)	
KSJL	760	50 KW/1 KW (DA-1)	AOR	SMN, NBC	$ N/A	(Eastman)	Inner City
KSLR	630	5 KW (DA-2)	RELIGION		$ 19.00	(---)	
KTSA	1310	5 KW (DA-N)	MOR	ABC D	$ 29.00	(Banner)	
KXTN	1310	5 KW/280 W (DA-1)	HISPANIC		$ 29.00	(Lotus)	TK
WOAI	1200	50 KW	NEWS/TALK	CBS	$ 80.00	(Christal)	Clear Channel

FM STATIONS

KAJA	97.3	100 KW @ 472	COUNTRY		$ 65.00	(Christal)	Clear Channel
KCYY	100.3	98 KW @ 570	COUNTRY		$ 84.00	(Katz)	NewCity
KFAN	101.1	100 KW @ 620	AC		$ N/A	(Eastman)	(FREDERICKSBURG)
KISS	99.5	100 KW @ 1084	AOR	SOURCE	$ 70.00	(MMR)	Adams
KITY	92.9	100 KW @ 1016	CHR		$ 64.00	(Christal)	Genesis/Booth
KMMX	106.7	100 KW @ 1030	SOFT AC		$ 58.00	(Mc-Guild)	
KQXT	101.9	100 KW @ 700	BTFL/EZ		$ 59.00	(Group W)	Westinghouse
KSAQ	96.1	100 KW @ 480	CHR	NBC, US 1	$ 45.00	(Eastman)	Inner City
KSMG	105.3	100 KW @ 1240	OLDIES	US 1	$ 60.00	(CBS)	Rusk
KTFM	102.7	100 KW @ 670	CHR		$ 70.00	(Banner)	
KZEP	104.5	100 KW @ 660	CLASSIC AOR	MBS	$ 50.00	(Torbet)	Lotus
KZVE	107.5	100 KW @ 1514	HISPANIC		$ 44.00	(Eastman)	TK

SAN DIEGO

Arbitron Rank/Pop (12+): 16/2,046,800

MSA Rank/Pop: 16/2,310,600
ADI # 24
Average Person Ratings: 17.1
Market TSL: 22.75 hours

Stations: 39/31
Diaries: 2064/992:1/52.3%
Sample Target: 1740
% Below Line: 4.8
% Not Listed: 9.0

1989 Revenue: $84,300,000
HH Inc.: $31,832
Retail $: 17.6 Bil
Pop per Station: 66,025
#1 Biller: KFMB $10,000,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1.	KKLQ-F	(CHR)	326/ 9.3	8.3	9.0	8.1	8.1	8.7		4590/22.4	21.2	24.0		13.4	461	6177	KKLQ-F
2.	KSON-AF	(C)	234/ 6.6	5.7	6.1	7.0	6.1	6.3		2772/13.5	12.4	10.7		8.4	290	3455	KSON-AF
3.	KGB -F	(AOR)	215/ 6.1	7.0	5.0	8.8	6.5	6.7		2592/12.7	16.4	15.2		7.6	262	2611	KGB -F
4.	KSDO	(N/T)	209/ 6.0	4.9	6.2	6.0	5.6	5.8		2422/11.8	11.4	11.9		3.9	134	1713	KSDO
5.	KJQY-F	(EZ)	187/ 5.3	6.5	5.4	6.6	8.3	5.9		2425/11.8	10.7	14.4		4.3	148	1638	KJQY-F
6.	KYXY-F	(AC)	175/ 5.0	4.3	3.6	3.6	5.2	4.1		2570/12.6	10.3	12.9		3.4	117	1877	KYXY-F
7.	KPOP	(BB)	169/ 4.8	4.4	3.0	2.5	3.7	3.7		1324/ 6.5	7.9	7.4		2.7	93	858	KPOP
8.	KFMB	(MOR)	161/ 4.6	4.2	8.3	6.7	4.4	5.9		2322/11.3	11.8	12.0		3.2	109	1968	KFMB
9.	KFMB-F	(AC)	159/ 4.5	4.1	5.4	5.7	5.2	4.9		3207/15.7	14.7	17.7		3.3	113	2246	KFMB-F
10.	XTRA-F	(AOR)	151/ 4.3	4.8	5.6	4.6	5.0	4.8		2479/12.1	13.3	13.7		6.6	228	2987	XTRA-F
11.	KFSD-F	(CL)	150/ 4.3	3.9	3.0	2.6	3.4	3.5		1843/ 9.0	9.5	8.4		3.8	131	1074	KFSD-F
12.	KKYY-F	(AC)	148/ 4.2	3.2	3.1	3.5	3.8	3.5		2381/11.6	10.0	9.4		3.6	124	1856	KKYY-F
13.	KIFM-F	(J)	147/ 4.2	3.7	3.5	3.1	3.2	3.6		1850/ 9.0	9.0	8.9		4.5	154	2157	KIFM-F
14.	KCBQ-F	(O)	91/ 2.6	2.1	3.2	2.5	3.0	2.6		2073/10.1	7.4	11.1		2.7	94	1320	KCBQ-F
15.	KSDO-F	(CL AOR)	69/ 2.0	1.7	2.0	1.9	1.8	1.9		1529/ 7.5	7.5	5.6		2.6	91	1379	KSDO-F
16.	KNX	(N)	51/ 1.5	1.6	1.1	1.6	1.6	1.5		1120/ 5.5	5.4	5.4		1.0	34	784	KNX
17.	KGMG-F	(CL AOR)	47/ 1.3	2.1	2.3	1.8	2.0	1.9		1072/ 5.2	5.8	6.7		2.3	78	874	KGMG-F
18.	XHRM-F	(B)	45/ 1.3	3.3	3.2	3.2	3.8	2.8		1340/ 6.5	8.2	9.6		3.2	110	2009	XHRM-F
19.	KCBQ	(O)	42/ 1.2	1.3	0.6	0.5	0.5	0.9		652/ 3.2	3.4	1.7		0.5	17	381	KCBQ
20.	XTRA	(N)	41/ 1.2	1.6	1.1	0.8	0.9	1.2		1138/ 5.6	7.2	4.3		1.3	44	1114	XTRA
21.	XLTN-F	(SP)	40/ 1.1	1.4	0.6	1.3	0.3	1.1		523/ 2.6	2.4	1.3		1.2	41	580	XLTN-F
22.	KKLQ	(CHR)	35/ 1.0	0.7	0.6	0.7	0.8	0.8		678/ 3.3	0.0	0.0		0.7	23	458	KKLQ
24.																	
25.																	

San Diego's Metro & TSA are the same

12+ FM SHARE (METRO): 72.94% (2329 of 3193) (WIN 89: 74.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKLQ-F>>	1 KGB -F<	1 KKLQ-F	1 KSON-AF	1 KSON-AF	1 KSDO	1 KKLQ-F	1 KSON-AF	1 KKLQ-F>	1 KKLQ-F>>	1 KSDO >>
2 KKLQ	2 KKLQ-F>	2 KFSD-F	2 KYXY-F<	2 KIFM-F	2 KPOP <	2 KFMB	2 KYXY-F<	2 KSON-AF	2 KGB -F<	2 KGB-F
3 XTRA-F	3 XTRA-F	3 KSON-AF	3 KIFM-F	3 KKLQ-F<	3 KSON-AF	3 KSDO	3 KGB -F<	3 KGB -F	3 KSDO	3 KPOP-F
4	4 KKYY-F	4 KYXY-F	4 KKLQ-F	4 KFMB-F	KJQY-F	4 KSON-AF<	4 KJQY-F	4 KJQY-F<	4 XTRA-F	4 KFMB-F<
5	5 KFMB-F	5 KKYY-F<	5 KKYY-F	5 KKYY-F<	5 KFMB	5 KGB -F	5 KSDO <	5 KSDO <	5 KFSD-F<	5 KFSD-F
6	6 KYXY-F	6 KFMB <	KFMB-F<	6 KGB -F	6 KFSD-F	6 KKYY-F	6 KKLQ-F	6 KYXY-F<	6 KJQY-F<	6 KJQY-F
7	7 KSON-AF>>	7 XTRA-F<	7 KGB -F>>	7 KFMB <	7 KYXY-F	7 KJQY-F	7 KPOP >>	7 KIFM-F>>	7 KIFM-F	7 KKLQ-F
8	8 KSON	8 KIFM-F>>	8 KSON	8 KJQY-F>>	8 KIFM-F>>	KFMB-F>>	8 KSON	8 KSON	8 KSON-AF>>	8
9	9	9 KSON	9	9 KSON	9 KSON	9 KSON	9	9	9 KSON	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKLQ-F>	1 KKLQ-F>	1 KKYY-F	1 KKLQ-F	1 KYXY-F
2 XTRA-F	2 KKYY-F	KKLQ-F	2 KYXY-F	2 KSON-AF
3 KFMB-F	3 KFMB-F	3 KFMB-F	3 KKOS-F<	3 KKLQ-F<
4 KKYY-F	4 KYXY-F	4 KIFM-F	4 KFMB-F	4 KKYY-F<
5 KYXY-F	5 XTRA-F	5 KYXY-F	5 KSON-AF	5 KFMB-F
6 KGB -F>	6 KSON-AF	6 KSON-AF>	6 KIFM-F	6 KIFM-F
7 KSON-AF	KIFM-F<	7 KGB -F	7 KJQY-F>>	7 KJQY-F>>
XHRM-F	8 KGB -F	8 KCBQ-F	8 KSON	8 KSON
KJQY-F	9	9 XTRA-F>	9	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGB -F>	1 KGB -F>	1 KGB -F<	1 KGB -F>	1 KSON-AF
2 XTRA-F>>	2 XTRA-F<	2 KKLQ-F>	2 KKLQ-F	2 KGB -F
3 KKLQ-F>	3 KKLQ-F>>	3 XTRA-F	3 XTRA-F	3 KIFM-F
4 KKYY-F>	4 KKYY-F<	4 KSON-AF	4 KSON-AF	4 KSDO
5 KGMG-F	5 KFMB-F	5 KFMB-F<	5 KIFM-F	KFMB
KFMB-F	6 KSON-AF	6 KSDO-F	6 KKYY-F	6 KYXY-F
7 KSDO-F	KSON	7 KIFM-F	KFMB-F<	KKLQ-F
8 KFSD-F	KSDO >>	8 KYXY-F	8 KFMB >>	8 KFMB-F>>
9 KLOS-F	9 KSDO-F	KKYY-F	9 KSON	9 KSON

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KCEO	1000	VISTS	0.3/1.4/ 12/ 288
KGMG	1320	OCEANSIDE	0.9/1.4/ 30/ 290
KKOS-F	95.9	CARLSBAD	0.6/2.3/ 22/ 476
KOWA	1450	ESCONDIDO/SD	0.3/1.1/ 11/ 225
KOWF-F	92.1	ESCONDIDO/SNDGO	0.3/1.5/ 12/ 303
KPRZ	1210	SAN MARCOS/SD	0.4/1.7/ 13/ 338
KSON	1240	SAN DIEGO	0.4/0.0/ 0/ 0
XEMO	860	TIJUANA	0.8/2.4/ 27/ 494
XHKY-F	95.7	TIJUANA/SD	0.7/1.7/ 26/ 349
XHTZ-F	90.3	TIJUANA	0.8/4.9/ 29/1011
KABC	790	LOS ANGELES	0.5/1.2/ 16/ 249
KBIG-F	104.3	LOS ANGELES	0.5/1.6/ 19/ 324
KFI	640	LOS ANGELES	0.6/2.2/ 20/ 451
KLOS-F	95.5	LOS ANGELES	0.8/1.9/ 29/ 389
KLVE-F	107.5	LOS ANGELES	0.3/0.6/ 11/ 124
KWVE-F	107.9	SAN CLEMENTE	0.3/0.9/ 12/ 189
XPRS	1090	TIJUANA	0.3/0.8/ 12/ 162

RADIO STATIONS

AM STATIONS

KCBQ,	1170,	50 KW/1.5 KW (DA-2),	OLDIES	,	$ N/A	(Republic)	Adams
KFMB,	760,	5 KW (DA-N)	, MOR	CBS,	$ 170.00	(Mc-Guild)	Midwest TV
KKLQ,	600,	5 KW (DA-1)	, CHR	APR, MBS,	$ N/A	(Christal)	Edens
KPOP,	1360,	5 KW/ 1 KW	, NOSTALGIA	NBC,	$ 43.00	(Katz)	Brown
KSDO,	1130,	10 KW (DA-2)	, NEWS/TALK	ABC I,	$ 128.00	(Durpetti)	Gannett
KSON,	1240,	1 KW	, COUNTRY	MBS,	$ N/A	(Banner)	Jeff-Pilot
XTRA,	690,	50 KW (DS-2)	, NEWS	ABC E,	$ 40.00	(MMR)	Noble

FM STATIONS

KCBQ,	105.3,	29 KW @ 620,	OLDIES	,	$ 75.00	(Republic)	Adams
KFMB,	100.7,	30 KW @ 620,	CONTEMP/AC	,	$ 128.00	(Mc-Guild)	Midwest TV
KFSD,	94.1,	100 KW @ 641,	CLASSICAL	,	$ 71.00	(HNWH)	Lotus
KGB ,	101.5,	50 KW @ 470,	AOR	,	$ 153.00	(Katz)	Brown
KGMG,	102.1,	10 KW @ 980,	CLASSIC AOR	SOURCE,	$ 44.00	(Banner)	
KIFM,	98.1,	28 KW @ 640,	JAZZ/NAC	,	$ 79.00	(CBS)	
KJQY,	103.7,	36 KW @ 650,	EZ	,	$ 90.00	(Group W)	Westinghouse
KKLQ,	106.5,	50 KW @ 442,	CHR	,	$ 128.00	(Christal)	Edens
KKOS,	95.9,	3 KW @ 305,	AC	,	$ 40.00	(---)	
KKYY,	94.9,	22 KW @ 710,	AC	,	$ 70.00	(Torbet)	Sandusky
KSON,	97.3,	50 KW @ 442,	COUNTRY	,	$ 99.00	(Banner)	Jeff-Pilot
KSDO,	102.9,	32 KW @ 590,	CLASSIC AOR	SMN,	$ 60.00	(Durpetti)	Gannett
KYXY,	96.5,	41 KW @ 540,	AC	,	$ 70.00	(HNWH)	
XHRM,	92.5,	50 KW @ 600,	BLACK	ABC F,	$ 49.00	(K & P)	
XHTZ,	90.3,	100 KW @ 1000,	CHR	,	$ 40.00	(---)	
XLTN,	104.5,	60 KW @ 1200,	HISPANIC	,	$ 35.00	(Katz Hisp.)	
XTRA,	91.1,	100 KW @ 1000,	AOR	,	$ 92.00	(MMR)	Noble

CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES
KVSD-A changes to KCEO-A as of February 1990		

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,017,400
ADI # 4
MSA Rank/Pop: (28 San Francisco) 4,700,000
(22 Oakland)
Average Person Ratings: 17.0
Market TSL: 22.25 hours

Stations: 51/49
Diaries: 3599/1394:1/49.4%
Sample Target: 2720
% Below Line: 1.2
% Not Listed: 10.3

1989 Revenue: $173,200,000
HH Inc.: $37,970
Retail $: 39.9 Bil
Pop per Station: 102,395
#1 Biller: KGO $21,500,000

12+ METRO			1/4/SHARE	FAL 89	SUM 39	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1.	KGO	(N/T)	633/ 7.4	8.2	7.6	7.0	8.3	7.6	803/11199	8809/17.6	19.8	17.9		8.1	662	8258	KGO
2.	KMEL-F	(CHR)	468/ 5.5	4.9	4.8	5.6	5.0	5.2	500/7647	7015/14.0	13.4	13.9		7.7	630	9383	KMEL-F
3.	KOIT-AF	(AC)	440/ 5.2	4.8	4.0	4.9	3.8	4.7	448/6947	6741/13.4	13.1	11.9		3.2	262	3896	KOIT-AF
4.	KCBS	(N/T)	417/ 4.9	6.1	5.3	4.6	4.6	5.2	502/9456	8021/16.0	20.1	14.2		4.8	289	5567	KCBS
5.	KFRC	(BB)	361/ 4.2	3.6	3.1	3.5	3.7	3.6	440/6185	4998/10.0	9.4	9.5		3.4	279	3229	KFRC
6.	KABL-AF	(EZ)	328/ 3.8	4.6	3.6	4.5	5.0	4.1	335/4976	4769/ 9.5	10.9	10.2		3.1	247	3085	KABL-AF
7.	KIOI-F	(AC)	315/ 3.7	2.6	3.6	3.9	3.6	3.5	326/6442	6147/12.3	9.8	12.0		3.6	293	5085	KIOI-F
8.	KRQR-F	(AOR)	246/ 2.9	2.9	2.9	3.0	2.8	2.9	265/5084	4549/ 9.1	7.8	8.5		4.5	363	4766	KRQR-F
9.	KSOL-F	(AOR)	233/ 2.7	2.9	3.0	2.7	2.7	2.8	238/4410	4283/ 8.5	8.4	9.0		1.9	313	5607	KSOL-F
10.	KXXX-F	(CHR)	232/ 2.7	2.7	2.7	2.8	2.8	2.7	245/5545	5363/10.7	9.7	10.4		3.3	265	5464	KXXX-F
11.	KKSF-F	(J/NAC)	229/ 2.7	2.7	2.8	2.3	3.0	2.6	231/3304	3268/ 6.5	6.3	7.2		2.1	172	3108	KKSF-F
12.	KBAY-F	(EZ)	221/ 2.6	2.0	2.1	2.0	2.2	2.2	275/3695	2883/ 5.7	4.3	4.9		1.9	156	1441	KBAY-F
13.	KBLX-F	(J/NAC)	217/ 2.5	1.9	1.9	2.3	2.3	2.2	224/2978	2893/ 5.8	5.6	6.1		2.5	201	3002	KBLX-F
14.	KNBR	(N/T)	211/ 2.5	3.7	5.0	3.5	2.6	3.7	293/6213	4563/ 9.1	13.2	9.1		2.0	161	3183	KNBR
15.	KDFC-AF	(CL)	209/ 2.5	2.6	2.3	2.3	2.8	2.4	224/3830	3545/ 7.1	7.6	7.2		1.2	101	2482	KDFC-AF
16.	KSAN-F	(C)	207/ 2.4	2.6	2.7	3.4	3.2	2.8	216/3273	3087/ 6.2	7.3	7.4		3.1	254	3065	KSAN-F
17.	KITS-F	(CHR)	200/ 2.3	1.8	2.3	2.7	2.6	2.3	205/3756	3614/ 7.2	6.4	6.6		2.4	199	3538	KITS-F
18.	KOME-F	(AOR)	198/ 2.3	2.0	1.6	2.0	1.4	2.0	204/2934	2737/ 5.5	4.4	5.0		2.4	197	2743	KOME-F
19.	KKHI-AF	(CL)	185/ 2.2	1.9	2.1	2.0	2.3	2.0	189/3183	3089/ 6.2	6.2	6.8		2.1	172	2684	KKHI-AF
20.	KFOG-F	(AOR)	173/ 2.0	2.0	2.1	2.0	2.0	2.0	177/3654	3475/ 6.9	7.3	6.7		2.8	226	3621	KFOG-F
21.	KNEW	(C)	152/ 1.8	1.5	1.1	1.4	1.3	1.5	156/2119	2044/ 4.1	3.9	3.9		2.1	174	1629	KNEW
22.	KHQT-F	(CHR)	134/ 1.6	1.2	1.7	1.2	1.7	1.4	134/2227	2218/ 4.4	3.9	4.4		2.1	170	2424	KHQT-F
23.	KSJO-F	(AOR)	120/ 1.4	1.1	1.1	1.1	1.4	1.2	134/2544	2237/ 4.5	4.1	4.7		1.8	152	2750	KSJO-F
24.	KYA -F	(O)	118/ 1.4	1.1	1.5	1.7	1.5	1.4	126/3226	3110/ 6.2	4.8	6.6		1.7	140	1974	KYA -F
	KDIA	(B)	118/ 1.4	1.3	1.0	1.1	0.8	1.2	118/1510	1506/ 3.0	3.1	2.3		1.7	139	1676	KDIA
26.	KSFO	(O)	113/ 1.3	2.0	2.9	2.4	1.7	2.2	124/2950	2760/ 5.5	8.2	7.4		1.8	147	2005	KSFO
	KARA-F	(AC)	113/ 1.3	1.1	1.4	1.3	1.1	1.3	114/1907	1812/ 3.6	3.6	4.1		0.8	69	1350	KARA-F
28.	KLOK	(SP)	90/ 1.1	1.1	0.5	0.6	0.5	0.8	97/1188	1088/ 2.2	2.3	1.7		0.7	57	927	KLOK
	KEZR-F	(AC)	90/ 1.1	0.8	1.0	1.2	0.7	1.0	96/1919	1793/ 3.6	3.0	2.4		0.9	77	1394	KEZR-F
30.																	

12+ FM SHARE (METRO): 65.49% (5009 of 7648) (WIN 89: 64.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMEL-F>	1 KMEL-F>	1 KMEL-F	1 KOIT-AF	1 KOIT-AF	1 KGO >	1 KGO	1 KOIT-AF	1 KMEL-F	1 KMEL-F	1 KGO
2 KXXX-F	2 KRQR-F	2 KOIT-AF	2 KIOI-F	2 KGO	2 KCBS	2 KCBS >	KGO	2 KGO	2 KGO	2 KNBR
3 KHQT-F	3 KIOI-F<	3 KIOI-F	KGO	3 KIOI-F	3 KFRC	3 KMEL-F	3 KFRC	3 KOIT-AF<	3 KNBR >	3 KCBS
4	4 KOIT-AF<	4 KRQR-F	4 KKSF-F	4 KKSF-F	4 KABL-AF	4 KOIT-AF<	4 KABL-AF	4 KCBS	4 KXXX-F	4 KFRC
5	5 KOME-F<	KGO	5 KMEL-F<	5 KMEL-F	5 KOIT-AF>	5 KFRC	5 KIOI-F<	KIOI-F	KSOL-F	5 KIOI-F<
6	6 KITS-F	6 KKSF-F	6 KBLX-F	KCBS	6 KBAY-F	6 KIOI-F	6 KMEL-F	6 KABL-AF	6 KOIT-AF	6 KMEL-F
7	7 KXXX-F	7 KBLX-F	7 KRQR-F	KBLX-F	7 KNBR <	7 KABL-AF	KCBS	KFRC	7 KFRC	7 KSAN-F
8	8 KSOL-F	8 KSOL-F<	8 KCBS	8 KRQR-F	8 KDFC-AF<	8 KNBR	8 KRQR-F	8 KRQR-F	KDFC-AF>	8 KNEW
9	9	9 KITS-F	9	9	9 KKHI-AF	9	9 KKSF-F	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMEL-F	1 KMEL-F	1 KIOI-F	1 KOIT-AF	1 KOIT-AF
2 KITS-F>	2 KIOI-F>	2 KMEL-F	2 KMEL-F<	2 KIOI-F>
3 KXXX-F>	3 KOIT-AF	3 KOIT-AF>	3 KIOI-F>	3 KMEL-F
4 KIOI-F	4 KXXX-F	4 KBLX-F<	4 KBLX-F	KGO
5 KOIT-AF	KITS-F	5 KSOL-F	5 KSOL-F	5 KABL-AF
KRAK	6 KSOL-F	KKSF-F	6 KGO	KBLX-F
KSOL-F	7 KRQR-F	7 KRQR-F	7 KXXX-F	7 KKSF-F
KHQT-F	8 KBLX-F	8 KOME-F	KKSF-F	8 KSOL-F
9 KRQR-F>	9	9 KXXX-F	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMEL-F>	1 KMEL-F	1 KRQR-F	1 KMEL-F<	1 KGO
2 KRQR-F<	2 KRQR-F	2 KMEL-F<	2 KRQR-F	2 KOIT-AF
3 KOME-F	3 KOME-F>	3 KOIT-AF	3 KGO	3 KKSF-F
4 KSJO-F	4 KITS-F	4 KOME-F<	4 KOME-F<	4 KCBS
5 KITS-F>	5 KOIT-AF	5 KFOG-F	5 KOIT-AF	5 KRQR-F<
6 KXXX-F<	6 KSJO-F<	6 KKSF-F	6 KKSF-F	6 KFOG-F
7 KSOL-F>	7 KFOG-F	7 KGO	KFOG-F	7 KBLX-F
8 KHQT-F	8 KXXX-F	8 KITS-F	8 KITS-F	8 KNBR
9 KSAN-F	9	9 KBLX-F	9 KCBS	9
10	10	10	KBLX-F	10

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KBRG-F	104.9	Fremont/SF	0.8/1.4/ 68/ 752
KEAR-F	106.9	San Francisco	0.7/0.9/ 68/ 734
KEEN	1370	San Jose	0.5/1.0/ 40/ 525
KFAX	1100	San Francisco	0.7/1.7/ 62/ 880
KHTT-F	92.9	Healdsbrg/SnRsa	0.3/1.4/ 39/ 766
KIQI	1010	San Francisco	0.9/1.9/ 74/ 997
KJAZ-F	92.7	Alameda	0.8/3.1/ 74/1561
KKIQ-F	101.7	Livermore	0.3/1.0/ 28/ 556
KLIV	1590	San Jose	0.5/1.1/ 41/ 563
KOFY	1050	San Mateo/SF	0.8/3.1/ 66/1610
KOFY-F	98.9	San Francisco	0.4/2.6/ 37/1311
KUIC-F	95.3	Vacaville/Fair.	0.4/0.7/ 37/ 499
KWSS-F	94.5	Gilroy	0.6/3.3/ 88/2566
KZST-F	100.1	Santa Rosa	0.7/2.2/ 63/1158
KRAK	1140	Sacramento	0.9/1.1/185/2151
KSFM-F	102.5	Woodland	0.4/1.6/188/3279

RADIO STATIONS

KABL,	960,	5 KW (DA-1)	BTFL/EZ		$ N/A	(Christal)	Shamrock
KCBS,	740,	50 KW (DA-2)	NEWS/TALK	CBS,	$ 225.00	(CBS)	CBS
KDIA,	1310,	5 KW (DA-1)	BLACK		$ 50.00	(---)	Ragan Henry
KFAX,	1100,	50 KW (DA-1)	RELIGION		$ 45.00	(---)	Salem
KFRC,	610,	5 KW	NOSTALGIA	US 1 MBS,	$ 60.00	(Republic)	RKO
KGO ,	810,	50 KW	NEWS/TALK	ABC I,	$ 340.00	(Banner)	Cap Cities/ABC
KIQI,	1010,	10 KW/500W (DA-1)	HISPANIC		$ 57.00	(Caballers)	
KNBR,	680,	50 KW	MOR	NBC,	$ 190.00	(Eastman)	Susquehanna
KNEW,	910,	5 KW (DA-N)	COUNTRY		$ 70.00	(Katz)	Malrite
KOFY,	1050,	50 KW/1KW (DA-2)	OLDIES		$ 55.00	(K & P)	
KSFO,	560,	5 KW (DA-N)	OLDIES	US 2,	$ 100.00	(MMR)	King

FM STATIONS

KABL,	98.1,	100 KW @ 940,	BTFL/EZ		$ 160.00	(Christal)	Shamrock
KBLX,	102.9,	7 KW @ 1285,	JAZZ/URBAN		$ 145.00	(HNWH)	Inner City
KBRG,	104.9,	3 KW @ 300,	HISPANIC		$ 55.00	(Lotus)	
KDFC,	102.1,	33 KW @ 1000,	CLASSICAL		$ 75.00	(CMBS)	
KFOG,	104.5,	8 KW @ 1370,	AOR	SOURCE,	$ 125.00	(Eastman)	Susquehanna
KIOI,	101.3,	125 KW @ 1160,	AC		$ 140.00	(Durpetti)	Fairmont
KITS,	105.3,	15 KW @ 1200,	AOR/CHR	ABC F,	$ 100.00	(Republic)	Entercom
KJAZ,	92.7,	2 KW @ 550,	JAZZ		$ 60.00	(Roslin)	
KKHI,	95.7,	9 KW @ 1473,	CLASSICAL		$ 80.00	(HNWH)	Buckley
KKSF,	130.7,	8 KW @ 1470,	JAZZ/NAC		$ 140.00	(Banner)	Brown
KMEL,	106.1,	69 KW @ 1240,	CHR		$ 180.00	(Christal)	Century
KOFY,	98.9,	6 KW @ 1350,	AC		$ 70.00	(K & P)	
KOIT,	96.5,	33 KW @ 1410,	SOFT AC		$ 137.00	(Torbet)	Bonneville
KRQR,	97.3,	82 KW @ 1100,	AOR	CBS,	$ 135.00	(CBS)	CBS
KSAN,	94.9,	35 KW @ 1290,	COUNTRY		$ 170.00	(Katz)	Malrite
KYA ,	93.3,	31 KW @ 593,	OLDIES	US 2,	$ 90.00	(MMR)	King
KSOL,	107.7,	9 KW @ 1590,	BLACK	APR,	$ 135.00	(MMR)	TA/Shaw
KXXX,	99.7,	45 KW @ 1240,	CHR		$ 140.00	(Mc-Guild)	Emmis

CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES
KKIS-A changes to KIXA-A as of February, 1990		

SAN JOSE

Arbitron Rank/Pop (12+): 29/1,211,400
MSA Rank/Pop: 30/1,437,800
San Francisco ADI
Average Person Ratings: 17.0
Market TSL: 22.25 hours

Stations: 44/16
Diaries: 1385/875:1/48.7%
Sample Target: 1400
% Below Line: NA
% Not Listed: NA

1989 Revenue: $29,400,000
HH Inc.: $44,492
Retail $: 12.3 Bil
Pop per Station: 75,712
#1 Biller: KOME-F $4,800,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KBAY-F	(EZ)	145/ 7.0	6.2	6.3	6.6	6.9	6.5	243/3208	1592/13.1	12.3	14.3	5.4	112	1004	KBAY-F
2. KOME-F	(AOR)	139/ 6.8	4.8	4.8	5.0	4.2	5.4	201/2737	1820/15.0	12.5	12.9	7.6	158	1913	KOME-F
3. KHQT-F	(CHR)	127/ 6.2	4.5	6.2	4.1	6.3	5.3	133/2197	1848/15.3	14.2	15.3	7.6	158	2101	KHQT-F
4. KARA-F	(AC)	99/ 4.8	4.2	5.2	5.2	3.7	4.8	111/1806	1501/12.4	12.9	13.6	3.1	64	1107	KARA-F
5. KSJO-F	(AOR)	83/ 4.0	2.2	3.4	3.9	3.5	3.4	125/2399	1534/12.7	10.6	12.2	4.4	91	1819	KSJO-F
6. KEZR-F	(AC)	79/ 3.8	3.1	3.7	4.4	2.8	3.8	95/1901	1498/12.4	10.5	8.5	3.6	75	1147	KEZR-F
7. KWSS-F	(CHR)	46/ 2.2	3.5	4.2	4.4	3.8	3.6	90/2502	1352/11.2	13.1	13.8	3.3	69	1362	KWSS-F
8. KDFC-AF	(CL)	40/ 1.9	1.9	2.0	1.4	1.4	1.8	106/1802	828/ 6.8	7.9	5.6	0.6	13	314	KDFC-AF
9. KEEN	(C)	37/ 1.8	1.3	2.3	3.4	2.4	2.2	39/481	397/ 3.3	4.2	4.1	1.7	36	528	KEEN
10. KLIV	(BB)	34/ 1.7	1.9	1.3	2.3	1.7	1.8	41/532	419/ 3.5	5.2	4.2	1.5	31	372	KLIV
11. KLRS-F	(J/NA)	16/ 0.8	0.6	0.6	0.9	1.1	0.7	37/833	436/ 3.6	2.4	3.6	0.6	13	359	KLRS-F
12. KLOK	(SP)	15/ 0.7	2.4	1.2	1.1	1.1	1.4	52/765	364/ 3.0	4.1	3.2	1.7	35	559	KLOK
13. KAZA	(SP)	14/ 0.7	1.7	0.4	0.8	1.1	0.9	24/370	216/ 1.8	2.6	1.9	0.4	8	128	KAZA
14. KNTA	(SP)	12/ 0.6	1.7	0.4	0.8	1.1	0.9	12/219	219/ 1.8	2.4	2.1	1.4	29	250	KNTA
15. KRTY-F	(C)	9/ 0.4	1.1	1.3	1.3	2.2	1.0	11/446	329/ 2.7	4.3	8.3	0.8	17	273	KRTY-F

12+ FM SHARE (METRO): NA (WIN 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F>>	1 KOME-F>	1 KOME-F>	1 KOME-F	1 KOME-F	1 KBAY-F>>	1 KOME-F	1 KBAY-F	1 KHQT-F	1 KHQT-F>>	1 KSJO-F
2 KWSS-F>	2 KSJO-F	2 KARA-F	2 KARA-F	2 KARA-F	2 KARA-F>	2 KBAY-F	2 KOME-F	2 KOME-F	2 KOME-F<	2 KBAY-F>
3	3 KHQT-F	3 KSJO-F	3 KEZR-F	3 KBAY-F<	3 KLIV	3 KARA-F<	3 KARA-F	KBAY-F>	3 KBAY-F	3 KOME-F
4	4 KEZR-F	4 KHQT-F<	4 KBAY-F	4 KEZR-F>	4 KDFC-AF	4 KHQT-F	4 KHQT-F	4 KARA-F	4 KEZR-F<	4 KLIV
5	5 KARA-F	5 KEZR-F	5 KSJO-F	5 KSJO-F	5 KEEN	5 KEZR-F	5 KSJO-F	5 KSJO-F<	5 KSJO-F	KHQT-F
6	6	6	6 KHQT-F	6 KHQT-F	6	6	6	6 KEZR-F	6	6 KARA-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHQT-F>	1 KOME-F	1 KOME-F	1 KARA-F	1 KARA-F	1 KOME-F>	1 KOME-F>	1 KOME-F>>	1 KOME-F>	1 KOME-F>
2 KOME-F	2 KHQT-F	2 KEZR-F	2 KEZR-F	2 KBAY-F	2 KSJO-F>	2 KSJO-F>	2 KSJO-F	2 KSJO-F>	2 KARA-F<
3 KSJO-F	KEZR-F	3 KARA-F>>	3 KBAY-F<	3 KEZR-F	3 KHQT-F>>	3 KHQT-F	3 KEZR-F>	3 KARA-F<	3 KSJO-F
4 KWSS-F	4 KARA-F>	4 KHQT-F	4 KOME-F	4 KOME-F>	4 KARA-F	4 KEZR-F>	4 KARA-F	4 KHQT-F	4 KEZR-F
5 KEZR-F	5 KSJO-F	5 KBAY-F	5 KHQT-F	5 KHQT-F	5 KEZR-F	5 KARA-F	5 KHQT-F	5 KEZR-F	5 KBAY-F
KARA-F	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE/	CUME RTG/	TSA AQH/	TSA CUME

RADIO STATIONS

KAZA,	1290,	5 KW (DAYS,DA)	, HISPANIC	CRC,	$ 36.00 (Caballero)	
KEEN,	1370,	5 KW (DA-2)	, COUNTRY	UPI,	$ 45.00 (MMR)	
KLIV,	1590,	5 KW (DA-N)	, NOSTALGIA	,	$ 40.00 (Eastman)	Empire
KLOK,	1170,	5 KW (DA-2)	, HISPANIC	,	$ 40.00 (Katz Hisp.)	
KNTA,	1430,	1 KW (DA-1)	, HISPANIC	,	$ 37.00 (Lotus)	
KARA-F,	105.7,	50 KW @ 500,	AC	,	$ 80.00 (Eastman)	Empire
KRTY-F,	95.3,	.4 KW @ 860,	COUNTRY	,	$ 47.00 (Durpetti)	
KBAY-F,	100.3,	15 KW @ 2580,	BTFL/EZ	,	$ 85.00 (MMR)	Crown
KEZR-F,	106.5,	50 KW @ 430,	AC	,	$ 62.00 (Christal)	
KHQT-F,	97.7,	1.7 KW @ 875,	CHR	,	$ 50.00 (HNWH)	Anaheim
KOME-F,	98.5,	13 KW @ 880,	AOR	,	$100.00 (Torbet)	Infinity
KSJO-F,	92.3,	50 KW @ 464,	AOR	ABC R,	$ 82.00 (Katz)	Narragansett
KWSS-F,	94.5,	1 KW @ 2580,	CHR	,	$ 93.00 (Mc-Guild)	Nationwide

KLRS - See Monterey-Santa Cruz

MISCELLANEOUS COMMENTS: KYAY-F changes calls to KRTY-F as of January...

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 14/2,186,300 ++

MSA Rank/Pop: 26/1,801,000
ADI # 14
Average Person Ratings: 16.0
Market TSL: 21.0 hours

Stations: 34/37
Diaries: 1894/1154:1/54.5%
Sample Target: 1800
% Below Line: 0.0
% Not Listed: 9.0

1989 Revenue: $80,400,000
HH Inc.: $32,286
Retail $: 19.4 Bil
Pop per Station: 59,089
#1 Biller: KIRO $17,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KIRO	(N/T)	314/ 9.0	8.7	9.7	9.6	10.0	9.3	336/5917	5264/24.1	26.7	24.3		8.9	315	4695	KIRO
2. KPLZ-F	(CHR)	280/ 8.0	9.1	7.2	7.0	8.6	7.8	335/5120	4335/19.8	20.4	20.1		10.0	353	4276	KPLZ-F
3. KMPS-AF	(C)	239/ 6.9	5.8	7.4	5.0	5.7	6.3	274/3553	2947/13.5	12.5	10.8		5.9	209	2901	KMPS-AF
4. KUBE-F	(CHR)	220/ 6.3	6.0	8.7	7.0	6.9	7.0	234/4025	3638/16.6	17.4	20.0		6.7	236	4730	KUBE-F
5. KOMO	(MOR)	163/ 4.7	5.3	4.5	6.0	5.5	5.1	174/3547	3180/14.5	17.6	15.1		5.4	190	2250	KOMO
6. KISW-F	(AOR)	154/ 4.4	4.7	6.0	4.7	4.2	4.9	186/3027	2614/12.0	11.6	12.6		4.1	145	1897	KISW-F
7. KXRX-F	(AOR)	148/ 4.2	4.2	4.6	4.1	3.8	4.3	179/2799	2473/11.3	10.3	10.3		5.2	183	2200	KXRX-F
8. KBRD-F	(EZ)	143/ 4.1	5.3	4.4	4.7	4.6	4.6	202/2058	1611/ 7.4	9.5	7.5		3.2	112	1231	KBRD-F
9. KING-F	(CL)	141/ 4.0	3.5	2.9	3.7	3.6	3.5	164/2791	2523/11.5	8.6	9.6		3.4	119	1485	KING-F
10. KBSG-AF	(AC)	130/ 3.7	3.3	3.0	3.6	3.7	3.4	147/2614	2232/ 9.6	10.3	10.1		3.3	108	1503	KBSG-AF
11. KLSY-AF	(AC)	114/ 3.3	3.0	3.1	3.8	3.1	3.3	132/2506	2152/ 9.8	9.5	8.8		3.1	108	1700	KLSY-AF
12. KING	(T)	112/ 3.2	2.8	2.4	2.8	2.7	2.8	125/1947	1688/ 7.7	9.4	6.6		2.9	104	1423	KING
13. KNUA-F	(J/NA)	108/ 3.1	1.8	1.8	2.5	2.2	2.3	114/1521	1420/ 6.5	5.7	6.5		2.6	91	1165	KNUA-F
14. KSEA-F	(AC)	107/ 3.1	2.5	2.3	2.2	2.9	2.5	119/1848	1632/ 7.5	7.4	7.3		2.4	86	1099	KSEA-F
15. KLTX-F	(AC)	102/ 2.9	2.9	2.8	3.3	2.6	3.0	134/2127	1792/ 8.2	9.0	7.2		2.1	74	1386	KLTX-F
16. KZOK-F	(AOR)	100/ 2.9	3.2	2.0	2.3	2.2	2.6	116/2886	2489/11.4	11.1	7.6		5.0	177	1923	KZOK-F
17. KRPM-F	(C)	91/ 2.6	3.0	3.5	2.5	2.3	2.9	125/1787	1324/ 6.1	7.3	6.2		3.4	119	1238	KRPM-F
18. KIXI	(BB)	90/ 2.6	3.7	4.6	2.8	3.1	3.4	114/1684	1490/ 6.8	8.6	7.2		2.4	84	1666	KIXI
19. KCMS-F	(REL)	65/ 1.9	1.8	1.4	1.6	2.1	1.7	69/1063	929/ 4.2	4.9	4.6		1.9	69	1339	KCMS-F
20. KVI	(O)	61/ 1.7	1.8	1.5	1.6	2.0	1.6	62/1415	1346/ 6.2	6.4	6.1		1.7	61	1203	KVI
KJR	(O)	61/ 1.7	1.6	1.1	2.0	1.7	1.6	64/1698	1590/ 7.3	6.7	8.1		1.1	38	1285	KJR
22. KEZX-F	(AOR)	56/ 1.6	1.3	1.5	1.3	1.9	1.4	65/993	866/ 4.0	3.7	5.0		1.4	50	757	KEZX-F
23. KMGI-F	(AC)	51/ 1.5	2.5	2.0	2.7	2.8	2.2	58/1334	1078/ 4.9	5.8	6.5		1.5	52	809	KMGI-F
24.																
25.																

12+ FM SHARE (METRO): 68.95% (2198 of 3188) (WIN 89: 67.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPLZ-F>>	1 KPLZ-F<	1 KUBE-F	1 KIRO	1 KIRO	1 KIRO >	1 KIRO >	1 KMPS-AF	1 KPLZ-F	1 KPLZ-F	1 KIRO >>
2 KUBE-F	2 KUBE-F	KPLZ-F	2 KXRX-F	2 KMPS-AF	2 KMPS-AF	2 KPLZ-F	2 KIRO	2 KIRO	2 KIRO >	2 KOMO >
3	3 KISW-F	3 KXRX-F<	3 KBSG-AF<	3 KXRX-F<	3 KOMO	3 KUBE-F	3 KPLZ-F<	3 KUBE-F	3 KUBE-F	3 KPLZ-F<
4	4 KXRX-F>	4 KISW-F<	4 KMPS-AF	4 KBSG-AF	4 KBRD-F	4 KOMO	4 KUBE-F<	4 KXRX-F<	4 KLSY-AF<	4 KBSG-F
5	5 KZOK-F<	5 KIRO	5 KNUA-F<	5 KUBE-F<	5 KING-F	5 KMPS-AF>	5 KISW-F<	5 KMPS-AF	5 KISW-F	5 KLSY-F
6	6 KLSY-AF	6 KBSG-AF	6 KUBE-F<	6 KNUA-F	6 KIXI	6 KISW-F	6 KBRD-F	6 KISW-F	6 KING-F	KISW-F<
7	7	7 KMPS-AF	7 KPLZ-F	7 KPLZ-F	KING	7 KXRX-F	7 KOMO	7 KOMO	7 KMPS-AF	7 KUBE-F<
8	8	8	8 KZOK-F	8	8	8	KING-F	8	KBSG-AF	8 KMPS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KUBE-F<	1 KUBE-F	1 KLSY-AF	1 KUBE-F	1 KMPS-AF	1 KISW-F	1 KISW-F	1 KXRX-F	1 KXRX-F	1 KIRO
2 KPLZ-F>	2 KPLZ-F	2 KUBE-F	2 KPLZ-F	2 KBSG-AF	2 KPLZ-F<	2 KXRX-F	2 KZOK-F	2 KISW-F<	2 KXRX-F
3 KISW-F	3 KLSY-AF>	3 KPLZ-F<	3 KLSY-AF	3 KLSY-AF	3 KUBE-F>	3 KPLZ-F	3 KISW-F	3 KIRO	3 KZOK-F<
4 KSEA-F	4 KXRX-F	4 KMPS-AF	4 KBSG-AF<	4 KIRO <	4 KXRX-F>	4 KZOK-F	4 KIRO >	4 KPLZ-F<	4 KMPS-AF
5 KLSY-AF	KISW-F<	5 KBSG-AF	5 KMPS-AF	5 KUBE-F	5 KLSY-AF	KUBE-F	5 KPLZ-F	5 KUBE-F	5 KNUA-F<
6 KXRX-F	6 KMPS-AF	6 KNUA-F<	6 KLTX-F<	KLTX-F<	6	6 KIRO	6	6 KZOK-F	6 KUBE-F
7	7 KBSG-AF	7 KXRX-F	7 KSEA-F	7 KPLZ-F<	7	7	7	7	KISW-F
8	8	KLTX-F	8	8 KNUA-F	8	8	8	8	8

OTHER RATED STATIONS			METRO SHARE/	CUME RTG/	TSA AQH/	TSA CUME
KCIS	630	Edmonds	1.2	2.9	41	657
KEZX	1150	Seattle	0.4	1.1	14	244
KGNW	820	Burien/Seattle	0.7	1.9	24	449
KKFX	1250	Seattle	0.4	1.8	13	388
KRIZ	1420	Renton/Seattle	0.4	0.8	15	168
KRKO	1380	Everett/Seattle	0.3	0.7	11	160
KRPM	770	Seattle/Tacoma	0.3	0.9	9	216
KZOK	1590	Seattle	0.3	0.9	12	197

RADIO STATIONS

AM STATIONS

KCIS	630	5 KW/2.5KW(DA-2)	RELIGION	UPI	$ 40.00	(---)	
KING	1090	50 KW (DA-2)	TALK	NBC	$ 60.00	(MMR)	King
KIRO	710	50 KW (DA-N)	NEWS/TALK	CBS	$ 287.00	(Torbet)	Bonneville
KIXI	880	50 KW/10 KW(DA-2)	NOSTALGIA		$ 53.00	(Republic)	Noble
KJR	950	5 KW (DA-1)	AC		$ 55.00	(HNWH)	Ackerly
KOMO	1000	50 KW (DA-N)	MOR	ABC I	$ 160.00	(Katz)	
KVI	570	5 KW	OLDIES		$ 50.00	(Durpetti)	Golden West

FM STATIONS

KBRD	103.7	100 KW @ 1670	BTFL/EZ		$ 76.00	(CBS)	Entercom
KBSG	97.3	19 KW @ 700	OLDIES		$ 90.00	(Torbet)	Viacom
KCMS	105.3	115 KW @ 710	RELIGION	UPI	$ 47.00	(---)	
KEZX	98.9	100 KW @ 1095	JAZZ/AOR	ABC E	$ 60.00	(Republic)	Park
KING	98.1	100 KW @ 700	CLASSICAL		$ 72.00	(MMR)	King
KISW	99.9	100 KW @ 1134	AOR		$ 110.00	(Mc-Guild)	Nationwide
KLSY	92.5	100 KW @ 1085	AC	APR, ABC C	$ 87.00	(Banner)	Sandusky
KLTX	95.7	100 KW @ 1166	SOFT AC		$ 64.00	(HNWH)	Ackerly
KMGI	107.7	100 KW @ 1175	AC		$ 66.00	(Republic)	Noble
KMPS	94.1	98 KW @ 1140	COUNTRY	APR	$ 125.00	(Mc-Guild)	EZ
KNUA	106.9	100 KW @ 810	JAZZ/NAC	ABC R	$ 60.00	(Durpetti)	Gannett
KPLZ	101.5	100 KW @ 1185	CHR		$ 85.00	(Durpetti)	Golden West
KRPM	106.1	100 KW @ 690	COUNTRY		$ 66.00	(Christal)	Heritage
KSEA	100.7	100 KW @ 720	SOFT AC		$ 71.00	(Torbet)	Bonneville
KUBE	93.3	100 KW @ 1273	CHR		$ 150.00	(MMR)	Cook Inlet
KXRX	96.5	81 KW @ 1205	CLASSIC AOR		$ 100.00	(Katz)	Shamrock
KZOK	102.5	100 KW @ 1157	AOR		$ 74.00	(Banner)	

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 73/502,000

MSA Rank/Pop: 86/588,100
ADI # 96
Average Person Ratings: 17.9
Market TSL: 23.75 hours

Stations: 23/12
Diaries: 914/1781:1/51.3%
Sample Target: 890
% Below Line: 33.8
% Not Listed: 16.6

1989 Revenue: $12,000,000
HH Inc.: $28,374
Retail $: 4.8 Bil
Pop per Station: 41,833
#1 Biller: WHYN-AF $5,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WHYN-F	(AC)	98/10.9	8.5	9.7	11.5	8.2	10.1	107/1487	1342/26.7	23.0	23.5		9.0	70	1142	WHYN-F
2. WAQY-F	(AOR)	88/ 9.8	9.6	10.7	9.8	8.6	10.0	96/1339	1218/24.3	20.5	23.8		10.6	82	1259	WAQY-F
3. WTIC-F	(CHR)	77/ 8.6	7.5	10.5	7.6	9.1	8.6	78/1041	1027/20.5	20.9	22.5		10.8	84	1283	WTIC-F
4. WMAS	(BB)	67/ 7.4	7.7	4.0	5.3	5.9	6.1	67/508	508/10.1	11.3	11.2		6.4	50	394	WMAS
5. WMAS-F	(AC)	55/ 6.1	8.5	8.0	9.2	7.3	7.9	56/903	852/17.0	18.1	17.9		7.0	54	822	WMAS-F
6. WHYN	(MOR)	52/ 5.8	7.1	7.8	8.3	5.3	7.3	52/871	868/17.3	16.0	15.4		5.2	40	670	WHYN
7. WWYZ-F	(C)	40/ 4.4	3.8	3.0	3.5	2.6	3.7	42/414	399/ 7.9	6.9	6.6		3.7	29	441	WWYZ-F
WRCH-F	(SAC)	40/ 4.4	6.5	6.1	7.2	10.1	6.1	43/674	626/12.5	14.1	17.8		3.1	24	406	WRCH-F
9. WCCC-F	(AOR)	33/ 3.7	4.1	3.1	2.2	2.9	3.3	34/577	560/11.2	10.7	10.0		3.1	24	408	WCCC-F
10. WAAF-F	(AOR)	26/ 2.9	1.9	1.3	1.8	2.6	2.0	32/526	457/ 9.1	9.0	8.8		4.4	34	591	WAAF-F
11. WKSS-F	(CHR)	21/ 2.3	1.1	1.7	1.6	1.2	1.7	21/426	423/ 8.4	8.4	7.6		3.2	25	533	WKSS-F
WDRC-F	(O)	21/ 2.3	2.8	2.0	1.7	2.6	2.2	24/428	415/ 8.3	8.1	10.1		3.5	27	333	WDRC-F
WHMP-F	(CHR)	21/ 2.3	2.1	2.9	2.4	3.2	2.4	23/524	467/ 9.3	8.7	9.7		2.1	16	462	WHMP-F

12+ FM SHARE (METRO): 73.90% (555 of 751) (WIN 89: 71.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WAQY-F>	1 WAQY-F	1 WHYN-F>	1 WHYN-F>	1 WMAS	1 WHYN-F	1 WHYN-F	1 WAQY-F	1 WAQY-F	1 WTIC
2 WAQY-F>>	2 WTIC-F>	2 WHYN-F	2 WAQY-F	2 WAQY-F	2 WHYN-F>	2 WHYN	2 WAQY-F	2 WTIC-F	2 WTIC-F>	2 WHYN-F
3 WKSS-F	3 WHYN-F	3 WTIC-F>	3 WTIC-F	3 WMAS-F<	3 WHYN	3 WMAS	3 WMAS	3 WHYN-F	3 WMAS-F	3 WRCH-F
WHYN-F	4 WCCC-F>	4 WMAS-F	4 WMAS-F	4 WTIC-F	4 WMAS-F	4 WTIC-F	4 WMAS-F	4 WMAS	4 WMAS	WMAS-F
WHMP-F	5 WMAS-F	5 WCCC-F	5 WHYN	5 WWYZ-F	5 WRCH-F	5 WMAS-F	5 WTIC-F	5 WMAS-F	WHYN-F	5
6	6	6	6	6	6 WWYZ-F	WAQY-F	6	6		6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F>	1 WTIC-F>	1 WTIC-F	1 WHYN-F<	1 WHYN-F>	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>	1 WAQY-F
2 WAQY-F>>	2 WAQY-F	WHYN-F>	2 WTIC-F>	2 WMAS-F	2 WCCC-F>>	2 WCCC-F	2 WHCN-F	2 WHYN-F	2 WHYN-F>>
3 WMAS-F	3 WHYN-F>	3 WAQY-F>	3 WAQY-F	3 WTIC-F>	3 WTIC-F	3 WTIC-F	3 WTIC-F	3 WCCC-F	3 WWYZ-F
4 WAAF-F	4 WMAS-F	4 WMAS-F>	4 WMAS-F	4 WWYZ-F	WHMP-F	4 WHCN-F	4 WCCC-F	4 WTIC-F	WTIC-F
5 WHYN-F>	5 WKSS-F	5 WCCC-F	5	WHYN	5 WMAS-F>	5 WHYN-F	WHYN-F	5 WHCN-F	WHCN-F
6 WCCC-F>	6	WHYN	6	6 WRCH-F	6	6	6	6	6
7 WHMP-F	7	7	7	7 WAQY-F		7		7	7

OTHER RATED STATIONS			METRO SHARE/	CUME RTG/	TSA AQH/	TSA CUME
WARE	1250	Ware	0.7	2.6	6	135
WHMP	1400	Northampton	1.9	4.6	17	233
WIXY	1600	East Longmeadow	0.4	1.9	4	99
WNNZ	640	Westfield	1.2	4.4	11	245
WREB	930	Holyoke	1.7	2.6	15	129
WSPR	1270	Springfield	1.4	4.6	13	240
WHCN-F	105.9	Hartford	2.1	6.9	19	352
WIOF-F	104.1	Waterbury	0.6	1.9	5	96
WSRS-F	96.1	Worcester	1.2	3.5	11	208
WTIC	1080	Hartford	1.2	4.5	12	243

RADIO STATIONS

WHMP,	1400,	1 KW	, MOR	NBC,	$ 18.00 (K & P)	
WHYN,	560,	5 KW/1 KW (DA-2)	, MOR/AC	ABC I,	$ 35.00 (Mc-Guild)	Wilkes-Schwartz
WMAS,	1450,	1 KW	, NOSTALGIA	MBS,	$ 28.00 (Banner)	Lappin
WNNZ,	640,	50 KW/1 KW (DA-2)	, OLDIES	US 2, CBS,	$ 25.00 (---)	
WREB,	930,	500 W (DAYS)	,	,	$ 13.00 (---)	
WSPR,	1270,	5 KW/1 KW (DA-2)	, TALK	MBS, APR,	$ 20.00 (Roslin)	
WAQY-F,	102.1,	27 KW @ 650	, AOR	ABC F,	$ 55.00 (Katz)	Sunshine
WHMP-F,	99.3,	3 KW @ 300	, CHR	,	$ 25.00 (K & P)	
WHYN-F,	93.1,	9 KW @ 1000	, AC	,	$ 64.00 (Mc-Guild)	Wilkes-Schwartz
WMAS-F,	94.1,	50 KW @ 360	, AC	,	$ 56.00 (Banner)	Lappin

OTHER RANKED STATIONS — See Hartford

SYRACUSE

Arbitron Rank/Pop (12+): 66/540,300

MSA Rank/Pop: 74/652,400
ADI # 68
Average Person Ratings: 17.2
Market TSL: 23.00 hours

Stations: 23/18
Diaries: 1010/353:1/61.4%
Sample Target: 920
% Below Line: 6.6
% Not Listed: 14.7

1989 Revenue: $17,000,000
HH Inc.: $30,327
Retail $: 4.6 Bil
Pop per Station: 30,016
#1 Biller: WYYY-F $5,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WNTQ-F	(CHR)	119/12.8	11.4	10.0	13.9	15.3	12.0	146/1974	1508/27.9	28.9	31.8		11.2	101	1578	WNTQ-F
2. WYYY-F	(AC)	105/11.3	14.1	15.7	11.8	14.7	13.2	129/1884	1558/28.8	32.0	36.0		11.7	86	937	WYYY-F
3. WSYR	(MOR)	90/ 9.7	9.6	10.0	10.8	10.0	10.0	95/1629	1400/25.9	25.3	25.7		11.0	81	803	WSYR
4. WKFM-F	(CL AOR)	74/ 8.0	6.2	7.3	7.4	5.9	7.2	89/1260	872/16.1	18.5	17.4		10.3	93	1066	WKFM-F
5. WAQX-F	(AOR)	70/ 7.5	6.7	7.3	7.8	6.2	7.3	87/1257	974/18.0	18.8	18.8		9.2	83	1220	WAQX-F
6. WSEN-AF	(O)	52/ 5.6	5.5	5.8	5.8	4.9	5.7	58/838	702/13.0	14.1	13.5		2.9	21	329	WSEN-AF
WRHP-F	(EZ)	52/ 5.6	6.9	6.6	6.5	7.7	6.4	73/728	544/10.1	12.5	12.3		4.8	43	433	WRHP-F
8. WHEN	(MOR)	33/ 3.5	3.3	3.3	4.2	3.2	3.6	39/770	685/12.7	11.4	12.3		4.4	40	530	WHEN
9. WEZG-F	(SAC)	32/ 3.4	3.1	2.7	2.7	4.6	3.0	32/533	496/ 9.2	9.5	11.2		2.7	24	248	WEZG-F
10. WFBL	(BB)	27/ 2.9	4.5	2.8	0.7	---	2.7	32/458	372/ 6.9	9.1	0.0		1.4	13	196	WFBL
11. WPCX-F	(C)	26/ 2.8	2.1	2.1	4.0	2.3	2.8	52/672	322/ 6.0	5.9	5.2		2.2	16	177	WPCX-F
12. WSCP-AF	(C)	19/ 2.0	1.8	1.3	0.8	2.2	1.5	22/220	190/ 3.5	2.4	4.2		3.1	23	161	WSCP-AF
WNDR	(C)	19/ 2.0	1.7	1.5	2.6	2.5	2.0	20/345	316/ 5.8	6.1	5.6		1.3	12	163	WNDR

12+ FM SHARE (METRO): 75.28% (597 of 793) (WIN 89: 78.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F	1 WYYY-F	1 WYYY-F	1 WYYY-F>	1 WYYY-F>	1 WSYR >	1 WSYR	1 WYYY-F	1 WNTQ-F	1 WNTQ-F>	1 WSYR >>
2	2 WNTQ-F<	2 WNTQ-F	2 WSEN-AF<	2 WSEN-AF	2 WRHP-F	2 WYYY-F	2 WAQX-F	2 WYYY-F	2 WSYR	2 WYYY-F
3	3 WAQX-F	3 WKFM-F<	3 WKFM-F	WKFM-F	3 WYYY-F	3 WNTQ-F>>	3 WNTQ-F	3 WAQX-F<	3 WKFM-F	3 WKFM-F
4	4 WKFM-F	4 WAQX-F>	4 WNTQ-F	4 WNTQ-F	4 WSEN-AF	4 WKFM-F<	WKFM-F>	4 WKFM-F	4 WYYY-F>	WAQX-F<
5	5	5 WSEN-AF	5 WAQX-F	5 WSYR <	5 WEZG-F<	5 WAQX-F>>	5 WRHP-F	5 WSYR	5 WAQX-F	5 WNTQ-F
6	6	6	6	6 WAQX-F	6 WFBL	6 WSCP-AF	6 WSEN-AF>>	6 WSEN-AF	6	6
7	7	7	7	7	7	7	7 WSCP-AF	7 WRHP-F>>	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNTQ-F>>	1 WNTQ-F<	1 WYYY-F>>	1 WYYY-F	1 WYYY-F>	1 WAQX-F>>	1 WAQX-F	1 WKFM-F>	1 WKFM-F	1 WKFM-F
2 WYYY-F>	2 WYYY-F>>	2 WNTQ-F>	2 WNTQ-F>>	2 WNTQ-F>	2 WKFM-F	2 WKFM-F>	2 WYYY-F<	WAQX-F	2 WSEN-AF<
3 WKFM-F	3 WAQX-F	3 WSEN-AF	3 WKFM-F	3 WEZG-F	3 WNTQ-F>	3 WYYY-F	3 WAQX-F>	3 WYYY-F	3 WYYY-F>
4 WAQX-F>>	4 WKFM-F	WAQX-F	4 WAQX-F<	4 WSYR	4 WRHP-F	4 WNTQ-F	4 WSEN-AF>	4 WSEN-AF	4 WAQX-F>
5 WSEN-AF	5	5 WKFM-F	5 WSEN-AF	5 WSEN-AF	5 WYYY-F>	5	5 WPCX-F	5 WNTQ-F	5 WSYR
WOUR-F	6	6 WPCX-F>	6	6	6 WSYR >>	6	WOUR-F	6	6 WNTQ-F
WKGW-F>>	7	7	7	7	7	7	WNTQ-F>	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WGES-F	105.5	Oswego	0.9/2.2/ 8/ 119
WMCR	1600	Oneida	0.6/1.1/ 8/ 75
WMHR-F	102.9	Syracuse	1.3/3.6/ 16/ 324
WXRA	1220	North Syracuse	1.5/2.5/ 14/ 133
WFRG-F	96.1	Rome/Utica	1.1/2.4/ 25/ 356
WKGW-F	104.3	Utica/Rome	0.6/2.0/ 17/ 284
WOUR-F	96.9	Utica	1.3/4.0/ 44/ 494
WRCK-F	107.3	Utica	0.8/2.6/ 24/ 365

RADIO STATIONS

WFBL, 1390,	5 KW (DA-N)	, NOSTALGIA	CNN, $	17.00	(Christal)	Wilkes-Schwartz	
WHEN, 620,	5 KW/1 KW (DA-N)	, MOR/AC	ABC E, $	34.00	(Banner)	Park	
WNDR, 1260,	5 KW (DA-N)	, COUNTRY	CBS, $	18.00	(Mc-Guild)	Osborn	
WSYR, 570,	5 KW (DA-2)	, MOR	NBC, $	77.00	(Katz)	NewCity	
WAQX-F, 95.7,	25 KW @ 300,	AOR	ABC R, $	46.00	(MMR)	Atlantic Ventures	
WEZG-F, 100.9,	3 KW @ 165,	SOFT AC	, $	28.00	(Durpetti)	---	
WKFM-F, 104.7,	50 KW @ 500,	AOR	SOURCE, $	34.00	(Christal)	Wilkes-Schwartz	
WMHR-F, 102.9,	20 KW @ 780,	RELIGION	, $	10.00	(---)		
WNTQ-F, 93.1,	97 KW @ 660,	CHR	, $	50.00	(Mc-Guild)	Osborn	
WRHP-F, 107.9,	50 KW @ 500,	BTFL/EZ	ABC D, $	38.00	(Banner)	Park	
WSEN-F, 92.1,	25 KW @ 300,	OLDIES	, $	32.00	(HNWH)	Buckley	
WYYY-F, 94.5,	100 KW @ 650,	AC	, $	106.00	(Katz)	NewCity	
WPCX-F, 106.9,	45 KW @ 530,	COUNTRY	SMN, $	18.00	(Market)	Scott	(AUBURN)

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,803,700

MSA Rank/Pop: 21/2,004,900
ADI # 17
Average Person Ratings: 18.5
Market TSL: 24.75 hours

Stations: 27/25
Diaries: 1789/1008:1/53.4%
Sample Target: 1640
% Below Line: 8.0
% Not Listed: 11.5

1989 Revenue: $60,500,000
HH Inc.: $24,733
Retail $: 16.0 Bil
Pop per Station: 72,148
#1 Biller: WRBQ-F $17,500,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WFLZ-F	(CHR)	336/10.1	11.6	2.6	3.5	2.7	7.0	476/5541	4014/22.3	20.3	8.0		15.9	474	4138	WFLZ-F
2. WRBQ-AF	(CHR)	315/ 9.5	9.6	14.4	15.1	15.5	12.1	371/4936	3958/21.9	28.7	33.8		9.2	264	3528	WRBQ-AF
3. WWRM-F	(AC)	297/ 8.9	8.2	9.9	7.5	6.3	8.6	355/4266	3592/19.9	20.3	17.3		6.9	206	2344	WWRM-F
4. WQYK-F	(C)	249/ 7.5	8.9	7.5	7.8	6.1	7.9	292/3190	2619/14.5	15.4	12.0		6.5	195	2533	WQYK-F
5. WYNF-F	(AOR)	212/ 6.4	5.6	7.4	6.8	7.5	6.6	365/3880	2491/13.8	13.5	13.9		9.8	293	2607	WYNF-F
6. WUSA-F	(AC)	187/ 5.6	7.9	5.0	5.9	5.6	6.1	216/3150	2724/15.1	16.0	12.0		3.2	97	1809	WUSA-F
7. WDUV-F	(EZ)	179/ 5.4	5.4	6.2	6.7	6.8	5.9	325/3282	1839/10.2	11.8	11.4		2.1	63	903	WDUV-F
8. WXTB-F	(AOR)	145/ 4.4	2.2	1.9	3.2	3.1	2.9	161/2221	1892/10.5	7.7	9.7		4.0	120	1785	WXTB-F
9. WGUL-AF	(BB)	145/ 4.3	3.5	3.8	3.7	5.5	3.8	145/1282	1282/ 7.1	7.3	8.9		2.9	64	699	WGUL-AF
10. WNLT-F	(AC)	128/ 3.8	3.9	4.4	5.7	4.3	4.4	141/2267	1944/10.8	10.7	12.5		4.5	135	1537	WNLT-F
11. WYUU-F	(O)	117/ 3.5	2.4	1.4	1.7	2.3	2.3	145/2060	1661/ 9.2	5.5	5.2		3.1	93	1385	WYUU-F
12. WFLA	(N/T)	100/ 3.0	3.8	5.0	4.2	6.3	4.0	123/1972	1635/ 9.1	9.8	10.4		5.2	155	2251	WFLA
13. WHVE-F	(J/NA)	88/ 2.6	2.3	2.8	3.0	3.1	2.7	144/2160	1270/ 7.0	7.2	6.1		5.5	164	1594	WHVE-F
14. WDAE	(BB)	86/ 2.6	1.9	2.6	3.9	3.0	2.8	93/994	900/ 5.0	4.8	6.2		1.4	43	576	WDAE
15. WSUN	(N/T)	79/ 2.4	2.0	2.2	2.6	1.9	2.3	105/1690	1194/ 6.6	7.3	5.9		1.5	46	844	WSUN
16. WTMP	(B)	73/ 2.2	1.8	2.5	1.6	2.4	2.0	73/701	667/ 3.7	3.8	4.5		0.7	21	357	WTMP
17. WLVU-F	(BB)	43/ 1.3	2.2	1.5	1.2	0.8	1.5	53/611	566/ 3.1	4.1	2.8		1.1	33	224	WLVU-F
18. WTKN	(T)	41/ 1.2	1.6	1.0	1.1	0.9	1.2	49/975	821/ 4.6	6.3	4.2		1.2	37	568	WTKN
19. WLFF	(BB)	38/ 1.1	1.2	1.5	0.9	1.2	1.2	56/537	403/ 2.2	2.8	1.9					WLFF
20.																

12+ FM SHARE (METRO): 80.79% (2381 of 2947) (WIN 89: 76.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WFLZ-F<	1 WRBQ-AF<	1 WRBQ-AF	1 WRBQ-AF	1 WWRM-F	1 WRBQ-AF	1 WWRM-F>	1 WFLZ-F	1 WFLZ-F>>	1 WFLZ-F>>
2 WRBQ-AF>>	2 WYNF-F	2 WFLZ-F	2 WWRM-F<	2 WWRM-F	2 WQYK-F	2 WYNF-F	2 WRBQ-AF	2 WRBQ-AF	2 WRBQ-AF	2 WWRM-F
3	3 WRBQ-AF	3 WYNF-F>	3 WYNF-F	3 WYNF-F<	3 WDUV-F	3 WQYK-F<	3 WFLZ-F<	3 WWRM-F	3 WWRM-F	3 WTKN <
4	4 WXTB-F>	4 WWRM-F	4 WFLZ-F	4 WFLZ-F	4 WRBQ-AF	4 WFLZ-F<	4 WUSA-F	4 WQYK-F	4 WQYK-F	4 WQYK-F
5	5 WUSA-F	5 WUSA-F<	5 WUSA-F<	5 WQYK-F	WGUL-AF>	5 WWRM-F>	5 WQYK-F	5 WYNF-F	5 WXTB-F	5 WRBQ-F
6	6 WWRM-F<	6 WXTB-F	6 WQYK-F	6 WUSA-F	6 WUSA-F	6 WUSA-F	6 WYNF-F<	6 WUSA-F	6 WSUN	6 WYNF-F
7	7 WNLT-F	7 WNLT-F<	7 WYUU-F<	7 WYUU-F	7 WFLA <	7 WDUV-F	7 WDUV-F	7 WXTB-F	7 WYNF-F	7 WSUN
8	8	8 WQYK-F	8 WNLT-F	WNLT-F	8 WDAE	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WFLZ-F>>	1 WFLZ-F>	1 WRBQ-AF<	1 WFLZ-F<	1 WRBQ-AF
2 WYNF-F	2 WRBQ-AF<	2 WFLZ-F	2 WRBQ-AF>	2 WWRM-F>
3 WUSA-F>	3 WUSA-F	3 WUSA-F	3 WUSA-F	3 WFLZ-F
4 WRBQ-AF	4 WYNF-F	4 WNLT-F	4 WWRM-F	4 WUSA-F
5 WXTB-F	5 WNLT-F	5 WWRM-F	5 WNLT-F	5 WQYK-F
WNLT-F>>	6 WXTB-F	6 WYNF-F	6 WYNF-F	WNLT-F
7	7 WWRM-F	7 WXTB-F	7 WQYK-F	7
8	8	8	8 WXTB-F	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLZ-F	1 WYNF-F>	1 WYNF-F>>	1 WYNF-F	1 WYNF-F
2 WYNF-F<	2 WFLZ-F	2 WRBQ-AF	2 WRBQ-AF	2 WRBQ-AF>
3 WXTB-F	3 WRBQ-AF<	3 WFLZ-F<	3 WFLZ-F	3 WWRM-F
4 WRBQ-AF>>	4 WXTB-F>>	4 WXTB-F>	4 WXTB-F	4 WYUU-F
5	5 WWRM-F	5 WWRM-F	5 WWRM-F	5 WQYK-F
6	6 WHVE-F	6 WHVE-F>	6 WYUU-F	WFLZ-F
7	7 WYUU-F	7 WYUU-F	7 WQYK-F	7 WHVE-F
8	8	8	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WAMA	1550	Tampa	0.5/0.6/ 16/ 104
WHBO	1040	Tampa	0.6/1.5/ 22/ 340
WPSO	1500	New Port Richey	0.3/0.6/ 10/ 111
WQYK	1010	Seffner/Tampa	0.6/2.0/ 22/ 419
WRXB	1590	St Pete Bch/Tam	0.3/1.1/ 20/ 254
WWJB	1450	Brooksville	0.4/0.7/ 15/ 157

RADIO STATIONS

AM STATIONS

WDAE,	1250,	5 KW (DA-N)	, NOSTALGIA	ABC I, $ 54.00	(Mc-Guild)	Gannett
WFLA,	970,	5 KW (DA-2)	, NEWS/TALK	ABC I, $ 68.00	(Eastman)	Jacor
WHBO,	1040,	5 KW (DAYS)	, OLDIES	, $ 38.00	(MMR)	Metroplex
WLFF,	680,	1 KW (DAYS)	, NOSTALGIA	, $ 27.00	(---)	Century
WQYK,	1010,	50 KW/5 KW (DA-2)	, BASICALLY A SIMULCAST WITH WQYK-F			
WRBQ,	1380,	5 KW (DA-N)	, SIMULCAST WITH WRBQ-F			
WRXB,	1590,	5 KW/1 KW (DA-2)	, BLACK	NBN, ABC C, $ 26.00	(---)	
WSUN,	620,	10 KW (DA-N)	, NEWS/TALK	CBS, MBS, $ 71.00	(CBS)	CBS
WTKN,	570,	5 KW/10 KW (DA-2)	, TALK	MBS, NBC, $ 48.00	(HNWH)	Susquehanna
WTMP,	1150,	5 KW/2.5 KW (DA-2),	BLACK	SBN, $ 34.00	(HNWH)	
WGUL,	860,	2 KW/1.6 KW (DA-2),	SIMULCAST WITH WGUL-F			

FM STATIONS

WFLZ,	93.3,	99 KW @ 1350,	CHR	ABC E, $ 60.00	(Eastman)	Jacor
WGUL,	105.5,	3 KW @ 300,	NOSTALGIA	MBS, $ 44.00	(Roslin)	Marcocci
WXTB,	97.9,	100 KW @ 649,	AOR	SOURCE, $ 79.00	(Banner)	Great American
WLVU,	106.3,	3 KW @ 300,	NOSTALGIA	, $ 35.00	(---)	
WNLT,	95.7,	100 KW @ 650,	AC	, $ 84.00	(MMR)	Metroplex
WQYK,	99.5,	100 KW @ 550,	COUNTRY	, $ 136.00	(Katz)	Infinity
WRBQ,	104.7,	100 KW @ 555,	CHR	ABC F, $ 325.00	(Christal)	Edens
WUSA,	100.7,	100 KW @ 630,	AC	, $ 108.00	(Mc-Guild)	Gannett
WWRM,	107.3,	100 KW @ 649,	SOFT AC	, $ 80.00	(Durpetti)	Cox
WYUU,	92.5,	50 KW @ 500,	OLDIES	UPI, $ 48.00	(CMBS)	Entercom
WYNF,	94.9,	100 KW @ 1360,	AOR	RADRAD, $ 98.00	(CBS)	CBS
WHVE,	102.5,	100 KW @ 570,	JAZZ/NAC	, $ 58.00	(HNWH)	Susquehanna (SARASOTA)
WDUV,	103.3,	100 KW @ 649,	BTFL/EZ	MBS, $ 60.00	(Christal)	(BRADENTON)

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
SAC - Soft Adult Contemporary

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

TOLEDO

Arbitron Rank/Pop (12+): 72/502,600
MSA Rank/Pop: 81/612,500
ADI # 63
Average Person Ratings: 17.2
Market TSL: 22.50 hours

Stations: 23/14
Diaries: 1031/487:1/56.0%
Sample Target: 1010
% Below Line: 11.0
% Not Listed: 12.6

1989 Revenue: $14,700,000
HH Inc.: $29,055
Retail $: 5.2 Bil
Pop per Station: 35,900
#1 Biller: WTOD $3,200,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WIOT-F	(AOR)	118/13.7	12.7	9.7	12.9	11.4	12.3	174/2144	1300/25.9	24.6	24.4		19.2	174	1341	WIOT-F
2. WVKS-F	(CHR)	86/10.0	7.5	9.3	7.7	9.7	8.6	146/2490	1426/28.4	28.8	26.3		8.9	81	1435	WVKS-F
3. WKKO-F	(C)	82/ 9.5	10.7	10.9	9.6	9.1	10.2	108/1494	1026/20.4	20.4	17.1		10.1	92	977	WKKO-F
4. WRQN-F	(CHR)	68/ 7.9	10.5	11.6	11.3	11.8	10.3	99/1780	1158/23.0	28.5	25.6		11.2	102	1517	WRQN-F
WLQR-F	(EZ)	68/ 7.9	10.4	8.2	8.7	9.3	8.8	102/1363	841/16.7	19.5	21.5		5.4	49	719	WLQR-F
6. WWWM-F	(AC)	61/ 7.1	7.6	9.9	6.9	9.1	7.9	74/1284	1012/20.1	19.5	21.2		5.5	50	750	WWWM-F
WSPD	(MOR)	61/ 7.1	5.9	5.5	5.7	5.7	6.1	74/1037	754/15.0	16.1	15.5		7.2	65	751	WSPD
8. WTOD	(C)	32/ 3.7	3.5	2.4	3.3	2.6	3.2	49/433	250/ 5.0	4.8	5.0		1.7	15	156	WTOD
9. WVOI	(B)	31/ 3.6	1.7	2.7	3.2	2.8	2.8	31/344	344/ 6.8	5.2	5.8		4.4	40	299	WVOI
10. CKLW	(BB)	29/ 3.4	2.5	4.9	3.6	3.3	3.6	44/710	369/ 7.3	7.8	7.4		2.8	25	409	CKLW
11. WJR	(MOR)	24/ 2.8	3.6	4.9	6.8	4.0	4.5	87/1346	543/10.8	10.4	11.7		3.7	34	499	WJR
12. WCWA	(O)	20/ 2.3	2.8	1.7	2.3	1.3	2.3	20/305	305/ 6.1	7.0	6.0		1.0	9	202	WCWA
13. WOHO	(C)	17/ 2.0	0.8	1.0	1.3	0.9	1.3	25/330	235/ 4.7	4.5	4.2		1.8	16	217	WOHO

12+ FM SHARE (METRO): 71.22% (537 of 754) (WIN 89: 75.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQN-F>>	1 WIOT-F>>	1 WIOT-F>	1 WIOT-F>	1 WIOT-F	1 WSPD	1 WKKO-F	1 WIOT-F	1 WIOT-F>	1 WIOT-F>	1 WSPD >>
2 WVKS-F<	2 WVKS-F>	2 WVKS-F	2 WWWM-F<	2 WKKO-F<	2 WKKO-F	2 WIOT-F	2 WVKS-F<	2 WVKS-F	2 WRQN-F	2 WKKO-F>
3 WIOT-F>>	3 WRQN-F	3 WKKO-F<	3 WVKS-F	3 WWWM-F<	3 WLQR-F>	3 WVKS-F	3 WLQR-F	3 WKKO-F	3 WSPD <	3 WIOT-F<
4	4 WWWM-F	4 WWWM-F	WKKO-F	4 WVKS-F	4 WTOD	4 WSPD <	4 WKKO-F	4 WRQN-F	4 WVKS-F	4 WVKS-F
5	5 WKKO-F	5 WRQN-F	5 WLQR-F	5 WLQR-F	5 WWWM-F	5 WRQN-F	5 WWWM-F	WLQR-F<	5	5
6	6	WLQR-F	6	6	6	6	6	6 WWWM-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVKS-F	1 WVKS-F	1 WVKS-F	1 WVKS-F	1 WKKO-F	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>
WIOT-F>	2 WIOT-F	2 WWWM-F	2 WIOT-F<	2 WWWM-F	2 WRQN-F>	2 WVKS-F	2 WVKS-F	2 WVKS-F	2 WLQR-F
3 WRQN-F>	3 WWWM-F	3 WKKO-F	3 WWWM-F	WVKS-F>	3 WVKS-F>	WRQN-F>	3 WWWM-F>	3 WLQR-F	3 WWWM-F
4 WWWM-F	4 WKKO-F	WIOT-F>	WKKO-F>	4 WIOT-F	4 WKKO-F	4 WWWM-F	4 WLLZ-F	4 WKKO-F	4 WKKO-F
WKKO-F>	5 WRQN-F	5 WLQR-F	5 WRQN-F	5 WLQR-F	5 WLQR-F	5 WKKO-F	WRQN-F	5 WRQN-F<	5 WVKS-F
6 WVOI >>	6	6 WRQN-F	6 WLQR-F	6	6	6	6	6 WWWM-F	6
7	7	7 WVOI >>	7	7	7	7	7	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WJYM	730	Bowling Green	0.3/1.0/ 4/ 76
WMTR-F	95.9	Rchbold/Wauseon	0.6/1.3/ 14/ 156
WRED-F	95.7	Gibsonburg/Tol	0.8/2.9/ 12/ 351
CKMR-F	93.9	Windsor	1.2/4.1/ 31/ 592
WGPR-F	107.5	Detroit	0.3/1.4/ 3/ 85
WIQB-F	102.9	Ann Arbor	0.6/2.2/ 26/ 309
WJLB-F	97.9	Detroit	0.9/2.6/ 12/ 143
WLLZ-F	98.7	Detroit	0.8/3.4/ 12/ 292
WQTE-F	95.3	Adrian	0.5/1.6/ 20/ 231
WRIF-F	101.1	Detroit	0.6/3.5/ 15/ 327

RADIO STATIONS

WCWA, 1230, 1 KW , OLDIES	MBS, CBS, $	20.00 (Eastman)	Reams
WOHO, 1470, 1 KW (DA-2) , COUNTRY	, $	16.00 (Durpetti)	
WSPD, 1370, 5 KW (DA-N) , MOR	NBC, $	42.00 (Katz)	WHP, Inc.
WTOD, 1560, 5 KW (DAYS, DA) , COUNTRY	ABC I, $	31.00 (Country)	Booth
WVOI, 1520, 1 KW (DA-2) , BLACK	SBN, $	19.00 (Roslin)	
WIOT-F, 104.7, 50 KW @ 500, AOR	SOURCE, $	60.00 (Eastman)	Reams
WLQR-F, 101.5, 15 KW @ 810, BTFL/EZ	, $	46.00 (Katz)	WHP, Inc.
WRQN-F, 93.5, 2 KW @ 400, CHR	, $	26.00 (Banner)	(BOWLING GREEN)
WKKO-F, 99.9, 50 KW @ 500, COUNTRY	ABC F, $	51.00 (MMR)	Booth
WWWM-F, 105.5, 2.7 KW @ 341, AC	, $	43.00 (Durpetti)	
WVKS-F, 92.5, 50 KW @ 480, CHR	ABC F, $	79.00 (Christal)	Noble

MISCELLANEOUS COMMENTS: WMHE-F changes calls to WVKS-F as of Feburary...

TUCSON

Arbitron Rank/Pop (12+): 63/551,100
MSA Rank/Pop: 78/625,300
ADI # 83
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 21/19
Diaries: 990/557:1/65.4%
Sample Target: 930
% Below Line: 4.6
% Not Listed: 13.5

1989 Revenue: $16,600,000
HH Inc.: $23,907
Retail $: 4.7 Bil
Pop per Station: 29,005
#1 Biller: KRQQ-F $3,300,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KRQQ-F	(CHR)	170/18.1	16.7	20.9	21.5	23.0	19.3	187/2231	1915/34.7	34.5	39.2	26.3	273	1995	KRQQ-F
2. KIIM-AF	(C)	137/14.6	11.0	13.3	10.8	13.1	12.4	146/1525	1438/26.1	24.1	26.1	12.2	126	1250	KIIM-AF
3. KLPX-F	(AOR)	75/ 8.0	10.0	10.5	7.9	8.9	9.1	79/1158	1078/19.6	21.2	17.9	10.4	108	1210	KLPX-F
4. KWFM-AF	(AC)	74/ 7.8	9.9	8.6	9.7	7.0	9.0	82/1315	1140/20.7	22.4	18.4	7.6	79	1113	KWFM-AF
5. KKLD-F	(AC)	68/ 7.2	6.3	8.9	8.0	7.6	7.6	70/894	847/15.4	16.7	16.2	7.2	75	691	KKLD-F
6. KUPD-F	(AOR)	40/ 4.3	3.6	2.5	3.0	2.7	3.3	58/539	419/ 7.6	7.9	7.2	4.0	42	489	KUPD-F
KXEW	(SP)	40/ 4.3	3.5	2.8	0.9	2.9	2.9	40/271	271/ 4.9	4.1	4.7	1.5	16	156	KXEW
8. KNST	(N/T)	31/ 3.3	4.9	3.2	4.0	4.0	3.8	31/678	678/12.3	14.2	10.6	4.3	45	551	KNST
9. KMRR	(BB)	28/ 3.0	3.9	2.5	3.5	3.9	3.2	30/412	392/ 7.1	8.3	6.8	2.2	23	244	KMRR
10. KGVY	(BB)	27/ 2.9	5.3	2.7	2.9	3.6	3.5	27/305	291/ 5.3	5.9	5.0	1.5	16	139	KGVY
11. KQYT-F	(EZ)	26/ 2.8	2.0	1.7	2.6	2.1	2.3	26/446	440/ 8.0	6.6	4.0	1.4	15	242	KQYT-F
12. KTZR	(SP)	23/ 2.4	0.8	0.8	1.0	0.4	1.3	23/160	160/ 2.9	1.6	1.5	1.5	16	134	KTZR
13. KQTL	(SP)	17/ 1.8	0.8	1.5	2.1	3.8	1.5	17/204	200/ 3.6	2.2	4.5	1.0	10	156	KQTL
14. KXMG-F	(SP)	15/ 1.6	0.6	1.7	0.9	0.4	1.2	15/79	79/ 1.4	1.9	1.9				KXMG-F
15. KTKT	(N/T)	12/ 1.3	1.7	1.3	2.3	0.9	1.6	13/362	345/ 6.3	6.6	4.2	0.7	7	215	KTKT

12+ FM SHARE (METRO): 73.89% (600 of 812) (WIN 89: 69.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRQQ-F	1 KRQQ-F>	1 KRQQ-F	1 KIIM-AF	1 KIIM-AF>	1 KIIM-AF>	1 KRQQ-F	1 KIIM-AF	1 KRQQ-F	1 KRQQ-F>>	1 KRQQ-F>>
2	2 KLPX-F	2 KIIM-AF	2 KRQQ-F	2 KRQQ-F<	2 KWFM-AF>	2 KIIM-AF>	2 KRQQ-F>	2 KIIM-AF>	2 KIIM-AF	2 KIIM-F
3	3 KIIM-AF	3 KLPX-F	3 KWFM-AF	3 KWFM-AF	3 KKLD-F	3 KWFM-AF	3 KKLD-F<	3 KLPX-F<	3 KLPX-F	3 KLPX-F
4	4 KKLD-F>	4 KWFM-AF	4 KKLD-F	4 KKLD-F	4 KXEW	4 KLPX-F	4 KLPX-F	4 KKLD-F	4 KUPD-F	4 KWFM-F
5	5 KWFM-AF	5 KKLD-F	5	5 KLPX-F	KMRR	KKLD-F	5 KWFM-AF	5 KWFM-AF	5 KWFM-AF	KKLD-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>	1 KRQQ-F>	1 KIIM-AF	1 KRQQ-F	1 KRQQ-F	1 KIIM-AF	1 KIIM-AF<	1 KIIM-AF>
2 KLPX-F	2 KKLD-F	2 KKLD-F	2 KKLD-F	2 KRQQ-F	2 KUPD-F	2 KLPX-F<	KRQQ-F<	2 KRQQ-F	2 KWFM-AF
3 KKLD-F>	3 KLPX-F	3 KIIM-AF	3 KIIM-AF	3 KKLD-F	3 KLPX-F>>	3 KUPD-F>	3 KLPX-F	3 KLPX-F	3 KRQQ-F<
4 KIIM-AF>>	4 KIIM-AF	4 KLPX-F>	4 KLPX-F	4 KWFM-AF>	4 KWFM-AF	4 KIIM-AF>	4 KUPD-F>	4 KWFM-AF	4 KLPX-F>
5 KXMG-F	5	5 KXEW	5 KWFM-AF	5 KLPX-F	5 KIIM-AF>	5 KWFM-AF	5 KWFM-AF	5 KUPD-F	5 KKLD-F
KAWV-F>>	6	6 KWFM-AF>	6	6	6 KNST >	6	6 KKLD-F>	6	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KAWV-F	103.1	Oracle	1.1/3.3/ 10/ 180
KTUC	1400	Tucson	1.1/4.6/ 10/ 252
KVOI	690	Tucson	0.6/2.3/ 6/ 139
KTAR	620	Phoenix	0.3/1.1/ 18/ 238

RADIO STATIONS

KJYK,	1490,	1 KW (DA-1)	, OLDIES	NBC,	$ 16.00	(Christal)	Duchossois	
KCEE,	790,	5 KW/500 W (DA-2)	, OLDIES	RADRAD,	$ 20.00	(MMR)	American	
KIIM,	1290,	1 KW	, COUNTRY	,	$ 32.00	(Katz)		
KGVY,	1080,	1 KW (DAYS)	, NOSTALGIA	APR,	$ 20.00	(---)		
KMRR,	1330,	2 KW/5 KW (DA-2)	, NOSTALGIA	SMN,	$ 21.00	(Republic)		
KNST,	940,	1 KW/250 W (DA-2)	, NEWS/TALK	ABC I, MBS,	$ 30.00	(Mc-Guild)	Nationwide	
KQTL,	1210,	10 KW/1 KW (DA-2)	, HISPANIC	,	$ 18.00	(Caballero)		
KTKT,	990,	10 KW/1 KW (DA-N)	, NEWS/TALK	CNN, TRNSTR,	$ 18.00	(HNWH)	Lotus	
KTUC,	1400,	1 KW	, TALK	CBS, CNN,	$ 17.00	(Roslin)		
KXEW,	1600,	1 KW (DA-2)	, HISPANIC	CRC,	$ 15.00	(Lotus)		
KAWV-F,	103.1,	.6 KW @ 610,	JAZZ/NAC	SMN,	$ 16.00	(Republic)		(ORACLE)
KIIM-F,	99.9,	93 KW @ 2000,	COUNTRY	,	$ 44.00	(Katz)		
KKLD-F,	94.9,	97 KW @ 1952,	SOFT AC/EZ	,	$ 42.00	(Christal)	Duchossois	
KLPX-F,	96.1,	93 KW @ 100,	AOR	,	$ 35.00	(HNWH)	Lotus	
KQYT-F.	92.1,	1.8 KW @ 445,	BTFL/EZ	,	$ 17.00	(K & P)		(GREEN VALLEY)
KRQQ-F,	93.7,	91 KW @ 2000,	CHR	,	$ 65.00	(Mc-Guild)	Nationwide	
KXMG-F,	98.3,	3 KW @ 200,	HISPANIC	CRC,	$ 14.00	(Lotus)		(MARANA)

TULSA

Arbitron Rank/Pop (12+): 57/646,600
MSA Rank/Pop: 68/733,000
ADI # 56
Average Person Ratings: 16.5
Market TSL: 21.75 hours

Stations: 17/17
Diaries: 1010/640:1/54.8%
Sample Target: 1010
% Below Line: 0.0
% Not Listed: 9.5

1989 Revenue: $19,300,000
HH Inc.: $24,394
Retail $: 4.7 Bil
Pop per Station: 38,035
#1 Biller: KMOD-F $3,300,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1.	KWEN-F	(C)	132/12.4	9.5	11.0	11.7	8.1	11.1	218/2380	1539/23.8	21.0	19.0		10.3	118	1310	KWEN-F
2.	KMOD-F	(AOR)	113/10.6	9.7	12.5	10.6	11.0	10.9	140/1805	1291/20.0	23.2	18.6		15.1	173	1586	KMOD-F
3.	KRMG	(MOR)	109/10.2	9.3	8.6	9.3	11.0	9.4	121/1530	1296/20.0	21.6	22.8		8.9	102	984	KRMG
4.	KVOO	(C)	89/ 8.3	7.5	7.3	7.2	7.4	7.6	176/1568	867/13.4	12.6	14.3		5.9	68	801	KVOO
	KAYI-F	(CHR)	89/ 8.3	7.5	8.3	9.3	8.0	8.4	111/1854	1383/21.4	20.2	21.1		9.3	107	1563	KAYI-F
6.	KRAV-F	(AC)	73/ 6.8	5.4	4.8	4.2	3.7	5.3	87/1190	939/14.4	13.7	11.7		5.0	57	820	KRAV-F
	KMYZ-F	(CHR)	73/ 6.8	9.0	7.3	6.3	5.4	7.4	136/1848	1219/18.9	21.2	16.0		11.4	131	1598	KMYZ-F
8.	KBEZ-F	(EZ)	69/ 6.5	8.9	7.1	8.2	9.4	7.7	91/1005	753/11.6	15.5	15.1		3.7	42	885	KBEZ-F
9.	KVLT-F	(O)	52/ 4.9	6.6	5.5	4.9	6.4	5.5	84/1287	816/12.6	13.5	11.3		4.7	54	763	KVLT-F
10.	KQMJ-F	(AC)	46/ 4.3	2.7	3.7	4.1	3.5	3.7	52/867	731/11.3	8.6	8.1		2.8	32	412	KQMJ-F
11.	KTFX-F	(C)	32/ 3.0	1.3	3.3	2.5	4.0	2.5	55/829	510/ 7.9	5.2	7.5		1.7	20	362	KTFX-F
12.	KVOO-F	(C)	27/ 2.5	3.4	4.1	4.7	4.6	3.7	44/1023	620/ 9.6	10.4	8.1		4.5	52	741	KVOO-F
13.	KBLK	(B)	18/ 1.7	1.9	1.1	1.8	2.3	1.6	18/181	171/ 2.6	2.9	4.8		1.7	20	259	KBLK
14.	KCMA-F	(CL)	15/ 1.4	0.7	1.0	0.8	0.6	1.0	15/197	186/ 2.9	3.9	1.6		1.0	12	184	KCMA-F

12+ FM SHARE (METRO): 76.79% (741 of 965) (WIN 89: 73.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KAYI-F>>	1 KMOD-F>>	1 KMOD-F	1 KMOD-F	1 KWEN-F	1 KRMG	1 KRMG	1 KWEN-F<	1 KWEN-F	1 KAYI-F>	1 KVOO >
2 KMYZ-F	2 KWEN-F	2 KWEN-F	2 KWEN-F	2 KMOD-F	2 KWEN-F	2 KWEN-F>	2 KMOD-F	2 KMOD-F	2 KMYZ-F<	2 KRMG
3	KAYI-F<	3 KRAV-F	KRAV-F>	3 KRAV-F>	KVOO >	3 KMOD-F<	3 KRMG	3 KRMG	3 KRMG <	3 KVLT-F<
4	4 KMYZ-F	4 KMYZ-F	4 KVLT-F	4 KVLT-F	4 KBEZ-F>	4 KVOO	4 KRAV-F	4 KVOO	4 KMOD-F	4 KWEN-F
5	5 KRAV-F	5 KAYI-F	5 KRMG <	KRMG	5 KRAV-F	5 KAYI-F	5 KVOO	5 KAYI-F<	5 KWEN-F	5
6	6	6 KVLT-F	6 KQMJ-F	6 KQMJ-F	6	6	6 KBEZ-F	6 KBEZ-F<	6	6
								7 KMYZ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMYZ-F	1 KRAV-F	1 KRAV-F>>	1 KWEN-F<	1 KWEN-F	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>
2 KWEN-F>	2 KWEN-F	2 KMOD-F	2 KRAV-F>	KRAV-F>	2 KAYI-F>	2 KAYI-F	2 KWEN-F	2 KWEN-F>	2 KWEN-F>
3 KAYI-F	KMYZ-F	3 KWEN-F	3 KMYZ-F	3 KBEZ-F	3 KMYZ-F	3 KWEN-F	KAYI-F	3 KAYI-F	3 KVLT-F
4 KVLT-F>	4 KAYI-F	KAYI-F	4 KAYI-F	4 KRMG	4 KWEN-F>	4 KMYZ-F	4 KQMJ-F	4 KVLT-F	4 KRMG
5 KMOD-F	5 KMOD-F	5 KMYZ-F	5 KBEZ-F<	5 KQMJ-F	5 KTOW-F	5 KQMJ-F	5 KVLT-F	5 KRAV-F	5 KRAV-F
6	6 KVLT-F	6 KQMJ-F	6 KVLT-F	KMYZ-F	KQMJ-F	6	KMYZ-F	KQMJ-F	6
		7 KBEZ-F					7 KRAV-F	KMYZ-F	

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KCFO	970	Tulsa	0.8/3.0/ 11/ 230
KTOW-F	102.3	Sand Springs	0.9/2.0/ 10/ 182
KXOJ-F	100.9	Sapulpa/Tulsa	0.9/3.9/ 12/ 282

RADIO STATIONS

KBLK, 1550, 2.5 KW/350 W (DA-2), BLACK	,	$ 17.00 (---)		
KCFO, 970, 2.5 KW/1 KW (DA-2) , RELIGION	,	$ 12.00 (---)	Salem	
KRMG, 740, 50 K2/25 KW (DA-2), MOR	ABC I,	$ 55.00 (Katz)	NewCity	
KVOO, 1170, 50 KW (DA-N) , COUNTRY	CNN,	$ 44.00 (Eastman)		
KAYI-F, 106.9, 100 KW @ 1010, CHR	ABC F,	$ 55.00 (Katz)	Narragansett	
KBEZ-F, 92.9, 100 KW @ 1318, EZ	ABC D,	$ 39.00 (Christal)	Renda	
KCMA-F, 92.1, 3 KW @ 300, CLASSICAL	,	$ 17.00 (CMBS)		
KMOD-F, 97.5, 100 KW @ 1330, AOR	,	$ 68.00 (HNWH)	Clear Channel	
KMYZ-F, 103.3, 70 KW @ 1200, CHR	ABC R,	$ 32.00 (Banner)	Shamrock-Lynett	(PRYOR)
KQMJ-F, 99.5, 100 KW @ 984, AC	,	$ 30.00 (Banner)		(HENRYETTA)
KRAV-F, 96.5, 100 KW @ 1329, AC	,	$ 42.00 (Republic)		
KTFX-F, 103.3, 100 KW @ 1280, COUNTRY	,	$ 30.00 (---)		
KVLT-F, 106.1, 100 KW @ 1315, OLDIES	,	$ 29.00 (Christal)	Federated	(OWASSO)
KVOO-F, 98.5, 100 KW @ 1135, COUNTRY	,	$ 26.00 (Eastman)		
KWEN-F, 95.5, 100 KW @ 1328, COUNTRY	,	$ 77.00 (Katz)	NewCity	

WASHINGTON

Arbitron Rank/Pop (12+): 9/3,171,100

MSA Rank/Pop: 7/3,676,500
ADI # 9
Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 35/30
Diaries: 2449/1295:1/56.5%
Sample Target: 2150
% Below Line: 2.4
% Not Listed: 13.6

1989 Revenue: $144,400,000
HH Inc.: $41,825
Retail $: 34.0 Bil
Pop per Station: 105,703
#1 Biller: WMZQ-AF $14,500,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WPGC-F (CHR)	406/ 7.4	6.7	5.8	6.4	5.7	6.6	457/5976	5177/16.3	16.4	15.3		9.3	535	5614	WPGC-F
2. WKYS-F (B)	383/ 7.0	5.3	4.6	5.0	5.3	5.5	403/4698	4417/13.9	12.4	11.6		6.7	389	4309	WKYS-F
3. WGAY-F (EZ)	341/ 6.2	7.7	7.1	6.0	7.5	6.8	377/4546	4188/13.2	15.8	14.4		5.3	305	2985	WGAY-F
4. WMZQ-AF (C)	318/ 5.8	6.6	6.4	6.1	6.2	6.2	421/5296	4325/13.6	14.3	13.6		6.1	344	3482	WMZQ-AF
5. WMAL (MOR)	271/ 5.0	5.4	5.5	5.3	6.1	5.3	277/3698	3546/11.2	16.9	14.2		4.7	271	3421	WMAL
6. WASH-F (AC)	245/ 4.5	3.3	3.6	4.0	4.5	3.8	259/3699	3387/10.7	10.5	12.8		2.8	163	2203	WASH-F
7. WCXR-F (AOR)	234/ 4.3	3.7	5.2	3.8	4.4	4.3	261/4388	3960/12.5	12.2	14.2		4.4	254	3928	WCXR-F
8. WAVA-F (CHR)	220/ 4.0	4.8	5.3	4.7	5.2	4.7	263/5412	4395/13.9	16.1	18.7		4.9	285	5489	WAVA-F
9. WTOP (N)	215/ 3.9	3.7	4.5	4.1	3.5	4.1	238/5214	4689/14.8	15.7	14.5		3.6	207	4184	WTOP
10. WHUR-F (B)	212/ 3.9	3.8	4.1	3.7	4.8	3.9	220/4175	3860/12.2	12.5	13.3		4.1	234	3464	WHUR-F
11. WRQX-F (CHR)	188/ 3.4	4.0	4.7	4.2	4.5	4.1	265/5494	4015/12.7	13.5	15.7		4.8	278	4912	WRQX-F
12. WMMJ-F (B)	177/ 3.2	2.4	3.3	2.9	0.8	3.0	179/2111	2034/ 6.4	6.3	2.9		3.3	189	1828	WMMJ-F
13. WXTR-F (O)	172/ 3.1	3.4	3.1	3.0	3.0	3.2	205/3735	3165/10.0	10.7	11.0		2.5	147	2705	WXTR-F
14. WLTT-F (AC)	168/ 3.1	3.7	3.1	3.3	3.5	3.3	188/3869	3425/10.8	11.7	12.0		3.3	192	2597	WLTT-F
15. WHFS-F (AOR)	167/ 3.1	1.9	1.9	2.2	1.8	2.3	201/2523	1984/ 6.3	6.0	5.6		2.3	135	1807	WHFS-F
16. WGMS-F (CL)	139/ 2.5	2.4	2.7	2.7	2.7	2.6	155/2590	2365/ 7.5	8.9	8.3		2.6	151	2111	WGMS-F
17. WWDC-F (AOR)	137/ 2.5	3.1	2.8	3.8	4.1	3.0	202/5074	3563/11.2	13.1	14.7		3.3	188	3941	WWDC-F
18. WOL (B)	117/ 2.1	1.0	1.2	2.0	1.9	1.6	117/1215	1215/ 3.8	3.5	4.1		1.2	67	901	WOL
19. WWRC (T)	98/ 1.8	2.4	2.8	2.5	2.1	2.4	118/1891	1671/ 5.3	5.6	6.2		2.0	116	1975	WWRC
20. WJFK-F (AOR)	97/ 1.8	2.2	1.5	1.4	0.9	1.7	125/2865	2427/ 7.7	8.4	5.3		1.9	108	2215	WJFK-F
21. WDJY-F (B)	73/ 1.3	1.9	1.7	2.3	2.5	1.8	75/1959	1846/ 5.8	7.3	8.4		1.8	105	1758	WDJY-F
22. WYCB (REL)	48/ 0.9	1.2	1.5	1.3	1.5	1.2	48/642	642/ 2.0	2.5	3.2		1.4	78	743	WYCB
23.															
24.															
25.															

12+ FM SHARE (METRO): 81.68% (3861 of 4727) (WIN 89: 79.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPGC-F	1 WPGC-F	1 WKYS-F<	1 WKYS-F>	1 WKYS-F>	1 WGAY-F	1 WMAL	1 WGAY-F	1 WPGC-F	1 WPGC-F	1 WKYS-F
2 WAVA-F	2 WKYS-F>	2 WPGC-F>	2 WASH-F	2 WASH-F<	2 WMAL	WKYS-F	2 WKYS-F<	2 WMZQ-AF<	2 WKYS-F	2 WMAL >>
3 WRQX-F>>	3 WCXR-F	3 WCXR-F<	3 WPGC-F<	3 WMZQ-AF	3 WMZQ-AF	3 WMZQ-AF	3 WPGC-F	3 WGAY-F<	3 WHUR-F	3 WPGC-F
4	4 WHFS-F	4 WMZQ-AF	4 WMZQ-AF<	4 WPGC-F<	4 WTOP	4 WTOP <	4 WASH-F	4 WKYS-F	4 WAVA-F<	4 WTOP
5	5 WAVA-F<	WASH-F	5 WCXR-F	5 WCXR-F	5 WASH-F	5 WPGC-F	5 WMZQ-AF	5 WCXR-F	5 WGAY-F>	5 WMZQ-F<
6	6 WHUR-F	6 WHUR-F	6 WMMJ-F	6 WXTR-F	6 WKYS-F	6 WCXR-F	6 WCXR-F	6 WASH-F	6 WRQX-F	6 WGAY-F
7	7 WMZQ-AF	7 WHFS-F<	7 WXTR-F	WMMJ-F	7 WGMS-F	7 WGAY-F<	7 WMAL	7 WMAL	WMMJ-F	7 WHUR-F>>
8	8 WWDC-F	8 WMMJ-F	WLTT-F	8 WHUR-F	8	8 WAVA-F	8	8	WMAL	8
9	9	9	WHUR-F	WGAY-F	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPGC-F>>	1 WPGC-F	1 WKYS-F>	1 WKYS-F	1 WKYS-F
2 WAVA-F	2 WKYS-F>>	2 WPGC-F	2 WPGC-F	2 WASH-F
3 WKYS-F>	3 WAVA-F	3 WLTT-F	3 WASH-F>	3 WPGC-F
4 WRQX-F	4 WCXR-F<	4 WASH-F	4 WMZQ-AF	4 WMZQ-AF<
5 WCXR-F	5 WLTT-F	5 WMMJ-F	5 WMMJ-F	5 WMMJ-F
6 WMZQ-AF	WASH-F<	6 WCXR-F<	6 WLTT-F	6 WLTT-F<
7 WHUR-F	7 WRQX-F	7 WHFS-F	WAVA-F	7 WGAY-F
8	8	8	8 WRQX-F	8 WXTR-F
9	9	9	9	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPGC-F>	1 WPGC-F	1 WCXR-F	1 WCXR-F	1 WCXR-F
2 WHFS-F	2 WCXR-F	2 WKYS-F	2 WPGC-F	2 WMZQ-AF
3 WHUR-F	3 WHFS-F	3 WHFS-F	3 WHFS-F<	3 WKYS-F
4 WAVA-F	4 WKYS-F	4 WPGC-F	4 WKYS-F<	4 WHUR-F
5 WWDC-F	5 WHUR-F	5 WMZQ-AF<	5 WHUR-F<	5 WHFS-F
6 WCXR-F	6 WMZQ-AF	6 WHUR-F	6 WMZQ-AF	6 WXTR-F
7 WRQX-F	WWDC-F	7 WXTR-F<	7 WWDC-F	7 WPGC-F<
WOL	8 WJFK-F	8 WWDC-F	8 WXTR-F	8 WLTT-F
9	WAVA-F	WJFK-F	9	WASH-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AOH/CUME
WFMD	930	Frederick	0.3/0.8/ 19/ 303
WFRE-F	99.9	Frederick	0.5/1.8/ 64/ 929
WGMS	570	Bethesda	0.5/1.5/ 28/ 490
WMJR-F	107.7	Warrenton	0.3/1.3/ 31/ 655
WUST	1120	Washington	0.5/1.0/ 25/ 323
WWDC	1260	Washington	0.6/1.9/ 36/ 662
WZYQ-F	103.9	Braddck Hts/Frd	0.3/1.2/ 20/ 428
WFLS-F	93.3	Fredericksburg	0.6/1.1/ 80/ 806
WGRX-F	100.7	Westmnstr/Bltmr	0.4/1.1/ 57/1152
WIYY-F	97.9	Baltimore	0.7/2.9/142/2207
WPOC-F	93.1	Baltimore	0.3/1.0/103/1237
WWMX-F	106.5	Baltimore	0.3/0.9/102/1623

RADIO STATIONS

AM STATIONS

WCPT	730	5 KW/20 KW (DA-1)	BLACK	SMN	$ N/A	(Mc-Guild)	
WMAL	630	5 KW (DA-2)	MOR	ABC I	$ 211.00	(Katz)	Cap Cities/ABC
WMDO	1540	5 KW (DAYS)	HISPANIC		$ 40.00	(Lotus)	
WOL	1450	1 KW	BLACK	NBN	$ 49.00	(K & P)	
WTOP	1500	50 KW (DA-2)	NEWS	CBS, MBS	$ 180.00	(HNWH)	Chase
WWDC	1260	5 KW (DA-2)	NOSTALGIA	US 1	$ 46.00	(Christal)	
WWRC	980	5 KW (DA-N)	TALK	NBC, MBS	$ 70.00	(MMR)	Greater Media
WYCB	1340	1 KW	GOSPEL	SBN	$ 40.00	(---)	

FM STATIONS

WASH	97.1	22 KW @ 690	AC	TRNSTR	$ 105.00	(HNWH)	Chase
WAVA	105.1	50 KW @ 500	CHR		$ 160.00	(HNWH)	Emmis
WCXR	105.9	28 KW @ 650	CLASSIC AOR		$ 150.00	(Mc-Guild)	Westinghouse
WDJY	100.3	40 KW @ 323	BLACK	APR	$ 80.00	(Mc-Guild)	United
WGAY	99.5	21 KW @ 780	BTFL/EZ		$ 210.00	(MMR)	Greater Media
WGMS	103.5	47 KW @ 510	CLASSICAL	MBS	$ 145.00	(Republic)	Verstandig
WHFS	99.1	47 KW @ 390	AOR	APR	$ 60.00	(Republic)	Duchossois (ANNAPOLIS)
WHUR	96.3	24 KW @ 669	BLACK		$ 117.00	(Durpetti)	Howard University
WJFK	106.7	23 KW @ 731	CLASSIC AOR	ABC R	$ 80.00	(Torbet)	Infinity
WKYS	93.9	50 KW @ 485	BLACK		$ 190.00	(Eastman)	Albimar
WLTT	94.7	21 KW @ 780	AC		$ 173.00	(CBS)	CBS
WMMJ	102.3	3 KW @ 171	BLACK OLDIES	ABC E, MBS	$ 60.00	(K & P)	
WMZQ	98.7	50 KW @ 490	COUNTRY		$ 250.00	(Christal)	Viacom
WPGC	95.5	50 KW @ 500	CHR/URBAN		$ 155.00	(Banner)	Cook Inlet
WRQX	107.3	50 KW @ 410	CHR	ABC C	$ 120.00	(Katz)	Cap Cities/ABC
WWDC	101.1	22 KW @ 760	AOR	US 1	$ 200.00	(Christal)	
WXTR	104.1	50 KW @ 500	OLDIES		$ 115.00	(Mc-Guild)	Radio Ventures (WALDORF,MD)

WEST PALM BEACH

Arbitron Rank/Pop (12+): 53/751,900

MSA Rank/Pop: 64/808,300
ADI # 52
Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 35/16
Diaries: 1189/632:1/50,9%
Sample Target: 1070
% Below Line: 32.9
% Not Listed: 11.0

1989 Revenue: $23,000,000
HH Inc.: $399,666
Retail $: 8.1 Bil
Pop per Station: 46,993
#1 Biller: WRMF-F $6,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WEAT-AF	(EZ)	218/16.8	19.3	18.7	17.5	18.0	18.1	311/3092	2012/26.8	28.9	29.2		11.2	116	1559	WEAT-AF
2. WRMF-F	(AC)	91/ 7.0	8.5	8.4	11.5	7.2	8.9	151/2159	1249/16.6	17.4	18.5		7.9	88	1054	WRMF-F
3. WJNO	(N/T)	81/ 6.2	6.7	6.9	5.0	5.9	6.2	98/1377	1067/14.2	14.9	12.3		7.0	78	785	WJNO
4. WHQT-F	(CHR)	78/ 6.0	5.9	4.7	4.5	6.0	5.3	198/1960	706/ 9.4	10.0	8.3		9.6	107	890	WHQT-F
5. WOVV-F	(CHR)	68/ 5.2	4.4	3.6	3.9	3.3	4.3	119/1591	913/12.1	12.1	12.9		4.9	55	1085	WOVV-F
6. WSHE-F	(AOR)	55/ 4.2	3.2	2.5	2.0	2.0	3.0	111/1636	631/ 8.4	8.3	8.0		4.4	49	618	WSHE-F
7. WIRK-F	(C)	48/ 3.7	5.4	5.3	5.4	5.6	5.0	71/1071	738/ 9.8	10.9	9.3		6.0	67	765	WIRK-F
8. WPOM	(B)	40/ 3.1	1.5	1.8	2.1	1.2	2.1	40/293	288/ 3.8	4.1	3.0		2.1	24	296	WPOM
9. WNGS-F	(SAC)	36/ 2.8	2.6	2.2	2.4	2.8	2.5	37/543	536/ 7.1	6.3	8.2		2.9	33	484	WNGS-F
WKGR-F	(AOR)	36/ 2.8	3.0	3.1	1.7	2.8	2.7	76/1212	639/ 8.5	8.4	9.3		3.9	44	704	WKGR-F
11. WOLL-F	(O)	32/ 2.5	2.3	2.2	1.5	2.8	2.1	48/659	460/ 6.1	5.6	5.9		1.2	13	229	WOLL-F
12. WJQY-F	(SAC)	29/ 2.2	1.3	1.1	1.5	0.9	1.5	164/1916	307/ 4.1	3.7	4.3		2.1	24	294	WJQY-F
WSWN	(B)	29/ 2.2	1.0	0.8	0.7	0.4	1.2	36/378	280/ 3.7	1.8	2.0		1.9	21	217	WSWN
14. WMXJ-F	(O)	26/ 2.0	1.8	2.4	2.3	3.1	2.1	136/1986	386/ 5.1	7.5	8.7		2.6	29	677	WMXJ-F
WIOD	(T)	26/ 2.0	2.3	2.1	2.0	1.8	2.1	141/1875	376/ 5.0	6.5	4.9		1.7	19	333	WIOD

12+ FM SHARE (METRO): 77.94% (901 of 1156) (WIN 89: 81.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOVV-F	1 WHQT-F	1 WRMF-F>	1 WRMF-F>>	1 WRMF-F>>	1 WEAT-AF>>	1 WEAT-AF>	1 WEAT-AF>>	1 WEAT-AF>>	1 WEAT-AF>	1 WJNO
2 WHQT-F>	2 WRMF-F	2 WHQT-F	2 WHQT-F	2 WEAT-AF	2 WJNO >	2 WJNO	2 WRMF-F	2 WRMF-F	2 WHQT-F	2 WEAT-F>>
3 WPOW-F	3 WSHE-F	3 WSHE-F	3 WSHE-F	WHQT-F	3 WRMF-F	3 WRMF-F>	3 WJNO	3 WHQT-F	3 WOVV-F	3 WIOD
4	4 WOVV-F>	WOVV-F>	WOVV-F	4 WSHE-F	4 WIRK-F	4 WOVV-F	4 WHQT-F<	4 WOVV-F<	4 WSWN	WHQT-F
5	5 WKGR-F	5 WKGR-F	WKGR-F	WOVV-F	5	5 WHQT-F<	5 WSHE-F	5 WJNO	5 WJNO	5 WPOM
6	6 WSWN	6	6	WKGR-F	6	6 WIRK-F	6 WOVV-F	6	6 WSHE-F	WIRK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHQT-F>	1 WHQT-F>	1 WRMF-F	1 WRMF-F<	1 WRMF-F>	1 WHQT-F	1 WSHE-F	1 WSHE-F	1 WRMF-F	1 WRMF-F>
2 WOVV-F	2 WOVV-F	2 WHQT-F	2 WHQT-F	2 WHQT-F	2 WSHE-F	2 WRMF-F	2 WRMF-F>	2 WSHE-F>	2 WSHE-F
3 WSHE-F	3 WRMF-F>	3 WOVV-F>>	3 WOVV-F>>	3 WOVV-F	3 WOVV-F>	3 WHQT-F	3 WKGR-F	3 WKGR-F	3 WKGR-F
4 WSWN >>	4 WSHE-F	4 WHYI-F	4 WNGS-F	4 WEAT-AF	4 WSWN	4 WOVV-F	4 WLVE-F	4 WHQT-F	4 WMXJ-F
5	5 WSWN	WKGR-F	5 WYFX	5 WYFX	WRMF-F	WKGR-F	5 WHQT-F	5 WZTA-F	WJNO
6	6	6	WOLL-F	WNGS-F	6 WZTA-F	6	WGTR-F	WOVV-F	6
							WOLL-F		

OTHER RATED STATIONS			METRO SHARE/CUME RTG/ TSA AQH/TSA CUME
WDBF	1420	Delray Bch/W.P.	1.0/2.6/ 14/ 234
WPBG	1290	West Palm BEach	0.3/1.1/ 4/ 103
WPBR	1340	Palm Beach	0.6/3.2/ 10/ 290
WSBR	740	Boca Rtn/WPlmBc	0.5/2.9/ 12/ 469
WYFX	1040	Boynton Bch/Mia	1.3/1.9/ 28/ 310
WAXY-F	105.9	Ft. Lauderdale	0.8/3.6/104/1719
WGTR-F	97.3	Miami	1.2/4.8/ 76/1573
WHYI-F	100.7	Ft. Lauderdale	1.5/7.3/113/2054
WINZ	940	Miami	0.6/2.5/ 83/1081
WKIS-F	99.9	Boca Raton	1.5/4.7/189/1985
WLVE-F	93.9	Miami Beach	1.3/3.9/ 81/1291
WLYF-F	101.5	Miami	1.9/4.1/237/2321
WNWS	790	South Miami	0.8/2.6/ 64/1044
WPOW-F	96.5	Miami/Ft Ldrdle	1.5/4.3/ 89/1327
WQAM	560	Miami/Ft.Ldrdle	0.3/0.9/ 13/ 388
WQBA-F	107.5	Miami	0.9/1.6/ 26/ 303
WTMI-F	93.1	Miami/Ft Ldrdle	1.8/4.1/ 91/1120
WZTA-F	94.9	Miami Beach	1.8/6.1/ 91/1441
WZZR-F	92.7	Stuart/PtStLuci	0.5/2.3/ 28/ 627

RADIO STATIONS

WDBF,	1420,	5 KW/500 W (DA-1),	MOR	CBS,	$ 14.00	(---)		
WJNO,	1230,	1 KW,	NEWS/TALK	CBS, ABC E,	$ 54.00	(Banner)	Fairbanks	
WPBR,	1340,	1 KW,	TALK	NBC, MBS,	$ 23.00	(Eastman)		
WPOM,	1600,	1 KW (DA-1),	BLACK	,	$ 27.00	(Republic)		
WYFX,	1040,	10 KW/1 KW (DA-2),	BLACK	SBN,	$ 16.00	(K & P)		
WEAT-F,	104.3,	56 KW @ 1250,	BTFL/EZ	,	$ 79.00	(Katz)	Taylor	
WIRK-F,	107.9,	100 KW @ 350,	COUNTRY	ABC E,	$ 59.00	(HNWH)	Price	
WKGR-F,	98.7,	100 KW @ 1420,	AOR	UPI,	$ 43.00	(HNWH)		(FORT PIERCE)
WOLL-F,	94.3,	3 KW @ 300,	OLDIES	,	$ 35.00	(Republic)	Lappin	
WNGS-F,	92.1,	2.2 KW @ 378,	SOFT AC	,	$ 32.00	(Eastman)		
WOVV-F,	95.5,	100 KW @ 1000,	CHR	SOURCE,	$ 44.00	(Mc-Guild)		(FORT PIERCE)
WRMF-F,	97.9,	100 KW @ 1350,	AC	,	$ 105.00	(Banner)	Fairbanks	

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 59/627,500

MSA Rank/Pop: 69/727,800
ADI # 51
Average Person Ratings: 18.9
Market TSL: 24.75 hours

Stations: 26/11
Diaries: 1110/565:1/60.4%
Sample Target: 1000
% Below Line: 8.6
% Not Listed: 13.5

1989 Revenue: $15,200,000
HH Inc.: $24,373
Retail $: 5.1 Bil
Pop per Station: 57,045
#1 Biller: WKRZ-AF $2,800,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F	(CHR)	183/15.5	13.4	14.9	13.3	13.8	14.3	235/2610	2116/33.7	33.2	32.2	19.3	191	2254	WKRZ-F
2. WEZX-F	(AOR)	94/ 7.9	8.0	6.1	7.1	6.4	7.3	105/1020	910/14.5	14.8	14.6	10.9	108	926	WEZX-F
3. WARM	(MOR)	76/ 6.4	5.5	7.6	5.8	5.5	6.3	80/1137	1042/16.6	17.5	18.7	7.4	73	901	WARM
4. WNAK	(BB)	75/ 6.3	8.6	7.3	8.7	7.0	7.7	76/533	519/ 8.3	9.4	9.7	4.8	47	369	WNAK
5. WMGS-F	(AC)	60/ 5.1	4.9	3.5	5.4	5.4	4.7	63/773	716/11.4	11.6	15.1	4.8	42	313	WMGS-F
6. WWRB-F	(AOR)	39/ 3.3	2.9	4.6	3.3	4.4	3.5	40/636	626/10.0	11.3	14.2	4.6	45	679	WWRB-F
7. WWSH-F	(EZ)	38/ 3.2	5.3	4.0	5.4	5.3	4.5	47/633	507/ 8.1	10.2	11.5	3.8	38	521	WWSH-F
8. WGBI-F	(AC)	30/ 2.5	2.8	2.6	2.9	3.8	2.7	34/597	473/ 7.5	10.2	13.8	2.2	22	443	WGBI-F
WDLS-F	(C)	30/ 2.5	2.4	2.2	----	----	1.8	34/419	361/ 5.8	4.9	0.0	2.8	28	372	WDLS-F
10. WZZO-F	(AOR)	28/ 2.4	1.8	0.9	1.4	1.3	1.6	50/495	284/ 4.5	4.3	3.4	2.2	22	399	WZZO-F
WEJL	(BB)	28/ 2.4	4.9	4.0	2.8	2.2	3.5	28/448	419/ 6.7	9.9	7.2	2.6	26	385	WEJL
12. WSGD-F	(O)	27/ 2.3	1.8	3.4	2.7	3.0	2.5	29/435	313/ 5.0	7.1	5.9	2.1	21	334	WSGD-F
WEAY-F	(O)	27/ 2.3	1.8	2.0	2.2	1.7	2.1	27/369	369/ 5.9	4.7	4.7	2.0	20	363	WEAY-F
14. WWDL-F	(SAC)	21/ 1.8	1.6	1.0	0.6	0.4	1.3	21/369	342/ 5.5	4.1	3.2	0.6	6	95	WWDL-F
WSBG-F	(CHR)	21/ 1.8	1.8	1.8	1.2	1.6	1.6	23/344	332/ 5.3	4.0	3.8	1.3	13	319	WSBG-F
WHLM-F	(CHR)	21/ 1.8	1.8	2.6	1.8	2.8	2.0	29/521	365/ 5.8	5.1	6.5	1.8	18	258	WHLM-F

12+ FM SHARE (METRO): 69.60% (712 of 1023) (WIN 89: 65.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F	1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>	1 WNAK <	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>	1 WKRZ-F>	1 WARM
2	2 WEZX-F>>	2 WEZX-F>	2 WEZX-F>	2 WEZX-F>	2 WARM	2 WARM	2 WEZX-F	2 WEZX-F>	2 WEZX-F>>	2 WKRZ-F>
3	3 WWRB-F	3 WMGS-F>	3 WMGS-F>	3 WMGS-F>	3 WKRZ-F>	3 WEZX-F>	3 WMGS-F	3 WMGS-F	3 WARM <	3 WDLS-F<
4	4 WMGS-F	4 WWRB-F	4 WSGD-F	4 WSGD-F	4 WWSH-F<	4 WMGS-F	4 WNAK	4 WNAK	4 WWRB-F	4 WMGS-F>
5	5 WZZO-F	5	5	5 WARM <	5 WMGS-F	5 WNAK	5 WARM	5	5	5 WEZX-F
6	6	6	6	6 WGBI-F	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKRZ-F>>	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>
2 WEZX-F>>	2 WEZX-F>	2 WEZX-F>	2 WMGS-F<	2 WMGS-F>
3 WWRB-F	3 WMGS-F	3 WMGS-F>	3 WEZX-F>	3 WEZX-F
4 WMGS-F>	4 WWRB-F	4 WWRB-F	4 WGBI-F	4 WGBI-F
5 WZZO-F	5 WGBI-F>	WGBI-F>>	5 WWRB-F	5 WARM
WHXT-F	6 WZZO-F	6 WZZO-F	6	6
WGBI-F>	7	WEAY-F	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRZ-F	1 WEZX-F	1 WEZX-F>	1 WKRZ-F<	1 WKRZ-F<
2 WWRB-F	2 WKRZ-F>>	2 WKRZ-F>>	2 WEZX-F>>	2 WEZX-F>>
WEZX-F>	3 WWRB-F	3 WSBG-F	3 WZZO-F<	3 WSGD-F
4 WZZO-F>>	4 WZZO-F	4 WZZO-F	4 WWRB-F	4 WMGS-F>
5 WXPX >	5	WMGS-F	5 WSGD-F	5 WZZO-F
6 WAVT-F	6	6 WWRB-F	6	6
WMGS-F	7	7	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME				
WARD	1550	Pittston	1.4/3.9/ 16/ 256	WAEB-F	104.1	Allentown	0.5/1.8/ 22/ 315
WBAX	1240	Wilkes-Barre	1.4/4.3/ 16/ 276	WAVT-F	101.9	Pottsville	0.8/2.5/ 67/ 725
WBNE-F	95.5	Benton	0.5/1.7/ 7/ 135	WEAZ	560	Philadelphia	0.2/0.5/ 2/ 33
WCDL	1440	Carbondale	0.9/1.7/ 13/ 190	WEAZ-F	101.1	Philadelphia	0.2/1.1/ 6/ 98
WCNR	930	Bloomsburg	1.0/2.4/ 16/ 173	WFMZ-F	100.7	Allentown	0.9/2.6/ 16/ 299
WGBI	910	Scranton/Wl.Br.	1.2/2.9/ 14/ 195	WHXT-F	99.9	Easton/Allentwn	1.0/2.7/ 20/ 295
WICK	1400	Scranton	1.5/4.0/ 18/ 250	WKSB-F	102.7	Williamsport	0.7/2.0/ 37/ 530
WILK	980	Wilkes-Barre/Sc	1.4/5.4/ 18/ 357	WLEV-F	96.1	Easton	0.9/2.2/ 21/ 235
WQEQ-F	103.1	Freeland/Hzlton	1.3/2.2/ 19/ 209	WYSP-F	94.1	Philadelphia	0.3/1.6/ 11/ 199
WVPO	840	Stroudsburg	0.8/1.4/ 10/ 89				
WXPX	1300	W Hazleton/Hzlt	1.4/2.1/ 17/ 135				

RADIO STATIONS

WARD, 1550, 10 KW/500 W (DA-2)	, TALK	APR, ABC T, $ 12.00	(Savalli)	
WARM, 590, 5 KW (DA-2)	, MOR	NBC, $ 45.00	(Mc-Guild)	Susquehanna
WBAX, 1240, 1 KW	, NOSTALGIA	CNN, $ 16.00	(---)	
WEJL, 630, 500 W (DAYS)	, NOSTALGIA	ABC I, $ 20.00	(Christal)	Shamrock-Lynett
WGBI, 910, 1 KW/500 W	, COUNTRY	CBS, $ 14.00	(Torbet)	
WICK, 1400, 1 KW	, BTFL/EZ	ABC D, $ 14.00	(Roslin)	
WILK, 980, 5 KW/1 KW (DA-2)	, TALK	CNN, ABC E, $ 17.00	(Mc-Guild)	Keymarket
WNAK, 730, 1 KW/38 W (DA-1)	, NOSTALGIA	NBC, $ 27.00	(K & P)	

WEAY-F, 92.1, .9 KW @ 552	, OLDIES	CNN, $ 16.00	(---)	
WEZX-F, 107.1, 190 W @ 1270	, AOR	ABC R, $ 37.00	(Christal)	Shamrock-Lynett
WGBI-F, 101.3, 7 KW @ 1110	, AC	RADRAD, $ 27.00	(Torbet)	
WHLM-F, 106.5, 37 KW @ 597	, AC	US 2, $ 18.00	(Banner)	(BLOOMSBURG)
WKRZ-F, 98.5, 9 KW @ 1172	, CHR	, $ 60.00	(Katz)	Keymarket
WMGS-F, 92.9, 9 KW @ 1060	, AC	, $ 40.00	(Mc-Guild)	Susquehanna
WSGD-F, 94.3, .3 KW @ 770	, OLDIES	, $ 18.00	(Republic)	(CARBONDALE)
WWSH-F, 97.9, 24 KW @ 660	, BTFL/EZ	, $ 23.00	(Katz)	(HAZLETON)
WWRB-F, 102.3, 3 KW @ 71	, CHR/AOR	ABC C, $ 22.00	(Mc-Guild)	

YORK

Arbitron Rank/Pop (12+): 104/340,200
MSA Rank/Pop: 114/404,100
ADI # 46
Average Person Ratings: 18.7
Market TSL: 24.50 hours

Stations: 31/11
Diaries: 812/419:1/70.1%
Sample Target: 730
% Below Line: 35.6
% Not Listed: 14.5

1989 Revenue: $12,300,000
HH Inc.: $29,429
Retail $: 2.5 Bil
Pop per Station: 30,927
#1 Biller: WARM-F $3,400,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1.	WARM-F	(AC)	64/10.1	10.3	9.2	10.4	12.1	10.0	164/1862	740/21.8	21.0	25.3		8.7	54	764	WARM-F
2.	WQXA-F	(CHR)	55/ 8.7	5.8	5.3	6.5	6.3	6.6	108/1637	630/18.5	16.9	20.3		7.9	49	708	WQXA-F
	WGTY-F	(C)	55/ 8.7	7.9	7.0	5.6	5.4	7.3	61/661	542/15.9	14.4	13.0		4.8	30	498	WGTY-F
4.	WYCR-F	(CHR)	50/ 7.9	12.4	12.8	12.8	8.8	11.5	71/1427	894/26.3	29.1	27.3		10.5	65	960	WYCR-F
	WSBA	(MOR)	50/ 7.9	8.8	9.7	5.6	8.4	8.0	56/653	5648/16.1	18.3	18.0		9.2	57	719	WSBA
6.	WNCE-F	(EZ)	43/ 6.8	6.5	7.5	8.7	9.6	7.4	170/1701	431/12.7	13.9	16.9		6.1	38	381	WNCE-F
7.	WRKZ-F	(C)	42/ 6.6	8.1	9.2	7.8	11.1	7.9	137/1722	466/13.7	15.0	21.1		7.1	44	596	WRKZ-F
8.	WTPA-F	(AOR)	23/ 3.6	1.7	2.0	1.6	1.2	2.2	90/1028	225/ 6.6	4.3	6.2		3.4	21	330	WTPA-F
9.	WNNK-F	(CHR)	19/ 3.0	1.8	1.9	2.0	1.5	2.2	157/2201	290/ 8.5	6.6	7.4		2.9	18	345	WNNK-F
10.	WGRX-F	(AOR)	18/ 2.8	3.8	3.6	5.1	6.2	3.8	28/568	355/10.4	10.9	12.8		6.1	38	525	WGRX-F
	WHTF-F	(CL AOR)	18/ 2.8	4.0	2.9	3.1	2.0	3.2	75/1159	293/ 8.6	9.4	8.4		3.7	23	341	WHTF-F

12+ FM SHARE (METRO): 83.24% (452 of 543) (WIN 89: 84.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>	1 WQXA-F	1 WARM-F	1 WARM-F>	1 WARM-F>	1 WSBA	1 WSBA	1 WARM-F>	1 WARM-F	1 WYCR-F	1 WARM-F>>
2 WQXA-F	2 WYCR-F	2 WQXA-F	2 WQXA-F	2 WGTY-F	2 WNCE-F	2 WARM-F	2 WGTY-F	2 WQXA-F	2 WQXA-F>	2 WRKZ-F
3	3 WARM-F	3 WGTY-F	3 WGTY-F	3 WQXA-F	3 WARM-F	3 WGTY-F	3 WSBA	3 WYCR-F	3 WGTY-F<	WSBA
4	4 WTPA-F	4 WYCR-F>	4 WRKZ-F	4 WRKZ-F	4 WGTY-F	4 WQXA-F	4 WQXA-F	4 WGTY-F	4 WARM-F>	4 WGTY-F
5	5 WHTF-F	5 WRKZ-F	5 WYCR-F>	5 WYCR-F	5 WRKZ-F>	5 WRKZ-F	5 WNCE-F<	5 WNCE-F<	5 WRKZ-F	5
6	WGTY-F	6 WTPA-F	6 WSBA	WSBA	6 WQXA-F	WYCR-F	6 WRKZ-F	6 WSBA	WNCE-F	6
7	7 WNNK-F	7	WHTF-F	7 WNCE-F	7	7 WNCE-F	7	7 WRKZ-F	7 WGRX-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQXA-F	1 WQXA-F	1 WQXA-F	1 WARM-F	1 WARM-F>	1 WTPA-F	1 WTPA-F	1 WHTF-F	1 WGTY-F	1 WARM-F>
2 WYCR-F>	2 WYCR-F	2 WARM-F	2 WQXA-F	2 WQXA-F	WGTY-F>	2 WHTF-F	2 WTPA-F	2 WARM-F	2 WGTY-F
3 WNNK-F	3 WARM-F>	3 WYCR-F>	3 WYCR-F	WGTY-F	3 WQXA-F>	3 WGTY-F>	3 WARM-F	3 WQXA-F	3 WRKZ-F
WARM-F>	4 WNNK-F	4 WRKZ-F	4 WGTY-F>	4 WSBA	4 WYCR-F>	4 WYCR-F	4 WYCR-F	4 WTPA-F	4 WQXA-F
5 WTPA-F	5 WGRX-F	WGRX-F	5 WRKZ-F	5 WNCE-F	5 WNNK-F	5 WQXA-F	WGTY-F	5 WHTF-F	5 WHTF-F
WGRX-F>>	6	WGTY-F>	WNNK-F	6 WRKZ-F	WGRX-F	WARM-F	6 WRKZ-F	6 WRKZ-F	6 WTPA-F
7	7	7	7	WYCR-F	WHTF-F	7	7	7	WYCR-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WGCB-F	96.1	Red Lion	0.3/2.0/ 14/ 265
WGET	1320	Gettysburg	1.3/3.0/ 8/ 103
WHVR	1280	Hanover	1.1/3.4/ 7/ 114
WOYK	1350	York	0.9/2.3/ 7/ 100
WXKU	1250	York	0.3/2.5/ 2/ 99
WBAL	1090	Baltimore	0.6/2.8/ 13/ 192
WCMB	1460	Harrisburg	0.5/1.6/ 14/ 319
WDAC-F	94.5	Lancaster	1.1/3.0/ 87/ 935
WFRE-F	99.9	Frederick	1.1/2.7/ 9/ 138
WHP	580	Harrisburg	0.9/2.6/ 67/ 867
WHYL	960	Carlisle/Hrsbrg	0.8/1.6/ 43/ 498
WIOV-F	105.1	Ephrata/Lancast	1.1/2.9/ 67/ 815
WIYY-F	97.9	Baltimore	0.9/3.2/ 10/ 162
WLAN-F	96.9	Lancaster	0.5/4.1/ 70/1310
WLIF-F	101.9	Baltimore	1.3/2.2/ 8/ 80
WPOC-F	93.1	Baltimore	0.6/2.3/ 4/ 112
WWKL-F	94.9	Harrisburg	1.3/4.5/ 65/ 834
WWMD-F	104.7	Hagerstown	0.8/2.6/ 6/ 136
WWMX-F	106.5	Baltimore	0.3/2.0/ 2/ 69
WXBB-F	97.3	Harrisburg	0.9/3.1/ 50/ 731

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2) , MOR MBS, $ 14.00 (---) (GETTYSBURG)
WHVR, 1280, 5 KW/500 W (DA-2) , MOR NBC, $ N/A (HNWH)
WSBA, 910, 5 KW/1 KW (DA-2) , MOR , $ 47.00 (Eastman) Susquehanna

WARM-F, 103.3, 6 KW @ 1310, AC , $ 57.00 (Eastman) Susquehanna
WGTY-F, 107.7, 16 KW @ 350, COUNTRY MBS, $ 17.00 (---) (GETTYSBURG)
WHTF-F, 92.7, .6 KW @ 700, CLASSIC AOR SOURCE, $ 25.00 (Banner)
WQXA-F, 105.7, 25 KW @ 520, CHR , $ 40.00 (Katz)
WYCR-F, 98.5, 11 KW @ 930, CHR , $ 33.00 (HNWH)

OTHER RANKED STATIONS -- See Harrisburg, Lancaster or Baltimore

MISCELLANEOUS COMMENTS: WHP-F changes calls to WXBB-F as of February 1990

YOUNGSTOWN

Arbitron Rank/Pop (12+): 83/419,000
MSA Rank/Pop: 97/506,100
ADI # 90
Average Person Ratings: 17.3
Market TSL: 23.00 hours

Stations: 24/8
Diaries: 996/421:1/61.1%
Sample Target: 850
% Below Line: 6.8
% Not Listed: 12.3

1989 Revenue: $10,200,000
HH Inc.: $27,240
Retail $: 3.2 Bil
Pop per Station: 52,375
#1 Biller: NA $0

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WHOT-AF	(CHR)	97/13.5	12.8	15.9	14.6	12.6	14.2	164/2300	1446/34.5	37.0	35.2		17.4	130	1601	WHOT-AF
2. WKBN	(MOR)	84/11.6	7.9	10.2	8.0	9.0	9.4	108/1365	950/22.7	18.9	21.8		8.7	65	630	WKBN
3. WBBG-F	(AC)	78/10.8	8.5	8.8	8.7	6.8	9.2	98/1134	812/19.4	19.7	16.0		9.0	67	871	WBBG-F
4. WQXK-F	(C)	65/ 9.0	9.7	8.3	10.9	7.9	9.5	136/1281	715/17.1	17.1	17.4		8.2	61	656	WQXK-F
5. WKBN-F	(EZ)	61/ 8.4	8.2	9.0	10.6	11.3	9.1	93/1395	851/20.3	20.2	21.5		7.5	56	693	WKBN-F
6. WNCD-F	(AOR)	55/ 7.6	5.2	5.6	5.2	7.0	5.9	67/685	598/14.3	13.2	14.6		7.9	59	697	WNCD-F
7. WYFM-F	(AC)	40/ 5.5	7.0	6.6	4.9	5.9	6.0	90/1216	683/16.3	16.3	17.5		5.2	39	531	WYFM-F
8. WFMJ	(BB)	27/ 3.7	6.5	6.0	4.7	6.1	5.2	39/475	350/ 8.4	13.4	13.0		6.2	46	466	WFMJ
9. WBBW	(N/T)	26/ 3.6	3.9	4.0	3.9	3.6	3.8	28/414	393/ 9.4	11.5	11.6		2.4	18	319	WBBW
10. WGFT	(REL)	17/ 2.4	1.8	1.7	1.4	1.9	1.8	17/117	117/ 2.8	3.9	2.5		0.9	7	98	WGFT
11. WPHR-F	(CHR)	12/ 1.7	1.3	1.2	2.4	1.5	1.7	18/371	276/ 6.6	6.5	7.1		2.1	16	387	WPHR-F
12. WRKU-F	(AOR)	10/ 1.4	3.9	3.4	4.5	3.5	3.3	29/541	204/ 4.9	11.6	7.3		2.8	21	356	WRKU-F

12+ FM SHARE (METRO): 71.92% (456 of 634) (WIN 89: 71.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOT-AF>>	1 WHOT-AF	1 WBBG-F<	1 WBBG-F	1 WBBG-F	1 WKBN >	1 WHOT-AF	1 WBBG-F<	1 WHOT-AF	1 WHOT-AF	1 WKBN
2 WNCD-F	2 WNCD-F>	2 WHOT-AF	2 WHOT-AF>	2 WHOT-AF>	2 WBBG-F<	2 WKBN	2 WKBN <	2 WBBG-F	2 WKBN <	2 WQXK-F>>
3	3 WBBG-F>	3 WNCD-F>	3 WNCD-F	3 WQXK-F	3 WQXK-F	3 WBBG-F>	3 WKBN-F	3 WKBN	3 WNCD-F	3 WFMJ
4	4 WYFM-F>	4 WQXK-F	4 WYFM-F	4 WKBN-F<	4 WKBN-F>	4 WNIR-F<	4 WHOT-AF	4 WKBN-F<	4 WBBG-F	4 WNCD-F
5	5 WQXK-F	WKBN-F	5 WKBN-F	5 WKBN <	5 WHOT-AF	5 WQXK-F	5 WQXK-F	5 WQXK-F<	5 WQXK-F	WHOT-F
6	WKBN-F	6 WYFM-F	6	6 WYFM-F	6 WFMJ	6 WKBN-F	6 WNCD-F	6 WNCD-F>	6 WKBN-F	WBBG-F>>
7	7	7	7	WNCD-F	7	7 WYFM-F	7 WYFM-F	7	7 WYFM-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHOT-AF	1 WHOT-AF>	1 WHOT-AF>	1 WHOT-AF>	1 WHOT-AF	1 WNCD-F	1 WNCD-F>	1 WNCD-F>	1 WBBG-F	1 WBBG-F>
WNCD-F>	2 WNCD-F	2 WYFM-F	2 WBBG-F	2 WBBG-F	2 WHOT-AF>>	2 WHOT-AF>	2 WHOT-AF	2 WNCD-F	2 WNCD-F
3 WKBN-F	3 WYFM-F	3 WBBG-F>	3 WKBN-F	3 WKBN-F	3 WBBG-F	3 WBBG-F>	3 WBBG-F>	3 WHOT-AF>	3 WQXK-F
4 WBBG-F>	WBBG-F	4 WNCD-F	4 WYFM-F>	4 WYFM-F<	4 WDVE-F	4 WQXK-F>	4 WQXK-F	4 WQXK-F>	4 WHOT-AF
5 WPHR-F	5 WKBN-F>>	WKBN-F>	5 WQXK-F	5 WQXK-F	WQXK-F>	5 WYFM-F	5 WYFM-F	5 WYFM-F	5 WKBN >
WYFM-F>>	6 WQXK-F	6 WQXK-F	WNCD-F	6 WKBN	6 WRKU-F	WRKU-F	6 WRKU-F>	WKBN	6
7 WRKU-F	7 WRKU-F	WKBN >	7	7	WKBN-F>>	7	7	7	7
WQXK-F	8	8	8	8	8	8		8	8

OTHER RATED STATIONS			METRO SHARE/	CUME RTG/	TSA AQH/	TSA CUME
WKTX-F	96.7	Mercer/Ygstwn.	0.6/	1.2/	8/	169
WQJY-F	95.9	Sharpsville	0.8/	2.9/	14/	248
WRRO	1440	Warren	1.0/	4.8/	8/	211
WSOM	600	Salem	1.1/	2.6/	18/	195
WDVE-F	102.5	Pittsburgh	1.0/	3.4/	45/	607
WKDD-F	96.5	Akron/Canton	0.4/	2.5/	3/	125
WMMS-F	100.7	Cleveland	1.0/	3.7/	8/	191
WNIR-F	100.1	Kent/Akron	0.7/	1.9/	8/	116
WONE-F	97.5	Arkon/Cleveland	0.7/	2.5/	9/	185
WTOF-F	98.1	Canton/Akron	0.7/	3.2/	8/	166
WWWE	1100	Cleveland	0.7/	3.1/	6/	173

RADIO STATIONS

WBBW,	1240,	1 KW (DA-1)	, TALK	ABC E, ABC T,	$ 24.00	(Republic)	H & D	
WFMJ,	1390,	5 KW (DA-N)	, NOSTALGIA	NBC,	$ 18.00	(Savalli)		
WKBN,	570,	5 KW (DA-N)	, MOR	CBS,	$ 36.00	(Katz)		
WBBG-F,	93.3,	50 KW @ 280,	OLDIES	ABC E,	$ 37.00	(Republic)	H & D	
WHOT-F,	101.1,	24 KW @ 711,	NOSTALGIA	,	$ 65.00	(Eastman)	Myron Jones	
WKBN-F,	98.9,	5 KW @ 1370,	EZ/SOFT AC	,	$ 35.00	(Katz)		
WOJY-F,	95.9,	3 KW @ 165,	CHR	,	$ 20.00	(K & P)		(SHARPSVILLE, PA)
WNCD-F,	106.1,	3 KW @ 330,	CLASSIC AOR	,	$ N/A	(Torbet)		(NILES)
WQXK-F,	105.1,	88 KW @ 430,	COUNTRY	,	$ 40.00	(Mc-Guild)	Legend	(SALEM)
WRKU-F,	95.1,	19 KW @ 805,	AOR	,	$ 20.00	(---)	Beta	(GROVE CITY, PA)
WYFM-F,	102.9,	26 KW @ 455,	AC	ABC-C,	$ 39.00	(Durpetti)	Regional	(SHARON, PA)

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AMERICAN RADIO

SPRING 1990 REPORT

(Arbitron Rating Period: 29 March 1990 - 20 June 1990)

Compiled and Edited By:

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INTRODUCTION

This is the 16th year American Radio has been published. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I can be reached at the following address:

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I strongly urge all of you (particularly new subscribers) to carefully read the definition pages at the beginning of Section B. This will help you to understand all of the information given in the Individual Market Reports. However, if you have any questions, please feel free to call me. I figure that my time and my call back to you are part of the subscription price. Also, I always enjoy talking about American Radio.

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Every effort has been made to make this book as accurate as is humanly possible. However, we are responsible for errors only to the extent that subscribers will be notified is such action is justified.

Any corrections made by Arbitron to earlier published reports are included if they are received by 10 August, 1990.

Work on this edition was completed on 17 August, 1990. Mailing will begin on 26 August, 1990. If your copy is defective in any way, let me know and I will promptly mail you another copy.

FORMATS

The formats showing the greatest growth were AOR/Classic AOR, Black/Urban, Hispanic and Classical. Major declines were posted by CHR and EZ.

LISTENING LEVELS

Overall listening levels (APR's) were down a bit from 1989 but still above the depressed 1987/1988 levels and in line with the highest levels of the past decade.

FM SHARE

The national FM share is now just short of 74% -- 73.952% to be exact. This represents a growth over 1989 levels of 0.7%. This is the smallest increase in the 15 years I have been keeping records. It seems to confirm our prediction made in 1985 that FM share would level off short of 80%. We believe that the AM situation has stabilized.

LARGEST STATION SHARE CHANGES

SHARE GAINERS			SHARE LOSERS		
WRKT-F	Erie	+14.7	KTRS-F	Casper	-19.6
WZHT-F	Montgomery	+12.9	KKHT-F	Spring. MO	-10.7
KGBX-F	Spring. MO	+ 9.7	WZEE-F	Madison	- 9.3
KKRQ-F	Cedar Rapids	+ 9.6	WRBQ-F	Tampa	- 7.8
KMGW-F	Casper	+ 8.7	WKKQ	Duluth	- 7.5
WTFX-F	Madison	+ 8.4	KCIX-F	Boise	- 7.4
WHLX-F	Wheeling	+ 8.3	KRLB-F	Lubbock	- 7.0
KRKX-F	Billings	+ 8.3			

LEADING STATIONS

WRKS-F is now the most-listened-to station in the U.S. (1/4 Hr. Avg.). . . Stations in the top 100 making impressive gains include: WBLS, WFAN, WYNY, WNEW, WVEE, WYSP, KTWV, KLVE, KROQ KFWB, KXEZ, KKBT, KSCS, KWKW, WLIB, WQXR, KZLA, WUSN, WDVE, KLSX, WOGL, KFRC, WADO and WFLZ.

OTHER LEADERS

12+ Metro Share:	WIVK A/F	Knoxville
12+ TSA Cume:	WINS	New York
Metro Cume Rating:	KTRS-F	Casper
	WIXX-F	Green Bay
FM Share:	Lancaster, PA (94.36%)	

LEADING STATIONS BY FORMAT

	1/4 Hour Average		Metro Share	
CHR/Top 40	WHTZ-F	New York	KTRS-F	Casper
AOR/Classic	WNEW-F	New York	KQWB-F	Fargo
AC/Soft Rock/Oldies	WCBS-F	New York	WMGI-F	Terre Haute
EZ/Btfl	WPAT A/F	New York	WDUV-F	Sarasota
Black/Urban	WRKS-F	New York	WZHT-F	Montgomery
Country	WYNY-F	New York	WIVK A/F	Knoxville
News/Talk	WINS	New York	KMOX	St. Louis
MOR/Full Service	WJR	Detroit	WJBC	Bloomington, IL
Nostalgia	WNEW	New York	WEYZ	Erie
Hispanic	WSKQ-F	New York	KGBT	McAllen-Browns
Religion/Gospel	WWRL	New York	WDDO	Macon
Classical	WQXR-F	New York	KLEF-F	Anchorage
Jazz/NAC	WQCD-F	New York	KNIK-F	Anchorage

TABLE OF CONTENTS

SECTION A: NATIONAL RANKINGS AND RATINGS ANALYSIS

A1-A3 Metro Share Leaders and Major Market Changes
A3 National FM Share
A4-A5 Station Trading Activity
A6 America's Leading Stations - 12+ Metro Share
A7-A9 America's 500 Most-Listened-To Radio Stations
A10-A11 America's Leading Stations - 12+ TSA Cume
A12-13 America's Leading Stations - Metro Cume Rating
A14-15 America's Leading Stations by Format 1/4 Hour Average
A16-17 America's Leading Stations by Format Metro Share
A18 Markets with Highest and Lowest Percentage of FM Listenership
A18 Markets with Highest and Lowest APR's
A18 Markets with Highest Percentage of "Below-the-Line" Listening
A19 Station Format and Format Listenership
A20 Best Markets for Various Formats

SECTION B: INDIVIDUAL MARKET REPORTS

B1-B3 Definitions, Clarifications and Explanations

Individual Market Reports for these markets in alphabetical order:

Akron
Albany-Schenectady
Albuquerque
Allen-Bethlehem
Altoona
Amarillo
Anchorage
Ann Arbor
Appleton-Oshkosh
Asheville

Atlanta
Atlantic City
Augusta, GA
Austin
Bakersfield
Baltimore
Baton Rouge
Beaumont
Billings
Binghamton

Birmingham
Bloomington, IL
Boise
Boston
Bridgeport
Buffalo
Canton
Casper
Cedar Rapids
Charleston, SC

Charleston, WV
Charlotte
Chattanooga
Chicago
Cincinnati
Cleveland
Colorado Springs
Columbia
Columbus, GA
Columbus, OH

Corpus Christi
Dallas-Ft. Worth
Daven-RI-Moline
Dayton
Daytona Beach

Denver
Des Moines
Detroit
Duluth
El Paso
Erie
Eugene
Evansville
Fargo
Fayetteville, NC

Flint
Ft. Wayne
Fresno
Grand Rapids
Green Bay
Greensboro-WS
Greenville, NC
Greenville-Spart
Harrisburg
Hartford

Honolulu
Houston
Huntington, WV
Huntsville
Indianapolis
Jackson, MS
Jacksonville
John City-Kingsport
Johnstown
Kalamazoo

Kansas City
Knoxville
Lafayette, LA
Lakeland
Lancaster
Lansing
Las Vegas
Lexington
Lincoln
Little Rock

Los Angeles
Louisville
Lubbock
Macon
Madison

Manchester
McAllen-Brownsville
Melbourne-Titus-Cocoa
Memphis
Miami-Ft. Lauderdale
Milwaukee
Minneapolis-St. Paul
Mobile
Modesto
Monmouth-Ocean

Montgomery
Nashville
Nassau-Suffolk
New Haven
New Orleans
New York
Norfolk
Oklahoma City
Omaha
Orlando

Oxnard-Ventura
Pensacola
Peoria
Philadelphia
Phoenix
Pittsburgh
Portland, ME
Portland, OR
Portsmouth-Dover, NH
Providence

Pueblo
Raleigh
Reno
Richmond
Riverside-San Bern
Roanoke-Lynchburg
Rochester
Rockford
Sacramento
Saginaw-Bay City-Midland

St. Louis
Salisbury-OC, MD
Salinas-Monterey-Santa Cruz
Salt Lake City
San Antonio

San Diego
San Francisco
San Jose
Sarasota-Bradenton
Savannah
Seattle-Tacoma
Shreveport
Sioux Falls
South Bend
Spokane

Springfield, MA
Springfield, MO
Steubenville
Stockton
Syracuse
Tallahassee
Tampa-St. Pete
Terre Haute
Toledo
Topeka

Tucson
Tulsa
Utica-Rome
Waco
Washington
Waterloo-CF
West Palm Beach
Wheeling
Wichita
Wilkes Barre-Scranton

Wilmington, DE
Wilmington, NC
Worcester
York
Youngstown

METRO SHARE LEADERS AND MAJOR MARKET CHANGES

This table shows the 12+ Metro Share (6AM-MID, Mon-Sun) leaders for each rated market. Also listed are the stations in each market which had the largest gain in share or loss in share.

The period covered for the share changes is Spring 1989 to Spring 1990. I am convinced that year-to-year comparisons are more accurate and valid than "last book" comparisons.

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Akron	WKDD-F, 7.5, CHR	WGAR-F, +2.3, C	WPHR-F, -1.9, CHR
Albany-Schenectedy-Troy	WGY , 9.7, MOR	WKLI-F, +2.5, AC	WSHZ-F, -1.4, AC
Albuquerque	KRST-AF, 12.4, C	KKSS-F, +5.0, CHR	KOLT-F, -3.1, C
Allentown-Bethlehem	WFMZ-F, 14.9, EZ	WFMZ-F, +2.1, EZ	WAEB, -2.1, AC
Altoona	WPRR-F, 14.1, CHR	WBXQ-F, +7.3, AOR	WGMR-F, -2.2, C
Amarillo	KMML-F, 14.7, C	KDJW-AF, +3.3, C	KQIZ-F, -3.6, CHR
Anchorage	KPXR-F, 12.2, CHR	KBFX-F, +6.7, AOR	KENI, -3.6, N/T
Ann Arbor	WJR , 13.4, MOR	WRIF-F, +1.4, AOR	WCSX-F, -2.0, AOR
Appleton-Oshkosh	WAPL-F, 15.1, AOR	WHBY, +4.0, MOR	WQLH-F, -3.2, EZ
Asheville	WWNC, 24.7, C	WWNC, +5.1, C	WESC-F, -2.7, C
Atlanta	WVEE-F, 15.1, B	WVEE-F, +5.2, B	WKHX-F, -3.2, C
Atlantic City	WFPG-F, 10.5, EZ	WOND, +4.1, B	WAYV-F, -5.7, AC
Augusta	WBBQ-AF, 23.1, CHR	WKZK, +1.7, REL	WRXR-F, -2.3, AOR
Austin	KASE-F, 14.5, C	KHFI-F, +1.6, CHR	KBTS-F, -3.6, CHR
Bakersfield	KUZZ-AF, 19.6, C	KAFY, +4.0, SP	KKBB-F, -3.8, AOR
Baltimore	WBAL, 8.8, N/T	WQSR-F, +2.2, AC	WLIF-F, -2.1, EZ
Baton Rouge	WYNK-AF, 12.6, C	KIEZ-F, +2.8, EZ	WNDC, -2.6, REL
Beaumont	KAYD-AF, 13.1, C	KALO, +4.4, B	KWIC-F, -2.9, AOR
Billings	KZLS-F, 13.6, CHR	KRKX-F, +8.3, AOR	KCTR, -2.3, C
Binghamton	WAAL-F, 22.6, CHR	WMXW-F, +3.8, AC	WMRV-F, -1.5, AC
Birmingham	WZZK-AF, 15.7, C	WATV, +1.9, B	WZZK-AF, -3.0, C
Bloomington	WJBC, 26.1, MOR	WGLO-F, +2.2, AC	WIHN-F, -3.1, AC
Boise	KCIX-F, 12.2, AC	KQFC-F, +3.3, C	KCIX-F, -7.4, AC
Boston	WZOU-F, 7.4, CHR	WBCN-F, +1.3, AOR	WJIB-F, -1.7, EZ
Bridgeport	WICC, 15.1, MOR	WICC, +4.8, MOR	WEZN-F, -3.1, AC
Buffalo-Niagara Falls	WKSE-F, 10.7, CHR	WUFX-F, +2.4, AOR	WJYE-F, -4.1, EZ
Canton	WHBC-F, 15.3, EZ	WRQK-F, +3.9, AOR	WHBC, -2.6, MOR
Casper	KTRS-F, 29.3, CHR	KMGW-F, +8.7, AC	KTRS-F, -19.6, CHR
Cedar Rapids	WMT , 16.0, MOR	KKRQ-F, +9.6, AC	KOKZ-F, -4.5, CHR
Charleston, SC	WEZL-F, 13.5, C	WUJM-F, +3.1, B	WMGL-F, -3.3, B
Charleston, WV	WQBE-F, 24.0, C	WQBE-F, +4.6, C	WVNS-F, -2.9, AC
Charlotte	WSOC-F, 13.1, C	WXRC-F, +1.5, AOR	WSOC-F, -1.3, C
Chattanooga	WUSY-F, 17.7, C	WUSY-F, +5.1, C	WSKZ-F, -5.5, CHR
Chicago	WGN , 8.0, N/T	WGCI-F, +1.5, B	WYTZ-F, -1.6, CHR
Cincinnati	WLW , 12.1, MOR	WGRR-F, +3.3, AC	WOFX-F, -2.3, AC
Cleveland	WLTF-F, 10.4, AC	WGAR-F, +1.4, C	WMMS-F, -3.1, AOR
		WPHR-F, +1.4, CHR	
Colorado Srings	KKCS-F, 10.9, C	KIKX-F, +2.6, CHR	KVUU-F, -2.4, AC
Columbia, SC	WWDM-F, 17.7, B	WYYS-F, +2.8, CHR	WMFX-F, -3.2, AOR
Columbus, GA	WSTH-AF, 14.9, C	WVRK-F, +5.6, AOR	WGSY-F, -3.9, AC
Columbus, OH	WNCI-F, 16.1, CHR	WTVN, +3.2, MOR	WLVQ-F, -2.5, AOR
Corpus Christi	KZFM-F, 16.7, CHR	KZFM-F, +3.7, CHR	KEYS, -3.7, AC
Dallas-Ft. Worth	KSCS-F, 8.6, C	KSCS-F, +1.7, C	KVIL-AF, -2.0, AC
Davenport-Ri-Moline	WLLR-AF, 16.1, C	KFMH-F, +2.1, AOR	KMJC-F, -2.7, AC
Dayton	WGTZ-F, 10.9, CHR	WGTZ-F, +3.6, CHR	WGRR-F, -5.1, AC
Daytona Beach	WWLV-F, 12.6, EZ	WGNE-F, +6.2, C	WJHM-F, -4.1, B
Denver	KYGO-F, 7.9, C	KBPI-F, +2.8, AOR	KAZY-F, -2.6, AOR
Des Moines	KGGO-F, 14.9, AOR	KRNQ-F, +2.6, CHR	KDMG-F, -2.7, AC
Detroit	WJR , 8.5, MOR	WLTI-F, +2.0, AC	WJOI-F, -1.7, EZ
Duluth	KZIO-F, 14.7, CHR	WAVC-F, +7.8, C	WKKQ, -7.5, C
El Paso	KPRR-F, 14.6, CHR	KAMA, +1.4, SP	KTSM-F, -3.0, EZ
Erie	WJET-F, 19.8, CHR	WRKT-F, +14.7, AOR	WJET-F, -4.7, CHR
Eugene	KUGN-F, 14.3, C	KZEL-F, +2.6, AOR	KUGN-F, -2.3, C
Evansville	WSTO-F, 18.4, CHR	WWOK, +6.6, BB	WSTO-F, -3.7, CHR
Fargo	KQWB-F, 15.5, AOR	KVOX, +4.4, BB	WDAY-F, -4.9, CHR
Fayetteville, NC	WZFX-F, 23.6, B	WZFX-F, +6.0, B	WKML-F, -3.3, C
Flint	WCRZ-F, 15.9, AC	WFLT, +2.0, REL	WIOG-F, -3.1, CHR
Fort Wayne	WMEE-F, 19.9, CHR	WJFX-F, +3.7, CHR	WMEE-F, -3.5, CHR
Fresno	KMJ , 10.3, N/T	KMJ , +2.7, N/T	KJOI-F, -3.0, EZ
Grand Rapids	WGRD-F, 11.5, CHR	WODJ-F, +5.8, AC	WOOD, -2.3, MOR
Green Bay	WIXX-F, 24.0, CHR	WAPL-F, +3.8, AOR	WDUZ, -4.3, MOR
Greensboro-WS	WTQR-F, 15.3, C	WKRR-F, +2.7, AOR	WJMH-F, -4.2, B
Greenville, NC	WIKS-F, 18.7, B	WIKS-F, +1.8, B	WSFL-F, -4.1, AC
Greenville-Spartanburg	WMYI-F, 12.9, AC	WMYI-F, +3.5, AC	WFBC-F, -4.0, AC
Harrisburg	WNNK-F, 17.4, CHR	WHYL, +3.5, BB	WRKZ-F, -2.8, C
Hartford	WTIC, 18.7, MOR	WKSS-F, +3.4, CHR	WTIC-F, -5.4, CHR
Honolulu	KQMQ-AF, 12.4, CHR	KSSK-F, +2.8, AC	KUMU-AF, -1.9, EZ
Houston	KMJQ-F, 7.8, B	KHYS-F, +2.3, B	KODA-F, -1.9, EZ
Huntington, WV	WTCR-AF, 30.9, C	WKEE-F, +1.9, CHR	WAEZ-F, -2.8, J/NA

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Huntsville	WDRM-F, 23.1, C	WRSA-F, +3.7, EZ	WAHR-F, -5.3, AC
Indianapolis	WMJC-F, 3.1, AC	WNTS, + .5, REL	WMJC-F, -3.3, AC
Jackson	WMSI-F, 16.9, C	WSTZ-F, +4.3, AOR	WMJW-F, -2.6, AC
Jacksonville	WAPE-F, 12.8, CHR	WHJX-F, +5.4, B	WQIK-F, -3.5, C
John City-Kingsport	WQUT-F, 23.3, CHR	WQUT-F, +2.7, CHR	WTFM-F, -1.9, AC
Johnstown	WGLU-F, 15.2, CHR	WIYQ-F, +3.3, AC	WJAC, -2.4, MOR
Kalamazoo	WKFR-F, 18.3, CHR	WHEZ, +1.0, AC	WNWN-F, -1.5, C
Kansas City	WDAF, 10.7, C	KPRS-F, +2.6, B	WDAF, -4.8, C
Knoxville	WIVK-AF, 32.2, C	WMYU-F, +1.2, AC WOKI-F, +1.2, CHR	WIVK-AF, -2.0, C
Lafayette, LA	KSMB-F, 20.5, CHR	KVOL-F, +4.5, AOR	KFXZ-F, -3.4, B
Lakeland	WPCV-F, 15.0, C	WFLZ-F, +6.3, AC	WEZY-F, -4.0, EZ
Lancaster	WNCE-F, 14.1, EZ	WWKL-F, +2.9, AC	WLAN-F, -3.2, CHR
Lansing	WVIC-AF, 16.8, CHR	WOOD-F, +1.9, EZ	WIBM-F, -2.3, AC
Las Vegas	KLUC-F, 11.5, CHR	KLTN-F, +1.7, AC	KRLV-F, -2.9, AC
Lexington	WVLK-F, 16.9, C	WTKT-F, +3.0, AC	WVLK-F, -3.0, C
Lincoln	KFRX-F, 12.8, CHR	KTGL-F, +3.7, AOR	KLDZ-F, -5.2, AC
Little Rock	KSSN-F, 20.1, C	KOLL-F, +4.6, AC	KARN, -2.4, N/T
Los Angeles	KOST-F, 6.2, AC	KKBT-F, +1.6, B	KPWR-F, -2.1, CHR
Louisville	WHAS, 15.7, MOR	WGZB-F, +4.3, B	WLOU, -2.8, B
Lubbock	KLLL-F, 24.3, C	KLLL-F, +5.4, C	KRLB-F, -7.0, CHR
Macon	WDEN-F, 23.0, C	WDEN-F, +2.6, C	WQBZ-F, -2.6, AOR
Madison	WIBA-F, 12.9, AOR	WTFX-F, +8.4, CHR	WZEE-F, -9.3, CHR
Manchester	WZID-F, 17.5, EZ	WZID-F, +6.5, EZ	WHOB-F, -3.2, CHR
Mcallen-Brownsville	KBFM-F, 18.0, CHR	KGBT, +2.8, SP	KELT-F, -1.9, AC
Melbourne-Titusville-Cocoa	WSSP-F, 12.0, EZ	WHKR-F, +3.2, C	WSSP-F, -8.1, EZ
Memphis	WHRK-F, 12.4, B	WMC -F, +2.0, CHR	WLOK, -1.1, REL
Miami-Ft. Lauderdale	WHQT-F, 7.1, B	WEDR-F, +3.6, B	WHQT-F, -1.9, B
Milwaukee	WTMJ, 11.6, MOR	WMVP, +1.2, B	WEZW-F, -2.4, EZ
Minneapolis-St. Paul	WCCO, 16.3, MOR	KEEY-F, +3.2, C	KSTP-F, -2.3, AC
Mobile	WBLX-F, 18.5, B	WBLX-F, +3.3, B	WGOK, -3.5, B
Modesto	KHOP-F, 13.9, CHR	KLOC, +3.7, SP	KDJK-F, -3.7, AOR
Monmouth-Ocean	WPAT-AF, 5.6, EZ WADB-F, 5.6, EZ	WADB-F, +2.8, EZ	WOBM-F, -4.0, AC
Montgomery	WZHT-F, 24.4, B	WZHT-F, +12.9, B	WSYA-F, -5.9, AC
Nashville	WSIX-F, 12.7, C	WSIX-F, +3.3, C	WSM -F, -3.0, C
Nassau-Suffolk	WALK-AF, 7.0,	WYNY-F, + .6,	WALK-AF, -1.1,
New Haven	WKCI-F, 12.1, CHR	WFAN, +1.5, N/T	WDRC-F, -2.5, AC
New Orleans	WYLD-F, 12.9, B	WYLD-F, +3.6, B	WLTS-F, -2.5, AC
New York	WPAT-AF, 5.2, EZ	WRKS-F, +1.0, B	WHTZ-F, -1.4, CHR
Norfolk	WNOR-AF, 9.2, AOR	WNOR-AF, +2.6, AOR	WAFX-F, -4.2, AOR
Oklahoma City	KATT-F, 9.2, AOR	KATT-F, +1.7, AOR	KJYO-F, -2.6, CHR
Omaha	KEZO-AF, 15.2, AOR	KESY-AF, +3.3, EZ	KFAB, -2.3, MOR
Orlando	WWKA-F, 9.6, C	WOMX-F, +3.1, CHR	WSSP-F, -2.2, EZ
Oxnard-Ventura	KCAQ-F, 10.1, CHR	KLOS-F, +1.7, AOR	KRTH-F, -2.4, AC
Pensacola	WBLX-F, 12.3, B	WBLX-F, +4.6, B	WTKX-F, -2.9, AOR
Peoria	WKZW-F, 16.6, CHR	WGLO-F, +6.6, AC	WXCL, -3.8, C
Philadelphia	WMMR-F, 8.2, AOR	WYSP-F, +1.9, AOR	WMDB-F, -1.3, N/T
Phoenix	KNIX-F, 9.1, C	KMOX-F, +1.7, AC	KZZP-F, -5.9, CHR
Pittsburgh	KDKA, 13.2, MOR	WDVE-F, +2.7, AOR	WSHH-F, -3.9, EZ
Portland, ME	WPOR-AF, 15.5, C	WBLM-F, +5.3, AOR	WYNZ, -5.7, AC
Portland, OR	KUPL-F, 9.0, C	KUFO-F, +3.0, AOR	KMJK-F, -2.2, AOR
Portsmouth-Dover-Rochester,nh	WOKQ-F, 12.0, C	WOKQ-F, +2.9, C	WKOS, -1.7, MOR
Providence	WPRO-F, 10.7, CHR	WPLM-F, +2.5, BB	WWBB-F, -2.9, AC
Pueblo	KCCY-F, 18.2, C	KCCY-F, +3.9, C	KATM-AF, -4.2, CHR
Raleigh	WRDU-F, 10.4, AOR	WNND-F, +1.6, J/NA	WPTF, -1.2, MOR
Reno	KRNO-AF, 10.3, AC KWNZ-F, 10.3, CHR KOZZ-F, 10.3, AOR	KOZZ-F, +3.9, AOR	KSXY-F, -5.0, CHR
Richmond	WRVQ-F, 13.6, CHR	WRVQ-F, +4.2, CHR	WMXB-F, -3.5, AC
Riverside-San Bernardino	KGGI-F, 8.2, CHR	KFGR-F, +5.7, AC	KQLZ-F, -3.3, CHR
Roanoke-Lynchburg	WXLK-F, 17.4, CHR	WSLQ-F, +3.4, AC	WJJS, -4.3, B
Rochester	WCMF-F, 15.1, AOR	WBBF, +1.5, C	WRMM, -2.5, AC
Rockford	WZOK-F, 21.7, CHR	WZOK-F, +3.7, CHR	WKMQ-F, -5.2, AC
Sacramento	KFBK, 9.4, N/T	KRXQ-F, +2.9, AOR	KYMX-F, -3.5, AC
Saginaw-Bay City-Midland	WIOG-F, 21.9, CHR	WKCQ-F, +2.6, C	WHNN-F, -3.4, AC
Salinas-Monterey-Santa Cruz	KDON-F, 11.9, CHR	KPIG-F, +2.0, C	KLFA-F, -2.9, SP
Salisbury-Oc, MD	WQHQ-F, 8.2, AC	WSBY-F, +6.0, AC	WOCQ-F, -6.2, CHR
Salt Lake City	KKAT-F, 8.5, C	KLZX-AF, +2.9, AOR	KSOP-AF, -2.7, C
San Antonio	KCYY-F, 12.6, C	KCYY-F, +4.2, C	KITY-F, -2.0, CHR
San Diego	KKLQ-AF, 9.3, CHR	KIFM-F, + .9, J/NA KPOP, + .9, BB	KJQY-F, -2.2, EZ
San Francisco	KGO , 6.2, N/T	KFRC, +1.1, BB KNBR, +1.1, MOR	KABL-AF, -2.4, EZ

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
San Jose	KBAY-F, 6.5,	KAZA, +2.3,	KARA-F, -1.6,
Sarasota-Bradenton	WDUV-F, 19.1, EZ	WUSA-F, +2.4, AC	WSRZ-F, -3.8, CHR
Savannah	WEAS-F, 18.3, B	WIXV-F, +2.4, AOR	WJCL-F, -3.2, EZ
Seattle-Tacoma	KIRO, 9.5, N/T	KZOK-F, +2.0, AOR	KOMO, -1.3, MOR
Shreveport	KDKS-F, 15.4, B	KDKS-F, +4.4, B	KWKH, -3.9, C
Sioux Falls	KPAT-F, 14.8, CHR	KPAT-F, +3.6, CHR	KXRB, -5.1, C
South Bend	WNDU-F, 13.7, CHR	WGTC-F, +6.6, C	WSBT, -5.7, MOR
Spokane	KZZU-F, 15.0, CHR	KEYF-F, +2.5, J/NA	KXLY-F, -2.7, EZ
Springfield, MA	WHYN-F, 9.4, AC	WREB, +2.0, N/T	WRCH-F, -3.1, EZ
Springfield, MO	KTTS-F, 17.3, C	KGBX-F, +9.7, AC	KKHT-F, -10.7, CHR
St. Louis	KMOX, 19.3, N/T	KHTK-F, +2.1, CHR	KEZK-F, -2.6, EZ
Steubenville	WSTV, 9.3, N/T	WAMO-F, +3.2, B	WOMP-F, -5.2, CHR
	WRKY-F, 9.3, CHR		
Stockton	KHOP-F, 7.3, CHR	KBEE-F, +2.7, EZ	KHOP-F, -3.1, CHR
		KSTN-F, +2.7, SP	
Syracuse	WYYY-F, 12.8, AC	WFBL, +2.1, BB	WNTQ-F, -4.2, CHR
Tallahassee	WTNT-F, 14.3, C	WFHT-F, +6.2, B	WGLF-F, -3.5, AOR
Tampa-St. Petersburg	WWRM-F, 9.0, AC	WFLZ-F, +4.8, CHR	WRBQ-AF, -7.8, CHR
Terre Haute	WTHI-F, 26.3, C	WMGI-F, +7.1, AC	WZZQ-F, -2.1, AOR
Toledo	WIOT-F, 13.1, AOR	WVKS-F, +2.3, CHR	WJR , -2.8, MOR
Topeka	KTPK-F, 17.0, C	KPRS-F, +5.0, B	KMAJ-F, -4.6, AC
Tucson	KRQQ-F, 20.1, CHR	KIIM-AF,+3.9, C	KWFM-AF, -2.4, AC
Tulsa	KMOD-F, 12.5, AOR	KMOD-F, +1.9, AOR	KAYI-F, -2.6, CHR
Utica-Rome	WOUR-F, 12.5, AOR	WKLL-F, +5.1, AOR	WFRG-AF, -6.2, C
Waco	KWTX-F, 16.5, CHR	WACO-F, +4.4, C	KWTX-F, -3.0, CHR
Washington	WGAY-F, 7.1, EZ	WGAY-F, +1.1, EZ	WDJY-F, -1.2, B
Waterloo-Cedar Falls	KOEL-F, 20.0, C	KOEL-F, +6.0, C	KCFI, -4.5, C
West Palm Beach	WEAT-AF, 16.2, EZ	WOLL-F, +2.1, AC	WLYF-F, -2.3, EZ
Wheeling	WOMP-F, 18.7, CHR	WHLX-F, +8.3, EZ	WOMP-F, -4.9, CHR
Wichita	KKRD-F, 13.3, CHR	KRBB-F, +5.3, AC	KWKL-F, -3.5, AC
Wilkes Barre-Scranton	WKRZ-F, 17.1, CHR	WKRZ-F, +3.8, CHR	WNAK, -4.2, BB
Wilmington, DE	WSTW-F, 10.0, CHR	WPEN, +1.7, BB	WDEL, -2.2, MOR
Wilmington, NC	WWQQ-F, 13.6, C	WKOO-F, +4.0, AC	WBMS, -4.4, B
Worcester	WSRS-F, 11.9, EZ	WPLM-F, +1.6, BB	WAAF-F, -4.1, AOR
York	WYCR-F, 11.8, CHR	WGTY-F, +4.6, C	WNCE-F, -2.8, EZ
Youngstown	WKBN, 13.2, N/T	WKBN, +5.2, N/T	WOJY-F, -3.5, AC

NATIONAL FM SHARE*

SPG 90 73.952%

FAL 89	72.562%	FAL 82	60.571%
SPG 89	73.438%	SPG 82	58.870%
FAL 88	71.904%	FAL 81	58.651%
SPG 88	71.376%	SPG 81	57.353%
FAL 87	70.605%	OCT/NOV 80	56.116%
SPG 87	71.835%	APR/MAY 80	54.254%
FAL 86	69.655%	OCT/NOV 79	53.627%
SPG 86	68.791%	APR/MAY 79	50.887%
FAL 85	67.109%	OCT/NOV 78	50.698%
SPG 85	66.549%	APR/MAY 78	47.638%
FAL 84	65.032%	OCT/NOV 77	46.501%
SPG 84	64.290%	APR/MAY 77	44.428%
FAL 83	63.058%	OCT/NOV 76	43.818%
SPG 83	62.291%	APR/MAY 76	40.886%

FM GROWTH RATE

APR/MAY 76 TO APR/MAY 77:	8.663%
APR/MAY 77 TO APR/MAY 78:	7.225%
APR/MAY 78 TO APR/MAY 79:	6.820%
APR/MAY 79 TO APR/MAY 80:	6.617%
APR/MAY 80 TO SPG 81:	5.712%
SPG 81 TO SPG 82:	2.645%
SPG 82 TO SPG 83:	5.811%
SPG 83 TO SPG 84:	3.209%
SPG 84 TO SPG 85:	3.514%
SPG 85 TO SPG 86:	3.369%
SPG 86 TO SPG 87:	4.425%
SPG 87 TO SPG 88:	-0.639%
SPG 88 TO SPG 89:	2.889%
SPG 89 TO SPG 90:	0.700%

*Based on MSA, 1/4 HR AVG, 12+, Broadcast Week. All stations reported in Arbitron are included.

STATION TRADING ACTIVITY

(11 Feb 1990 - 12 Aug 1990)

Below are the major station sales announced in rated stations. Remember that these are announced sales. Quite a few of these deals never reached closng. (E) - estimate.

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
KNUA-F	Seattle	From Gannett to Brown	$ 10,000,000	Americom
WSOS-F	St. Augustine, FL		1,620,000	Chapman
WXXX-F	Burlington, VT	From Atlantic Ventures to Goldman	3,950,000	Americom
WTCR A/F	Huntington, WV	From CRB to Alpine (never closed)	7,650,000	Blackburn
WABY, WKLI-F	Albany	From Premier to Bendat		
WUTQ, WOUR-F	Utica	From Premier to Bendat		
			$ 13,500,000	Blackburn
WAFX-F	Norfolk	From Downs to Radio Ventures	10,000,000	Blackburn
WCIB-F	Cape Cod	From Justice to Ardman	2,500,000	Richards
WMKT, WKHQ-F	Charlevoix		3,400,000	Americom
WIRA, WOVV-F	Ft. Pierce (West Palm)	From Roth to Ardman	8,900,000	Richards
KLSI-F	Kansas City	From Sandusky to Apollo	8,250,000	Blackburn
KHAT A/F	Lincoln	From Marathon to Tate	1,325,000	Chapman
WYLL-F	DesPlaines, IL	Sold to Salem	8,000,000	Blackburn
WRAW, WRFY-F	Reading	Sold to Ragan Henry	18,500,000	Blackburn
WFAS A/F	White Plains, NY	From CRB to High View	12,500,000	Blackburn
KKCB, KSLY-F	San Luis Obispo		1,600,000	Chapman
WWKI-F	Kokomo, IN	From Shepard to Waldron	5,900,000	LaRue
KBBQ	Santa Barbara		300,000	Exline
WSLI A/F	Jackson, MS	Sold by Osborn-Reynolds to Spur Austin	3,500,000	Fischer
WWTC	Minneapolis		700,000 (E)	
KCFO	Tulsa	Sold by Salem	953,000	
KMGR A/F	Salt Lake		3,500,000	
WOPA	Chicago		6,400,000	
KQBC	Davenport		200,000	
KJUL-F	Las Vegas	Sold to Waldron	4,200,000	
Peterson/Sailors				
WANT	Richmond		1,000,000	
WQIK A/F	Jacksonville	From Jacor to Capstar (never closed)	13,000,000	Americom
WMJI-F	Cleveland	From Jacor to Legacy 2		
WYHY-F	Nashville	From Jacor to Legacy 2		
			$ 32,000,000	Americom
WBVP, WWKS-F	Beaver Falls (Pittsburgh)		2,900,000	Foreman
WGH A/F	Norfolk	From Susquehanna to Paco-Jon	6,500,000 + Tax Cert	Chapman
WKOS A/F	Rochester, NH (Portsmouth)		1,800,000	Chapman
WHOT-AM	Youngstown	Sold by Myron Jones	290,000	
WSUN	Tampa	From CBS to Cox	4,100,000	Stevens
WFLN, WLXR-F	LaCrosse		2,700,000	
KTOM A/F	Salinas-Monterey	From Comm. Pacific to Magic	6,250,000	Americom
WTAX, WDBR-F	Springfield, IL	From Sage to Lakeshore	4,000,000	Blackburn
KVOO A/F	Tulsa	From Stuart to Great Empire	7,400,000 (E)	
KEBE, KOOI-F	Jacksonville, TX	Sold to Broad Based	3,200,000	Barger
WTKL	Baton Rouge		debt assumption	
KKWM	Dallas	From Anchor to Susquehanna	4,200,000	
WOPI	John City/Bristol		140,000	
WTRG-F	Raleigh	From Capitol (Johnson) to Joyner		
KQFX-F	Austin	From Capitol (Johnson) to Joyner		
			$ 13,100,000	Blackburn
KLRS-F	Santa Cruz (San Jose)	From Fuller-Jeffrey to Viacom	5,750,000	LaRue
WKQZ-F	Midland, MI (Saginaw)	Sold to Windward	2,000,000	
KMIO-F	Espanola, NM	Sold by Holt	400,000	
WCDL, WSGD-F	Carbondale (Scranton)	Sold by Sage	2,000,000	Chaisson
KVOZ, KOYE-F	Laredo	Sold by Broad Based	2,800,000	Sailors
WLVH-F	Hartford	From Sage to Pearlman	6,400,000	Blackburn
WPEM-F	Panama City	Sold to Broad Based	3,500,000	Foreman
WBES-F	Dunbar (Charleston WV)		1,100,000	Rosenblum
WKCN, WDXZ-F	Charleston SC Area	Sold by Caravelle	1,600,000	
KGRX-F	Globe (Phoenix)	Sold by First City	2,000,000	
KQEO, KMGA-F	Albuquerque	From Penn to Unistar	1,500,000 (E)	
KVOR, KSPZ-F	Colorado Springs	From Penn to Unistar	2,500,000 (E)	
			$ 4,000,000	MVP

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
KDAY	Los Angeles	Sold by Heritage	7,200,000	Stevens
WPXY A/F	Rochester	From Pyramid to Rich	8,000,000	Stevens
WGAR	Cleveland	Sold to Douglas	500,000	Questcom
KHDL, KKPL-F	Spokane		2,300,000	
WOAY, WVMA-F	Oak Hill, WV		300,000	Blackburn
WLKE	Oshkosh, WI		325,000	
KJQY-F	San Diego	From Command to Legacy 2	20,000,000	Americom
KESZ-F	Phoenix	Sold by Duffy	10,400,000	
KCSJ, KGRQ-F	Pueblo	Sold to Sunbrook	1,100,000	
KRNO A/F	Reno	Sold by Roth	2,300,000 (E)	
KHFI-F	Austin	From Encore to Spur Austin	4,800,000	Americom
WSRZ	Sarasota	From Wilks-Schwartz to Dick Harris	250,000	
WFLT	Flint		225,000	
KLAV	Las Vegas		1,300,000	
KCOL, KIMN-F	Fort Collins, CO	Sold to University	3,400,000 (E)	Exline
WOCB A/F	Cape Cod	Sold to US Media	2,470,000	
KQEO, KMGA-F	Albuquerque	From Unistar to Spacecom	1,400,000	MVP, Kalil
WWRX-F	Woonsocket, RI		2,400,000	
WXVI	Montgomery, AL	Sold to New South	300,000	
WDRM-F	Decatur, AL	Sold to Pollard	925,000	Chapman
WVGO-F	Richmond	From First City to Coleman	5,500,000	MVP
WPAP-F	Panama City, FL	Sold by First City	1,900,000	MVP
WBVR-F	Russellville, KY	From Target to Amaturo	6,000,000	
KRZR-F	Hanford (Fresno)	From Olympia to Fred Sands	1,500,000	MVP
KREL	Henderson (Las Vegas)		600,000	
KFHM	San Antonio		650,000	Riley
KSJO, KSJX-F	San Jose	From Naragansett to Harold Frank	6,500,000	Mahlman
KEZL-F	Fowler, CA (Fresno)	50% sold to Atsinger	650,000	
KBUL-F	Carson City (Reno)	From Marathon to George Johns (never closed)	2,000,000	
WJNL A/F	Johnstown	Stations seized by National Credit Union Admin.		
WSUY-F	Charleston, SC	51% sold	500,000	
KMGC-F	Dallas	From Shamrock to Alliance	17,500,000	Blackburn
KDJQ-F	Red Bluff, CA	Sold to Paul Aaron	725,000	MVP
WSDM-F	Brazil (Terre Haute)		350,000	
KFMF-F	Chico CA	Sold by Fuller-Jeffrey	2,100,000	MVP
WHBG, WRDJ-F	Harrisburg, VA		1,250,000	Richards
WERC	Birmingham	From Sungroup to Ameron (Joe Dorton)	4,200,000	Blackburn
WMJJ-F	Birmingham	From Capitol (Johnson) to Ameron	16,500,000	Blackburn
WMTR, WDHA-F	Morristown, NJ	Sold to Legacy	15,000,000	Hickman
WECK, WJYE-F	Buffalo	Sold to Ralph Guild	12,000,000	
KSSO, KPAT-F	Sioux Falls, SD	Sold to Tom Ingtad	2,400,000	
WAWK, WBTU-F	Kendalville (Ft. Wayne)	Sold to Ron Kempff	$ 4,000,000	Richards
KRGE, KRIX-F	McAllen	Sold by First City	1,100,000	MVP
KXTQ, KKIK-F	Lubbock	From Bakcor to Wagon Train	750,000	Chapman
WKGR-F	Ft. Pierce/West Palm	Sold to Amaturo	11,600,000	
KVKI A/F	Shreveport	Sold by Encore	1,500,000	
WAQX-F	Syracuse	Sold by Atlantic Ventures	4,000,000	
Americom/SkyeFischer				
WVMI, WQID-F	Biloxi		2,100,000	Connelly
WVSR A/F	Charleston, WV	Sold by Ardman	4,000,000 (E)	Richards
KMJX-F	Conway (Little Rock)		3,150,000	Biernacki

AMERICA'S LEADING STATIONS - 12+ METRO SHARE*

	STATION	MARKET	SHARE	FORMAT	GROUP OWNER	EST 1989 REVENUE
1.	WIVK-AF	Knoxville	32.2	C	Dick	5,500,000
2.	WTCR-AF	Huntingtn	30.9	C	CRB	2,200,000
3.	KTRS-F	Casper	29.3	CHR	---	850,000
4.	WTHI-F	Terre Hte	26.3	C	---	NA
5.	WJBC	Bloomingt	26.1	MOR	Bloomngtn	2,300,000
6.	WWNC	Asheville	24.7	C	Polacek	2,400,000
7.	WZHT-F	Montgomer	24.4	B	New South	NA
8.	KLLL-F	Lubbock	24.3	C	Pinnacle	2,000,000
9.	WQBE-F	Chrlston	24.0	C	Nininger	1,700,000
	WIXX-F	Green Bay	24.0	CHR	Midwest	2,600,000
11.	WZFX-F	Faytville	23.6	B	Joyner	1,500,000
12.	WQUT-F	John City	23.3	CHR	Bloomngtn	2,150,000
13.	WBBQ-AF	Augusta	23.1	CHR	---	3,300,000
	WDRM-F	Huntsvill	23.1	C	---	2,400,000
15.	WDEN-F	Macon	23.0	C	Magic	2,600,000
16.	WAAL-F	Binghamto	22.6	CHR	Regional	1,600,000
17.	WIOG-F	Saginaw-b	21.9	CHR	Booth	3,700,000
18.	WZOK-F	Rockford	21.7	CHR	---	2,100,000
19.	WKEE-F	Huntingtn	20.6	CHR	Adventure	1,800,000
20.	KSMB-F	Lafayette	20.5	CHR	---	1,700,000
21.	KRQQ-F	Tucson	20.1	CHR	Natnwide	3,300,000
	KSSN-F	Little Rk	20.1	C	So. Skies	4,100,000
23.	KOEL-F	Waterloo-	20.0	C	---	630,000
24.	WMEE-F	Ft. Wayne	19.9	CHR	Federated	3,000,000
25.	WJET-F	Erie	19.8	CHR	Myrn Jones	1,500,000
26.	KUZZ-AF	Bkrsfield	19.6	C	Buck Owens	2,800,000
27.	WKSF-F	Asheville	19.5	CHR	Polacek	1,700,000
28.	KMOX	St. Louis	19.3	N/T	CBS	21,700,000
29.	WDUV-F	Sarasota	19.1	EZ	---	3,200,000
30.	WBNQ-F	Bloomingt	18.9	CHR	Bloomngtn	1,700,000
31.	WTIC	Hartford	18.7	MOR	Chase	9,200,000
	WIKS-F	GreenvlNC	18.7	B	---	NA
	WOMP-F	Wheeling	18.7	CHR	Baum	2,400,000
34.	WBLX-F	Mobile	18.5	B	Beasley	1,950,000
35.	WSTO-F	Evansvill	18.4	CHR	---	2,000,000
36.	WXBQ-F	John City	18.3	C	Nininger	1,800,000
	WEAS-F	Savannah	18.3	B	Rivers	1,000,000
	WKFR-F	Kalamazoo	18.3	CHR	---	2,500,000
39.	KCCY-F	Pueblo	18.2	C	---	NA
40.	KBFM-F	MC-BROWN	18.0	CHR	Encore	1,600,000
41.	WMDM-F	Columbia	17.7	B	---	2,200,000
	WUSY-F	Chtnooga	17.7	C	Colonial	2,550,000
43.	WLWI-F	Montgomer	17.6	C	Colonial	2,800,000
44.	WZID-F	Manchestr	17.5	EZ	Sunshine	1,800,000
45.	WNNK-F	Harrisbrg	17.4	CHR	Keymarket	5,700,000
	WXLK-F	Roanoke-1	17.4	CHR	Coleman	3,500,000
	KQLT-F	Casper	17.4	EZ	---	3,100,000
48.	KTTS-F	Springfie	17.3	C	Grt Empire	3,800,000
49.	WRNS-F	GreenvlNC	17.2	C	---	NA
	WIKY-F	Evansvill	17.2	MOR	So. Cntrl	2,600,000
	WMGI-F	Terre Hte	17.2	AC	---	NA
	KFMW-F	Waterloo-	17.2	CHR	Park	925,000
53.	WKRZ-F	WilkesBar	17.1	CHR	Keymarket	2,800,000
54.	KTPK-F	Topeka	17.0	C	---	1,200,000
55.	WMSI-F	Jackson	16.9	C	---	3,300,000
	WVLK-F	Lexington	16.9	C	Bluegrass	2,700,000
57.	WVIC-AF	Lansing	16.8	CHR	Goodrich	3,100,000
58.	KZFM-F	Corpus Ch	16.7	CHR	---	1,300,000
59.	WKZW-F	Peoria	16.6	CHR	Midwest TV	1,400,000
60.	KWTX-F	Waco	16.5	CHR	---	NA
61.	WCCO	Minn-St.P	16.3	MOR	---	21,500,000
62.	WEAT-AF	West Palm	16.2	EZ	Taylor	3,100,000
	WJMI-F	Jackson	16.2	B	Holt	2,500,000
	WZYP-F	Huntsvill	16.2	CHR	---	2,000,000
	WLAP-F	Lexington	16.2	CHR	Trumper	2,550,000
66.	WNCI-F	ColumbusO	16.1	CHR	Natnwide	8,100,000
	WLLR-AF	Davenport	16.1	C	Sconnix	2,200,000
68.	KKHT-F	Springfie	16.0	CHR	Cole	2,300,000
	WMT	Cedar Rpd	16.0	MOR	---	2,000,000
70.	WCRZ-F	Flint	15.9	AC	Faircom	3,200,000
71.	WHAS	Louisvill	15.7	MOR	Clr Channl	5,800,000
	WZZK-AF	Brmngham	15.7	C	NewCity	6,100,000
73.	KXXY-F	Oklahoma	15.6	C	NewMarket	4,700,000
	KHAK-AF	Cedar Rpd	15.6	C	---	1,600,000
75.	WXKC-F	Erie	15.5	AC	---	1,800,000
	WPOR-AF	Prtlnd,ME	15.5	C	---	2,500,000
	KQWB-F	Fargo	15.5	AOR	Brill	900,000
78.	WCOS-F	Columbia	15.4	C	Ragn Henry	3,000,000
	KDKS-F	Shreveprt	15.4	B	---	NA
80.	WTQR-F	GrnsbroWS	15.3	C	NewMarket	4,250,000
	WITL-F	Lansing	15.3	C	---	2,600,000
	WHBC-F	Canton	15.3	EZ	---	1,500,000
83.	WFBQ-F	Indy	15.2	AOR	Grt Amer	9,000,000
	WIBC	Indy	15.2	MOR	Sconnix	8,300,000
	KEZO-AF	Omaha	15.2	AOR	Narragnst	3,100,000
	WGLU-F	Johnstown	15.2	CHR	---	NA
	WBLM-F	Prtlnd,ME	15.2	AOR	Fllr-Jffry	2,000,000
88.	WVEE-F	Atlanta	15.1	B	Summit	11,900,000
	WCMF-F	Rochester	15.1	AOR	Stoner	5,400,000
	WICC	Brdgeport	15.1	MOR	ML	2,800,000
	WAPL-F	Appleton	15.1	AOR	Woodward	2,200,000
92.	KZZU-F	Spokane	15.0	CHR	Highsmith	1,600,000
	WPCV-F	Lakeland	15.0	C	Hall	2,900,000
94.	WAMZ-F	Louisvill	14.9	C	Clr Chnnl	4,000,000
	WFMZ-F	Allentown	14.9	EZ	---	1,900,000
	WMYU-F	Knoxville	14.9	AC	Jacor	3,600,000
	KGGO-F	Des Moine	14.9	AOR	Stoner	2,500,000
	WAYS-F	Macon	14.9	CHR	Multimedia	2,500,000
	WSTH-AF	Columbus	14.9	C	---	1,400,000

*Based on 1/4 HR AVG, Metro Share, Broadcast Week, 12+

AMERICA'S 500 MOST-LISTENED-TO RADIO STATIONS*

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	SPG '89 RANK	ESTIMATED 1989 REVENUE
1. WRKS-F	New York	1468	B	Summit	10	12,000,000
2. WPAT-AF	New York	1463	EZ	Park	2	11,200,000
3. WCBS-F	New York	1334	AC	CBS	4	23,500,000
4. WHTZ-F	New York	1310	CHR	Malrite	1	21,000,000
5. WOR	New York	1208	N/T	Buckley	12	16,500,000
WGN	Chicago	1208	N/T	Tribune Co.	5	37,400,000
7. WINS	New York	1207	N/T	Westinghouse	6	25,000,000
8. KOST-F	Los Angeles	1191	AC	Cox	9	28,800,000
9. WNEW-F	New York	1149	AOR	Westinghouse	8	18,500,000
WLTW-F	New York	1149	AC	Viacom	3	24,000,000
11. WQHT-F	New York	1148	CHR	Emmis	11	13,300,000
12. KIIS-AF	Los Angeles	1132	CHR	Gannett	13	31,700,000
13. WCBS	New York	1114	N/T	CBS	17	20,200,000
14. WBLS-F	New York	1073	B	Inner City	26	14,000,000
15. WNSR-F	New York	1054	AC	Bonneville	16	15,000,000
16. WFAN	New York	1045	N/T	Emmis	28	17,000,000
17. WXRK-F	New York	1030	AOR	Infinity	14	18,000,000
18. WGCI-F	Chicago	994	B	Gannett	27	19,100,000
19. KLOS-F	Los Angeles	949	AOR	Cap Cities/ABC	24	22,000,000
20. KPWR-F	Los Angeles	914	CHR	Emmis	7	28,700,000
21. WMMR-F	Philadelphia	856	AOR	Westinghouse	29	16,000,000
22. KMOX	St. Louis	822	N/T	CBS	22	21,700,000
23. KABC	Los Angeles	796	N/T	Cap Cities/ABC	18	35,000,000
24. WCCO	Minneapolis-St. Paul	795	MOR	---	23	21,500,000
25. WJR	Detroit	786	MOR	Cap Cities/ABC	21	21,000,000
26. WABC	New York	782	N/T	Cap Cities/ABC	15	15,800,000
27. WPLJ-F	New York	772	CHR	Cap Cities/ABC	18	13,000,000
28. WYNY-F	New York	716	C	Westwood One	36	8,400,000
29. KQLZ-F	Los Angeles	701	CHR	Westwood One	20	7,500,000
30. WNEW	New York	697	BB	West One/Legacy	49	7,000,000
31. WUSL-F	Philadelphia	678	B	Tak	37	10,000,000
32. KGO	San Francisco	673	N/T	Cap Cities/ABC	30	21,500,000
33. WVAZ-F	Chicago	667	B	Broadcast Partners	44	8,200,000
34. WVEE-F	Atlanta	658	B	Summit	94	11,900,000
35. WYSP-F	Philadelphia	651	AOR	Infinity	67	8,700,000
36. WQCD-F	New York	639	J/NA	Tribune Co.	35	10,100,000
WBBM	Chicago	639	N/T	CBS	32	19,000,000
38. KTWV-F	Los Angeles	630	J/NA	Westinghouse	66	14,200,000
39. KNX	Los Angeles	613	N/T	CBS	33	21,500,000
40. KLVE-F	Los Angeles	596	SP	Heftel	135	8,500,000
41. KROQ-F	Los Angeles	594	AOR	Infinity	76	12,300,000
42. KFWB	Los Angeles	592	N/T	Westinghouse	61	16,400,000
43. KXEZ-F	Los Angeles	589	EZ	Viacom	120	10,000,000
KBIG-F	Los Angeles	589	AC	Bonneville	25	17,900,000
WLUP-F	Chicago	589	AOR	Evergreen	42	20,000,000
46. WCKG-F	Chicago	581	AOR	Cox	51	8,000,000
47. WBBM-F	Chicago	580	CHR	CBS	55	7,600,000
48. WEAZ-F	Philadelphia	579	EZ	---	40	9,200,000
49. KKBT-F	Los Angeles	576	B	Evergreen	179	5,600,000
50. KMPC	Los Angeles	574	BB	Golden West	59	13,500,000
51. WSKQ-F	New York	571	SP	SBS	38	NA
52. KSCS-F	Dallas-Ft. Worth	556	C	Cap Cities/ABC	94	10,000,000
53. WXTU-F	Philadelphia	549	C	Beasley	72	5,500,000
54. WBAP	Dallas-Ft. Worth	548	C	Cap Cities/ABC	41	12,000,000
55. WZOU-F	Boston	546	CHR	Ardman	54	5,600,000
56. WAPW-F	Atlanta	542	CHR	Susquehanna	69	8,600,000
57. KWKW	Los Angeles	533	SP	Lotus	124	5,000,000
58. KDKA	Pittsburgh	531	MOR	Westinghouse	39	8,700,000
59. WLIB	New York	529	B	Inner City	190	NA
60. KMEL-F	San Francisco	524	CHR	Century	57	11,000,000
61. WQXR-F	New York	515	CL	New York Times	119	5,500,000
62. WIOQ-F	Philadelphia	510	CHR	EZ	79	3,200,000
63. KYW	Philadelphia	508	N/T	Westinghouse	43	15,500,000
64. KNBR	San Francisco	503	MOR	Susquehanna	98	13,000,000
65. KZLA-F	Los Angeles	496	C	Malrite	120	15,100,000
66. WBCN-F	Boston	492	AOR	Infinity	92	15,000,000
67. WRKO	Boston	491	N/T	Atlantic Ventures	68	9,500,000
68. WEGX-F	Philadelphia	484	CHR	Malrite	47	7,200,000
69. WUSN-F	Chicago	481	C	Cook Inlet	120	6,700,000
70. WDVE-F	Pittsburgh	479	AOR	Great American	115	5,100,000
KLSX-F	Los Angeles	479	AOR	Greater Media	136	18,900,000
72. WOGL-F	Philadelphia	477	AC	CBS	128	5,500,000
73. KPLX-F	Dallas-Ft. Worth	476	C	Susquehanna	80	11,300,000
74. WPEN	Philadelphia	475	BB	Greater Media	65	6,000,000
75. WJLB-F	Detroit	474	B	Booth/Genesis	57	10,600,000
76. KFRC	San Francisco	473	BB	---	118	2,800,000
77. WXKS-F	Boston	472	CHR	Pyramid	53	15,200,000

STATION		MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	SPG '89 RANK	1989 REVENUE
78.	WNCN-F	New York	466	CL	GAF	109	5,800,000
79.	WADO	New York	464	SP	Tichenor	130	NA
80.	KILT-F	Houston	462	C	Westinghouse	64	10,100,000
81.	KCBS	San Francisco	458	N/T	CBS	73	15,000,000
82.	WIVK-AF	Knoxville	455	C	Dick	286	5,500,000
	WXEZ-AF	Chicago	455	EZ	Century	643	7,400,000
	WKQX-F	Chicago	455	AC	Emmis	60	9,300,000
85.	WFBQ-F	Indianapolis	452	AOR	Great American	70	9,000,000
86.	KIKK-F	Houston	449	C	Viacom	96	12,900,000
87.	WBZ	Boston	448	MOR	Westinghouse	71	11,700,000
88.	WYAY-AF	Atlanta	444	C	New City	356	5,400,000
	KLOL-F	Houston	444	AOR	Rusk	87	8,700,000
90.	WGAY-F	Washington	443	EZ	Greater Media	126	8,600,000
91.	KOIT-F	San Francisco	441	AC	Bonneville	269	10,000,000
92.	KRTH-F	Los Angeles	440	AC	Beasley	34	22,400,000
93.	WFLZ-F	Tampa-St. Petersburg	427	CHR	Jacor	333	2,900,000
	KMJQ-F	Houston	427	B	Noble	52	12,000,000
95.	WHQT-F	Miami-Ft. Lauderdale	425	B	EZ	50	7,000,000
	WLUP	Chicago	425	N/T	Evergreen	144	6,500,000
97.	WTMX-F	Chicago	424	AC	Bonneville	144	6,000,000
98.	WXRT-F	Chicago	422	AOR	Diamond	130	7,100,000
99.	KQRS-A/F	Minneapolis-St.Paul	421	AOR	Cap Cities/ABC	136	8,800,000
100.	KODJ-F	Los Angeles	419	AC	CBS	74	7,100,000

101.	WMZQ-AF	Washingtn	416
102.	WJMK-F	Chicago	415
103.	KFI	Los Angel	414
104.	KSHE-F	St. Louis	410
105.	WPGC-F	Washingtn	406
	WLTF-F	Cleveland	406
107.	WDAF	Knsas Cty	401
108.	KTNQ	Los Angel	399
109.	WLTI-F	Detroit	398
110.	WKSZ-F	Philadelp	393
	WSB -F	Atlanta	393
112.	WTIC	Hartford	392
113.	WTQR-F	GrnsbroWS	391
114.	KVIL-AF	Dallas-FW	390
115.	KIRO	Seattle	387
116.	WBZZ-F	Pittsburg	386
117.	WYTZ-F	Chicago	385
118.	WLIT-F	Chicago	382
119.	WLYF-F	Miami-Ft.	379
	KEEY-F	Minn-St.P	379
121.	WDAS-F	Philadelp	378
122.	WPCH-F	Atlanta	376
123.	WHYT-F	Detroit	374
	WJJD	Chicago	374
125.	WJIB-F	Boston	365
126.	KKDA-F	Dallas-FW	364
127.	WNCI-F	ColumbusO	361
128.	WLW	Cincinnat	357
129.	WSOC-F	Charlotte	353
130.	WODS-F	Boston	351
131.	WMGK-F	Philadelp	350
132.	WAQI	Miami-Ft.	349
133.	WSKQ	NewYork	348
	WKLS-F	Atlanta	348
135.	WFOX-F	Atlanta	345
136.	WCAU	Philadelp	343
137.	WKQI-F	Detroit	339
138.	WNUA-F	Chicago	338
139.	WBAL	Baltimore	337
140.	WWRM-F	TampaSt.P	335
	KKLQ-F	SanDiego	335
142.	WWJ	Detroit	334
143.	WLTE-F	Minn-St.P	332
	KNIX-F	Phoenix	332
145.	WYNF-F	TampaSt.P	331
146.	WKBQ-F	St. Louis	321
	WWSW-F	Pittsburg	321
	WMMS-F	Cleveland	321
149.	WAVA-F	Washingtn	316
150.	KDWB-F	Minn-St.P	315
	WXYV-F	Baltimore	315
	WLS	Chicago	315
153.	WEAT-AF	West Palm	314
154.	WALK-F	NewYork	313
	WMAQ	Chicago	313
156.	WKRQ-F	Cincinnat	312
157.	KPLZ-F	Seattle	310
	WAMZ-F	Louisvill	310
	WFLN-F	Philadelp	310
	WLLZ-F	Detroit	310
161.	WTMJ	Milwaukee	309
162.	WWDB-F	Philadelp	307
163.	KCYY-F	San anton	305
164.	WFMS-F	Indy	304
165.	WEZN-F	NewYork	303
166.	WMJI-F	Cleveland	302
	WWWW-F	Detroit	302
168.	WIOG-F	Saginaw-b	300
	WYHY-F	Nashville	300
	WPOW-F	Miami-Ft.	300
171.	WZLX-F	Boston	299
172.	WSSH-F	Boston	297
	WSB	Atlanta	297
174.	WIL -F	St. Louis	296
175.	WMAL	Washingtn	295
176.	WDUV-F	TampaSt.P	293
	KJLH-F	Los Angel	293
178.	WIBC	Indy	290
179.	WEDR-F	Miami-Ft.	289
	KYGO-F	Denver	289
181.	WJZZ-F	Detroit	287
182.	WZZK-AF	Brmngham	286
183.	KKBQ-AF	Houston	285
	KIOI-F	San Fran	285
185.	WPOC-F	Baltimore	283
	WKYS-F	Washingtn	283
187.	KMPS-AF	Seattle	282
	WRIF-F	Detroit	282
189.	KTRH	Houston	281
	WDOK-F	Cleveland	281
191.	WWKA-F	Orlando	280
	WWDC-F	Washingtn	280
	WGAR-F	Cleveland	280
194.	KTXQ-F	Dallas-FW	279
	KSOL-F	San Fran	279
196.	KSSN-F	Little Rk	278
197.	KHYI-F	Dallas-FW	277
198.	WAAF-F	Boston	275
199.	KMJM-F	St. Louis	273
	KRLD	Dallas-FW	273
	KJMZ-F	Dallas-FW	273
	KSAN-F	San Fran	273
	WZPL-F	Indy	273
204.	WEBN-F	Cincinnat	271
205.	WYLD-F	New Orlns	269
	KEGL-F	Dallas-FW	269
207.	WPRO-F	Providenc	268
	WXYT	Detroit	268
209.	KSON-AF	SanDiego	267
210.	WIYY-F	Baltimore	266
	KKGO-F	Los Angel	266
212.	KXXY-F	Oklahoma	265
	WJOI-F	Detroit	265
214.	WRBQ-F	TampaSt.P	264
	WAMO-F	Pittsburg	264
216.	WSNI-F	Philadelp	263
217.	WOKI-F	Knoxville	261
	KTAR	Phoenix	261
	WNIC-F	Detroit	261
220.	WHAS	Louisvill	260
	WZAK-F	Cleveland	260
	KUPD-F	Phoenix	260
223.	WOCL-F	Orlando	257
	WESC-F	Grnvl-Sp	257
	WUSA-F	TampaSt.P	257
	WBSB-F	Baltimore	257
227.	WWDM-F	Columbia	256
	KGB -F	SanDiego	256
	WMJX-F	Boston	256
230.	WXLK-F	Roanoke-l	255
	WLIF-F	Baltimore	255
232.	WCMF-F	Rochester	254
	WCKZ-F	Charlotte	254
234.	KEZK-F	St. Louis	251
235.	WEZB-F	New Orlns	249
	KQQL-F	Minn-St.P	249
	KSFO	San Fran	249
	WHDH	Boston	249
239.	KRQR-F	San Fran	248
	WDRE-F	NewYork	248
241.	KYKY-F	St. Louis	247
	KRBE-F	Houston	247
	WDSY-F	Pittsburg	247
244.	WMYI-F	Grnvl-Sp	245
	WKTI-F	Milwaukee	245
	WASH-F	Washingtn	245
	WTIC-F	Hartford	245
248.	WCXR-F	Washingtn	243
	KLAC	Los Angel	243
250.	KUBE-F	Seattle	241
	KOA	Denver	241
252.	WKRR-F	GrnsbroWS	240
253.	WUSY-F	Chtnooga	239
	KXXX-F	San Fran	239
	KFMB	SanDiego	239
256.	WSHH-F	Pittsburg	238
257.	WBLX-F	Mobile	237
	WHRK-F	Memphis	237
	WOJO-F	Chicago	237
260.	WHYI-F	Miami-Ft.	236
	KALI	Los Angel	236
	WCSX-F	Detroit	236
	WKHX-F	Atlanta	236
264.	WLOL-F	Minn-St.P	235
	KLTR-F	Houston	235
	WTOP	Washingtn	235
	KFOG-F	San Fran	235
268.	KRQQ-F	Tucson	234
	WJQY-F	Miami-Ft.	234
	WWMX-F	Baltimore	234
	KDFC-AF	San Fran	234
272.	KRAK-F	Sacramnto	233
	WQUE-AF	New Orlns	233
274.	KHYS-F	Houston	232
	KBEQ-F	Knsas Cty	232
276.	KFKF-F	Knsas Cty	231
	KSTP-F	Minn-St.P	231
	WOMC-F	Detroit	231
279.	KODA-F	Houston	230
	WKSS-F	Hartford	230
281.	KZPS-F	Dallas-FW	229
282.	WDJX-AF	Louisvill	228
283.	KXRX-F	Seattle	227
284.	WNCX-F	Cleveland	226
	WWYZ-F	Hartford	226
	KXKL-AF	Denver	226
287.	WGKX-F	Memphis	225
	WHUR-F	Washingtn	225
	KLUV-F	Dallas-FW	225
290.	WKRZ-F	WilkesBar	224
	WYNK-AF	Btn Rouge	224
	WQBA	Miami-Ft.	224
293.	KFBK	Sacramnto	222

	WRDU-F	Raleigh	222
	KUPL-F	Prtlnd,OR	222
	WKDF-F	Nashville	222
297.	KLXK-F	Minn-St.P	218
298.	WWWE	Cleveland	217
	WDFX-F	Detroit	217
	WEEI	Boston	217
301.	WTVN	ColumbusO	216
	WFMZ-F	Philadelp	216
303.	WZHT-F	Montgomer	215
	WQAL-F	Cleveland	215
	WPHR-F	Cleveland	215
306.	WMSI-F	Jackson	214
	WBLI-F	NewYork	214
308.	KPRS-F	Knsas Cty	213
309.	KASE-F	Austin	212
	WRMF-F	West Palm	212
	WENN-F	Brmngham	212
	WSIX-F	Nashville	212
313.	KKSF-F	San Fran	211
	WWRL	NewYork	211
315.	WHTQ-F	Orlando	210
	KOMO	Seattle	210
	KISW-F	Seattle	210
	WKIS-F	Miami-Ft.	210
	WRMR	Cleveland	210
	KGGI-F	Riverside	210
	WROR-F	Boston	210
322.	WMEE-F	Ft. Wayne	209
	WKDM	NewYork	209
	WHUD-F	NewYork	209
325.	WMXJ-F	Miami-Ft.	208
	KSFM-F	San Fran	208
	CKLW	Detroit	208
328.	KEX	Prtlnd,OR	207
	WRQX-F	Washingtn	207
	WIP	Philadelp	207
331.	WOMX-F	Orlando	206
	WIOD	Miami-Ft.	206
	WTAE	Pittsburg	206
	WRCH-F	Hartford	206
335.	WRVQ-F	Richmond	205
	KSDO	SanDiego	205
	WFYR-F	Chicago	205
338.	WVLK-F	Lexington	204
	WSTF-F	Orlando	204
	KSD -F	St. Louis	204
	KBAY-F	San Fran	204
	KRXY-F	Denver	204
	KOSI-F	Denver	204
	KRXY-AF	Denver	204
345.	KRXQ-F	Sacramnto	203
	WLTT-F	Washingtn	203
	KKHI-AF	San Fran	203
	KBPI-F	Denver	203
	WPLM-F	Boston	203
350.	KKYX	San anton	202
	WSSL-F	Grnvl-Sp	202
	WMIL-F	Milwaukee	202
353.	KKRZ-F	Prtlnd,OR	200
	WMJQ-F	Buffalo	200
	KZFX-F	Houston	200
	KLDE-F	Houston	200
	WHFS-F	Washingtn	200
	WGNA-F	ALBANY	200
359.	WJHM-F	Orlando	199
	WAPE-F	Jacksnvle	199
	KBAY-F	San Jose	199
362.	WFOG-F	Norfolk	198
	WGTZ-F	Dayton	198
	KRLA	Los Angel	198
365.	KATT-F	Oklahoma	197
	WKSE-F	Buffalo	197
	KQKS-F	Denver	197
368.	KMEZ-F	Dallas-FW	196
	KABL-AF	San Fran	196
370.	WPEG-F	Charlotte	195
	WSM -F	Nashville	195
	WOKY	Milwaukee	195
	WHJY-F	Providenc	195
	WDRC-F	Hartford	195
375.	WLAP-F	Lexington	194
	WBAB-F	Long Island	194
	WGPR-F	Cincinnat	194
	WFMT-F	Chicago	194
379.	WIOT-F	Toledo	193
	WSHE-F	Miami-Ft.	193
	WGUL-AF	TampaSt.P	193
382.	WIXX-F	Green Bay	192
	WSSP-F	Orlando	192
384.	WOWI-F	Norfolk	191
	WWEZ-F	Cincinnat	191
	WPYX-F	ALBANY	191
387.	WAPL-F	Green Bay	190
	WLYF-F	West Palm	190
	WPXY-F	Rochester	190
	WQSR-F	Baltimore	190
391.	WXDJ-F	Miami-Ft.	189
	WGMS-F	Washingtn	189
	WHLI	NewYork	189
	WHJY-F	Boston	189
395.	KSFM-F	Sacramnto	188
	WAFX-F	Norfolk	188
	WINZ	Miami-Ft.	188
398.	WDRM-F	Huntsvill	187
	WSKZ-F	Chtnooga	187
	WSNY-F	ColumbusO	187
	KFMK-F	Houston	187
402.	WHO	Des moine	186
	WKCI-F	New Haven	186
	KBOS-F	Fresno	186
	WYRK-F	Buffalo	186
406.	KQUE-F	Houston	184
	KLOS-F	Riverside	184
408.	KMOD-F	Tulsa	183
	KFAB	Omaha	183
	KIXI	Seattle	183
411.	KEZO-AF	Omaha	182
	WNOR-AF	Norfolk	182
	KYYS-F	Knsas Cty	182
414.	WIXX-F	Appleton	181
	WRMF-F	Miami-Ft.	181
	WLUM-F	Milwaukee	181
	WXTR-F	Washingtn	181
418.	WBBQ-AF	Augusta	180
	WRFX-F	Charlotte	180
420.	WAPI-F	Brmngham	179
	KOAI-F	Dallas-FW	179
	KFGR-F	Riverside	179
423.	WMYU-F	Knoxville	178
	WKLH-F	Milwaukee	178
	WMYG-F	Pittsburg	178
426.	KKCW-F	Prtlnd,OR	177
	WNVZ-F	Norfolk	177
	KBRD-F	Seattle	177
	WMMJ-F	Washingtn	177
	WGY	ALBANY	177
431.	WAPL-F	Appleton	176
	WEZN-F	New Haven	176
	WNCE-F	Harrisbrg	176
	WCMQ-F	Miami-Ft.	176
	KBCO-AF	Denver	176
	WOKQ-F	Boston	176
437.	WSTO-F	Evansvill	175
	WCOS-F	Columbia	175
	KZOK-F	Seattle	175
440.	WNCE-F	York	174
	WNOE-F	New Orlns	174
	KBFM-F	MC-BROWN	174
	WWLI-F	Providenc	174
444.	WLW	Dayton	173
	XTRA-F	SanDiego	173
446.	WXTB-F	TampaSt.P	172
	KRPM-AF	Seattle	172
	KFMB-F	SanDiego	172
449.	WQUT-F	John City	171
	WKML-F	Faytville	171
	WLZR-F	Milwaukee	171
	WGR -F	Buffalo	171
	WWBB-F	Providenc	171
	WFMZ-F	Allentown	171
455.	WNNK-F	Harrisbrg	170
456.	WJMI-F	Jackson	169
	WEGR-F	Memphis	169
	WLAC-F	Nashville	169
	KLIT-F	Los Angel	169
460.	WTCR-AF	Huntingtn	168
	WHKO-F	Dayton	168
	WKLR-F	Indy	168
463.	WZFX-F	Faytville	167
	WMXC-F	Charlotte	167
	WAXY-F	Miami-Ft.	167
466.	WKDD-F	Cleveland	166
467.	WNNK-F	York	165
	WXGT-F	ColumbusO	165
	KCMO	Knsas Cty	165
	KDIA	San Fran	165
471.	WCMS-AF	Norfolk	164
	WBEN	Buffalo	164
	KLOU-F	St. Louis	164
	WNIB-F	Chicago	164
475.	WHOT-F	Youngstwn	163
	WVOR-F	Rochester	163
	WCCC-AF	Hartford	163
	KKLT-F	Phoenix	163
	WQRS-F	Detroit	163
	WZGC-F	Atlanta	163
	WROW-F	ALBANY	163
482.	WDEN-F	Macon	162
	WIMZ-AF	Knoxville	162
	KBLX-F	San Fran	162
485.	WIKS-F	GreenvlNC	161
	WTRG-F	Raleigh	161
487.	KLTY-F	Dallas-FW	160
	KSFI-F	Salt Lake	160
	KKAT-F	Salt Lake	160
	KMEO-F	Phoenix	160
	KKHJ	Los Angel	160
492.	WJMH-F	GrnsbroWS	159
493.	WXBQ-F	John City	158
	KRST-AF	Albuquerque	158
	WKIS-F	West Palm	158
	KWEN-F	Tulsa	158
	KXOA-F	Sacramento	158
	WDIA	Memphis	158
	KSKQ	Los Angees	158
500.	KTTS-F	Springfie	157
	WQBE-F	Chrlston	157
	KQKQ-F	Omaha	157
	WQIK-F	Jacksnvle	157

*Based on 1/4 HR AVG, Broadcast Week, 12+

AMERICA'S LEADING STATIONS - 12+ TSA CUME*

1.	WINS	NewYork	25946
2.	WHTZ-F	NewYork	23618
3.	WCBS	NewYork	21994
4.	KIIS-AF	Los Angel	20872
5.	WPLJ-F	NewYork	19223
6.	WCBS-F	NewYork	19066
7.	KOST-F	Los Angel	18186
8.	WXRK-F	NewYork	17646
9.	WLTW-F	NewYork	17510
10.	WPAT-AF	NewYork	17070
11.	WRKS-F	NewYork	17037
12.	WFAN	NewYork	16868
13.	WNEW-F	NewYork	16733
14.	KPWR-F	Los Angel	16153
15.	WNSR-F	NewYork	16080
16.	WGN	Chicago	15510
17.	WOR	NewYork	15393
18.	WQHT-F	NewYork	15352
19.	KLOS-F	Los Angel	14484
20.	WBLS-F	NewYork	13974
21.	WABC	NewYork	13579
22.	KFWB	Los Angel	13406
23.	WBBM	Chicago	12903
24.	KNX	Los Angel	12823
25.	KYW	Philadelp	12207
26.	WMMR-F	Philadelp	11554
27.	KQLZ-F	Los Angel	11431
28.	KABC	Los Angel	11108
29.	WBBM-F	Chicago	10729
30.	WJR	Detroit	10491
31.	KBIG-F	Los Angel	10334
32.	KRTH-F	Los Angel	10085
33.	WYNY-F	NewYork	10069
34.	WCCO	Minn-St.P	9870
35.	WYSP-F	Philadelp	9803
36.	KGO	San Fran	9734
37.	WGCI-F	Chicago	9713
38.	KTWV-F	Los Angel	9511
39.	WEGX-F	Philadelp	9380
40.	WQCD-F	NewYork	9213
41.	WCKG-F	Chicago	9188
42.	WLUP-F	Chicago	8991
43.	WNEW	NewYork	8948
44.	WIOQ-F	Philadelp	8936
45.	WZOU-F	Boston	8835
46.	KNBR	San Fran	8718
47.	KMOX	St. Louis	8686
48.	KROQ-F	Los Angel	8453
49.	KLSX-F	Los Angel	8450
50.	WKQX-F	Chicago	8418
51.	WMAQ	Chicago	8411
52.	WYTZ-F	Chicago	8396
53.	KCBS	San Fran	8212
54.	WQXR-F	NewYork	8084
55.	WXKS-F	Boston	8008
56.	KODJ-F	Los Angel	7965
57.	KMEL-F	San Fran	7941
58.	WNCN-F	NewYork	7931
59.	KDKA	Pittsburg	7897
60.	WEAZ-F	Philadelp	7762
61.	WJMK-F	Chicago	7623
62.	WBAP	Dallas-FW	7511
63.	KXEZ-F	Los Angel	7435
64.	KLVE-F	Los Angel	7334
65.	WOGL-F	Philadelp	7302
66.	WHYT-F	Detroit	7238
67.	KFI	Los Angel	7227
68.	KMPC	Los Angel	7217
69.	KKBT-F	Los Angel	7136
70.	KSCS-F	Dallas-FW	7037
71.	WWJ	Detroit	6974
72.	WVAZ-F	Chicago	6941
73.	WBCN-F	Boston	6803
74.	KOIT-AF	San Fran	6736
75.	WUSL-F	Philadelp	6728
76.	WAPW-F	Atlanta	6582
77.	WTMX-F	Chicago	6525
78.	WUSN-F	Chicago	6501
79.	WBZ	Boston	6484
80.	WXTU-F	Philadelp	6482
81.	KFRC	San Fran	6454
82.	WAVA-F	Washingtn	6412
83.	KILT-F	Houston	6296
84.	WXEZ-AF	Chicago	6290
85.	KIKK-F	Houston	6202
86.	WPGC-F	Washingtn	6196
87.	WRKO	Boston	6188
88.	WBZZ-F	Pittsburg	6152
89.	WKQI-F	Detroit	6134
90.	WLUP	Chicago	6124
91.	WMGK-F	Philadelp	6107
92.	KZLA-F	Los Angel	5965
93.	WKSZ-F	Philadelp	5956
94.	KIRO	Seattle	5869
95.	WCAU	Philadelp	5850
96.	KDWB-F	Minn-St.P	5819
97.	WSB -F	Atlanta	5779
98.	WODS-F	Boston	5754
99.	KPLX-F	Dallas-FW	5749
100.	KTNQ	Los Angel	5748
101.	WTOP	Washingtn	5714
102.	WLW	Cincinnat	5608
103.	KHYI-F	Dallas-FW	5596
104.	WSKQ-F	NewYork	5569
105.	KQRS-AF	Minn-St.P	5544
106.	WMZQ-AF	Washingtn	5530
107.	WXRT-F	Chicago	5520
108.	KKBQ-AF	Houston	5500
	WLIT-F	Chicago	5500
110.	KIOI-F	San Fran	5491
111.	WNUA-F	Chicago	5462
112.	KWKW	Los Angel	5438
113.	WDVE-F	Pittsburg	5423
114.	WJLB-F	Detroit	5363
115.	WWDC-F	Washingtn	5336
116.	KRLD	Dallas-FW	5332
117.	WSNI-F	Philadelp	5252
118.	WLTF-F	Cleveland	5241
119.	WRQX-F	Washingtn	5217
120.	KLOL-F	Houston	5176
121.	KJLH-F	Los Angel	5170
122.	KSFO	San Fran	5149
123.	KTRH	Houston	5133
124.	WFBQ-F	Indy	5124
125.	WRIF-F	Detroit	5100
126.	WLLZ-F	Detroit	5096
127.	KRBE-F	Houston	5079
128.	WMMS-F	Cleveland	5068
129.	WLOL-F	Minn-St.P	5067
130.	KEGL-F	Dallas-FW	5066
131.	KSHE-F	St. Louis	5060
132.	WFLZ-F	TampaSt.P	4995
133.	WGAY-F	Washingtn	4978
134.	WVEE-F	Atlanta	4973
135.	WLS	Chicago	4931
136.	KPLZ-F	Seattle	4901
137.	WLTI-F	Detroit	4895
138.	WMJX-F	Boston	4888
139.	WFOX-F	Atlanta	4883
140.	WLIB	NewYork	4855
141.	KKGO-F	Los Angel	4840
142.	WEEI	Boston	4786
143.	KXXX-F	San Fran	4781
144.	WPEN	Philadelp	4773
145.	WDFX-F	Detroit	4769
146.	KLAC	Los Angel	4759
147.	WDAS-F	Philadelp	4718
148.	WKLS-F	Atlanta	4715
	WLTE-F	Minn-St.P	4715
150.	WZLX-F	Boston	4711

*Based on 12+ TSA Cume, Broadcast Week

151.	WKBQ-F	St. Louis	4706
152.	WJJD	Chicago	4703
153.	WROR-F	Boston	4672
154.	KRQR-F	San Fran	4653
155.	WSSH-F	Boston	4586
156.	WTIC-F	Hartford	4584
157.	WDAF	Knsas Cty	4575
158.	WHDH	Boston	4561
159.	WKRQ-F	Cincinnat	4537
160.	WFYR-F	Chicago	4519
161.	WYAY-AF	Atlanta	4507
	WYAI-AF	Atlanta	4507
163.	WPCH-F	Atlanta	4486
164.	WWSW-F	Pittsburg	4483
165.	KLIT-F	Los Angel	4474
166.	KVIL-AF	Dallas-FW	4469
167.	WHQT-F	Miami-Ft.	4466
168.	KSOL-F	San Fran	4464
169.	KJMZ-F	Dallas-FW	4456
170.	KKLQ-AF	SanDiego	4454
171.	WJIB-F	Boston	4452
172.	WMJI-F	Cleveland	4445
173.	WSB	Atlanta	4427
174.	KMJQ-F	Houston	4426
175.	WKYS-F	Washingtn	4411
176.	WBAL	Baltimore	4409
177.	WRBQ-AF	TampaSt.P	4406
	WEZN-F	NewYork	4406
179.	WAAF-F	Boston	4402
180.	WPRO-F	Boston	4393
181.	WHYI-F	Miami-Ft.	4349
182.	WHUR-F	Washingtn	4341
183.	WSOC-F	Charlotte	4340
184.	WBSB-F	Baltimore	4338
185.	WTMJ	Milwaukee	4336
186.	WKTI-F	Milwaukee	4332
187.	WADO	NewYork	4307
188.	KOA	Denver	4298
189.	KNIX-F	Phoenix	4259
190.	WCSX-F	Detroit	4234
191.	WIVK-AF	Knoxville	4222
	KABL-AF	San Fran	4222
193.	WNIC-F	Detroit	4215
194.	WLYF-F	Miami-Ft.	4213
195.	WMGB-F	Philadelp	4208
196.	WNCI-F	ColumbusO	4207
197.	WWWW-F	Detroit	4194
198.	KFOG-F	San Fran	4173
199.	KTXQ-F	Dallas-FW	4155
200.	WFLN-F	Philadelp	4152
201.	WCXR-F	Washingtn	4134
202.	WOMC-F	Detroit	4128
203.	KUBE-F	Seattle	4121
204.	WTIC	Hartford	4101
205.	WTQR-F	GrnsbroWS	4094
206.	KKDA-F	Dallas-FW	4093
207.	WPRO-F	Providenc	4085
208.	WDOK-F	Cleveland	4060
209.	WPOW-F	Miami-Ft.	4052
210.	KRLA	Los Angel	4050
211.	WASH-F	Washingtn	4049
212.	WMAL	Washingtn	4000
213.	KYKY-F	St. Louis	3987
214.	WWRM-F	TampaSt.P	3982
215.	KLUV-F	Dallas-FW	3967
216.	WKSS-F	Hartford	3940
217.	KLTR-F	Houston	3929
218.	WLTT-F	Washingtn	3919
219.	WZPL-F	Indy	3915
220.	WPHR-F	Cleveland	3898
221.	KDFC-AF	San Fran	3896
222.	WJOI-F	Detroit	3855
223.	KEX	Prtlnd,OR	3830
224.	WDRE-F	NewYork	3813
225.	KBEQ-F	Knsas Cty	3782
226.	CKLW	Detroit	3741
227.	WYHY-F	Nashville	3718
228.	KTAR	Phoenix	3716
229.	KEEY-F	Minn-St.P	3702
230.	KSAN-F	San Fran	3699
231.	KODA-F	Houston	3673
232.	WALK-F	NewYork	3671
233.	KSTP-F	Minn-St.P	3662
234.	WWWE	Cleveland	3648
235.	WZZK-AF	Brmngham	3633
	WEZB-F	New Orlns	3633
237.	WIOG-F	Saginaw-b	3631
238.	KSFM-F	San Fran	3629
239.	KXKL-AF	Denver	3623
240.	KQQL-F	Minn-St.P	3617
241.	WFMT-F	Chicago	3593
242.	WCKZ-F	Charlotte	3588
243.	WEBN-F	Cincinnat	3584
	WXTR-F	Washingtn	3584
245.	WJZZ-F	Detroit	3569
246.	WYNF-F	TampaSt.P	3568
247.	WIP	Philadelp	3548
248.	WNIB-F	Chicago	3528
249.	WMMX-F	Baltimore	3497
250.	WOMX-F	Orlando	3496
251.	WIL -F	St. Louis	3491
252.	WHAS	Louisvill	3467
253.	WIYY-F	Baltimore	3458
	WNCX-F	Cleveland	3458
255.	WSKQ	NewYork	3443
256.	KRXY-AF	Denver	3424
257.	WSHH-F	Pittsburg	3415
258.	KOMO	Seattle	3412
259.	WWKA-F	Orlando	3394
260.	KKHI-AF	San Fran	3388
261.	KYGO-F	Denver	3387
262.	KFMB	SanDiego	3372
263.	KDAY	Los Angel	3371
264.	KKSF-F	San Fran	3369
265.	WXYV-F	Baltimore	3363
266.	KLDE-F	Houston	3357
267.	KSD -F	St. Louis	3320
268.	WBLI-F	NewYork	3308
269.	KZOK-F	Seattle	3294
	WGAR-F	Cleveland	3294
271.	KQKS-F	Denver	3285
272.	KFMK-F	Houston	3269
273.	WKHX-F	Atlanta	3262
	WUSA-F	TampaSt.P	3262
275.	KFMB-F	SanDiego	3234
276.	WAXY-F	Miami-Ft	3233
277.	KSON-AF	SanDiego	3221
278.	KZFX-F	Houston	3219
279.	WOKI-F	Knoxville	3214
280.	KSFM-F	Sacramnto	3210
281.	WEAT-AF	West Palm	3207
282.	KHYS-F	Houston	3203
283.	KGB -F	SanDiego	3196
284.	KEZK-F	St. Louis	3195
285.	WLIF-F	Baltimore	3187
286.	KOY -F	Phoenix	3183
287.	KKRZ-F	Prtlnd,OR	3175
288.	WKDD-F	Cleveland	3172
289.	WIOD	Miami-Ft.	3166
290.	KZPS-F	Dallas-FW	3164
	KNRJ-F	Houston	3164
292.	WFMS-F	Indy	3152
	KLXK-F	Minn-St.P	3152
294.	WMXJ-F	Miami-Ft.	3146
295.	WSTR-F	Atlanta	3135
	WDUV-F	TampaSt.P	3135
297.	KALI	Los Angel	3133
298.	WBAB-F	NewYork	3127
299.	WHFS-F	Washingtn	3126
300.	WRCH-F	Hartford	3123
301.	KKHJ	Los Angel	3121
302.	WDSY-F	Pittsburg	3120
303.	WQYK-F	TampaSt.P	3115
304.	WDJX-AF	Louisvill	3114
	WQAL-F	Cleveland	3114
306.	WMJQ-F	Buffalo	3107
307.	WXLK-F	Roanoke-l	3100
308.	WJQY-F	Miami-Ft.	3099
309.	KISW-F	Seattle	3096
310.	KOSI-F	Denver	3087
311.	KSSN-F	Little Rk	3077
312.	WHJY-F	Boston	3060
313.	KUPD-F	Phoenix	3050
314.	WPOC-F	Baltimore	3047
315.	WKDF-F	Nashville	3043
	KMPS-AF	Seattle	3043
317.	WSTF-F	Orlando	3040
318.	KGGI-F	Riverside	3034
319.	WOCL-F	Orlando	3029
320.	WKYT	Detroit	3023
321.	WAMZ-F	Louisvill	3016
322.	KRAK-F	Sacramnto	3007
323.	KCYY-F	San anton	3004

AMERICA'S LEADING STATIONS - METRO CUME RATING* (25.0+)

1.	KTRS-F	Casper	50.4
	WIXX-F	Green Bay	50.4
3.	WIVK-AF	Knoxville	47.9
4.	WJBC	Bloomington	46.8
5.	WFBC-F	Asheville	46.0
6.	WWNC	Asheville	44.2
7.	WTCR-AF	Huntington, WV	44.1
8.	WIOG-F	Saginaw-Bay City-Mid	43.1
9.	WAAL-F	Binghamton	42.3
10.	WZOK-F	Rockford	41.8
11.	WBBQ-AF	Augusta	41.7
12.	WBNQ-F	Bloomington	40.7
13.	WMEE-F	Fort Wayne	40.2
14.	WSTO-F	Evansville	39.1
15.	WTHI-F	Terre Haute	39.0
	WVIC-AF	Lansing	39.0
17.	WZYP-F	Huntsville	38.4
	WQUT-F	John City-Kingsport	38.4
19.	WKFR-F	Kalamazoo	38.0
20.	WJET-F	Erie	37.9
	WOMP-F	Wheeling	37.9
22.	WAYS-F	Macon	37.7
23.	WDAY-F	Fargo	37.4
	WNDU-F	South Bend	37.4
25.	KMOX	St. Louis	37.1
26.	KLLL-F	Lubbock	36.6
27.	KSSN-F	Little Rock	36.4
	KRQQ-F	Tucson	36.4
29.	KFMW-F	Waterloo-Cedar Falls	35.5
30.	WDRM-F	Huntsville	35.3
31.	WXLK-F	Roanoke-Lynchburg	35.2
32.	WZFX-F	Fayetteville, NC	35.0
	WCCO	Minneapolis-St. Paul	35.0
	WKZW-F	Peoria	35.0
35.	WKEE-F	Huntington, WV	34.5
36.	WNNK-F	Harrisburg	34.0
37.	WLAP-F	Lexington	33.9
38.	KWTX-F	Waco	33.8
39.	KSMB-F	Lafayette, LA	33.7
40.	KPRR-F	El Paso	33.6
	WKSF-F	Asheville	33.6
42.	KBFM-F	Mcallen-Brownsville	33.5
43.	WQBE-F	Charleston, WV	33.4
44.	KZIO-F	Duluth	33.3
	WKRZ-F	Wilkes Barre-Scranto	33.3
	KQKQ-F	Omaha	33.3
47.	KDKA	Pittsburgh	33.2
48.	KOKZ-F	Waterloo-Cedar Falls	33.0
49.	WAPL-F	Green Bay	32.8
50.	WHAS	Louisville	32.7
51.	KQMQ-AF	Honolulu	32.5
52.	KTTS-F	Springfield, MO	32.1
	WIXX-F	Appleton-Oshkosh	32.1
54.	KVOC	Casper	32.0
	WLW	Cincinnati	32.0
	WZID-F	Manchester	32.0
57.	WXBQ-F	John City-Kingsport	31.9
58.	WDEN-F	Macon	31.7
59.	KZFM-F	Corpus Christi	31.6
60.	WMGI-F	Terre Haute	31.5
61.	KOEL-F	Waterloo-Cedar Falls	31.4
	WMYU-F	Knoxville	31.4
63.	KQLT-F	Casper	31.3
	WPRR-F	Altoona	31.3
	WRKY-F	Steubenville	31.3
66.	WCOS-F	Columbia, SC	31.1
67.	KZII-F	Lubbock	31.0
	KRLB-F	Lubbock	31.0
69.	WVBS-F	Wilmington, NC	30.9
70.	WVKS-F	Toledo	30.7
	WICC	Bridgeport	30.7
72.	KPAT-F	Sioux Falls	30.6
73.	KQWB-F	Fargo	30.5
74.	WBLM-F	Portland, ME	30.4
75.	WTIC	Hartford	30.3
76.	WYYY-F	Syracuse	30.0
	KUZZ-AF	Bakersfield	30.0
78.	WPXR-F	Davenport-Ri-Moline	29.9
79.	WDUV-F	Sarasota-Bradenton	29.7
80.	KMML-F	Amarillo	29.5
	WIKY-F	Evansville	29.5
	KPXR-F	Anchorage	29.5
	WAPL-F	Appleton-Oshkosh	29.5
84.	KZLS-F	Billings	29.4
	KYYA-F	Billings	29.4
	WYCR-F	York	29.4
87.	WHHY-AF	Montgomery	29.3
	KQIZ-F	Amarillo	29.3
	KFRX-F	Lincoln	29.3
	WGIR-F	Manchester	29.3
91.	WRVQ-F	Richmond	29.2
	KZZU-F	Spokane	29.2
	WPRO-F	Providence	29.2
	WZZP-F	South Bend	29.2
95.	WVLK-F	Lexington	29.1
	KQCR-F	Cedar Rapids	29.1
97.	WLLR-AF	Davenport-Ri-Moline	28.8
	WROK	Rockford	28.8
99.	WZHT-F	Montgomery	28.7
	WKTI-F	Milwaukee	28.7

	KCCY-F	Pueblo	28.7
102.	WZZK-AF	Birmingham	28.6
	KASE-F	Austin	28.6
	WDJX-AF	Louisville	28.6
105.	WTFM-F	John City-Kingsport	28.5
106.	WGRD-F	Grand Rapids	28.4
	WCRZ-F	Flint	28.4
	WRQN-F	Toledo	28.4
109.	KWNZ-F	Reno	28.3
	WOWO-AF	Fort Wayne	28.3
111.	WXKC-F	Erie	28.2
	KKRQ-F	Cedar Rapids	28.2
	WTMJ	Milwaukee	28.2
	WNCI-F	Columbus, OH	28.2
115.	WVSR-F	Charleston, WV	28.1
	WJMI-F	Jackson	28.1
117.	WTHZ-F	Tallahassee	28.0
118.	WIKS-F	Greenville, NC	27.9
	WTQR-F	Greensboro-WS	27.9
	WEZN-F	Bridgeport	27.9
121.	KKHT-F	Springfield, MO	27.8
122.	WQSM-F	Fayetteville, NC	27.7
	KRNQ-F	Des Moines	27.7
	WLWI-F	Montgomery	27.7
	WMT	Cedar Rapids	27.7
	WEZB-F	New Orleans	27.7
	WKCI-F	New Haven	27.7
	WGLU-F	Johnstown	27.7
129.	WIBA-F	Madison	27.6
	WKCI-F	Bridgeport	27.6
131.	KHAK-AF	Cedar Rapids	27.5
132.	WRVA	Richmond	27.4
	WKRQ-F	Cincinnati	27.4
134.	WCMF-F	Rochester	27.3
135.	WIBW-F	Topeka	27.2
	KKRD-F	Wichita	27.2
	WMCK-F	Flint	27.2
138.	WSTH-AF	Columbus, GA	27.1
	KGOT-F	Anchorage	27.1
	WIOG-F	Flint	27.1
	WKSJ-AF	Mobile	27.1
142.	WZEE-F	Madison	27.0
	KEZO-AF	Omaha	27.0
144.	WAPE-F	Jacksonville	26.9
	KDAL	Duluth	26.9
	WFBQ-F	Indianapolis	26.9
	WEAT-AF	West Palm Beach	26.9
148.	WOKI-F	Knoxville	26.8
	WSKZ-F	Chattanooga	26.8
	WLAN-F	Lancaster	26.8
151.	WTIC-F	Hartford	26.7
	KPSI-F	Palm Springs, CA	26.7
153.	WZPL-F	Indianapolis	26.6
154.	KHOP-F	Modesto	26.5
155.	WDAY	Fargo	26.4
	WKCQ-F	Saginaw-Bay City-Mid	26.4
	WKYE-F	Johnstown	26.4
158.	WMSI-F	Jackson	26.3
	WNTQ-F	Syracuse	26.3
	WBLX-F	Mobile	26.3
	WOKQ-F	Portsmouth-Dover-Roc	26.3
162.	WEAS-F	Savannah	26.2
	WRNS-F	Greenville, NC	26.2
	KTPK-F	Topeka	26.2
	KLUC-F	Las Vegas	26.2
	KFAB	Omaha	26.2
167.	KYW	Philadelphia	26.1
168.	WPOR-AF	Portland, ME	26.0
	KTXF-F	Mcallen-Brownsville	26.0
	WKDQ-F	Evansville	26.0
	KFOR	Lincoln	26.0
	KGGO-F	Des Moines	26.0
	WFMF-F	Baton Rouge	26.0
	WKZO	Kalamazoo	26.0
	WKSE-F	Buffalo-Niagara Fall	26.0
176.	WTNT-F	Tallahassee	25.9
	WHO	Des Moines	25.9
	WKQQ-F	Lexington	25.9
	WYHY-F	Nashville	25.9
180.	WJR	Ann Arbor	25.8
	KKXX-F	Bakersfield	25.8
182.	WKML-F	Fayetteville, NC	25.7
	WNSN-F	South Bend	25.7
184.	WFBG	Altoona	25.5
185.	KELO-F	Sioux Falls	25.4
	KRMD-AF	Shreveport	25.4
	WIOT-F	Toledo	25.4
	KIIM-AF	Tucson	25.4
189.	KGBT	Mcallen-Brownsville	25.2
	KELO	Sioux Falls	25.2
	KXXY-F	Oklahoma City	25.2
	WVOR-F	Rochester	25.2
	WSRS-F	Worcester	25.2
194.	KRST-AF	Albuquerque	25.1
	WNBF	Binghamton	25.1
	WSOC-F	Charlotte	25.1
	WAMZ-F	Louisville	25.1
	WGTZ-F	Dayton	25.1
199.	KMGW-F	Casper	25.0
	WCCK-F	Erie	25.0

*Based on 12+ Metro Cume Rating, Mon-Sun, 6A-Mid.

AMERICA'S LEADING STATIONS BY FORMAT*

1/4 HOUR AVERAGE

TOP 40/CHR/CONTEMP

1.	WHTZ-F	NewYork	1281
2.	WQHT-F	NewYork	1097
3.	KIIS-AF	Los Angel	985
4.	KPWR-F	Los Angel	834
5.	WPLJ-F	NewYork	717
6.	WBBM-F	Chicago	559
7.	KQLZ-F	Los Angel	554
8.	KMEL-F	San Fran	471
9.	WAPW-F	Atlanta	432
10.	WZOU-F	Boston	421
11.	WIOQ-F	Philadelp	411
12.	WXKS-F	Boston	409
13.	WEGX-F	Philadelp	396
14.	WPGC-F	Washingtn	364
15.	WYTZ-F	Chicago	359
16.	WHYT-F	Detroit	346
17.	KKLQ-AF	SanDiego	335
18.	WKQI-F	Detroit	325
19.	WBZZ-F	Pittsburg	299
20.	WNCI-F	ColumbusO	289
21.	WPOW-F	Miami-Ft.	283
22.	WAVA-F	Washingtn	272
23.	KKBQ-AF	Houston	271
24.	KHYI-F	Dallas-FW	266
25.	WFLZ-F	TampaSt.P	264
26.	WKBQ-F	St. Louis	261
27.	KDWB-F	Minn-St.P	260
28.	WPRO-F	Providenc	252
29.	KPLZ-F	Seattle	250
30.	KXXX-F	San Fran	234
31.	KRBE-F	Houston	232
32.	WRBQ-AF	TampaSt.P	231
33.	KUBE-F	Seattle	226
34.	KEGL-F	Dallas-FW	220
35.	WEZB-F	New Orlns	219
36.	WKTI-F	Milwaukee	213
	WKRQ-F	Cincinnat	213
	WHYI-F	Miami-Ft.	213
	WBSB-F	Baltimore	213
40.	WBLI-F	NewYork	211
41.	WDFX-F	Detroit	208
42.	WLOL-F	Minn-St.P	205
43.	KRQQ-F	Tucson	201

AOR/CLASSIC

1.	WNEW-F	NewYork	1086
2.	WXRK-F	NewYork	944
3.	KLOS-F	Los Angel	687
4.	WMMR-F	Philadelp	657
5.	WLUP-F	Chicago	575
6.	WCKG-F	Chicago	561
7.	WYSP-F	Philadelp	516
8.	KROQ-F	Los Angel	507
9.	KLSX-F	Los Angel	438
10.	WXRT-F	Chicago	418
11.	WBCN-F	Boston	404
12.	KLOL-F	Houston	388
13.	KQRS-AF	Minn-St.P	360
14.	WDVE-F	Pittsburg	348
15.	KSHE-F	St. Louis	330
16.	WLLZ-F	Detroit	288
17.	WKLS-F	Atlanta	280
18.	WFBQ-F	Indy	266
19.	KGB -F	SanDiego	256
20.	KTXQ-F	Dallas-FW	247
21.	WDRE-F	NewYork	246
22.	WIYY-F	Baltimore	243
23.	WMMS-F	Cleveland	238
24.	WRIF-F	Detroit	230
25.	KRQR-F	San Fran	227
26.	KFOG-F	San Fran	223
27.	WZLX-F	Boston	220
28.	WYNF-F	TampaSt.P	215
29.	WCXR-F	Washingtn	208
30.	WEBN-F	Cincinnat	207
31.	WCSX-F	Detroit	206
32.	WCMF-F	Rochester	204
33.	KZPS-F	Dallas-FW	201

AC/OLDIES/SOFT ROCK

1.	WCBS-F	NewYork	1278
2.	WLTW-F	NewYork	1122
3.	KOST-F	Los Angel	1031
4.	WNSR-F	NewYork	1030
5.	KBIG-F	Los Angel	493
6.	WKQX-F	Chicago	441
7.	KOIT-AF	San Fran	431
8.	WTMX-F	Chicago	414
9.	WJMK-F	Chicago	389
10.	WLTI-F	Detroit	382
11.	WLIT-F	Chicago	376
12.	KVIL-AF	Dallas-FW	375
13.	WOGL-F	Philadelp	370
14.	WSB -F	Atlanta	332
15.	KODJ-F	Los Angel	330
16.	WLTF-F	Cleveland	325
17.	KRTH-F	Los Angel	322
18.	WKSZ-F	Philadelp	320
19.	WMGK-F	Philadelp	316
20.	WALK-F	NewYork	306
21.	WWRM-F	TampaSt.P	286
22.	WLTE-F	Minn-St.P	281
23.	KIOI-F	San Fran	278
24.	WFOX-F	Atlanta	261
25.	WWSW-F	Pittsburg	248
	WNIC-F	Detroit	248
27.	WODS-F	Boston	235
	KSFO	San Fran	235
29.	KYKY-F	St. Louis	232
30.	WSNI-F	Philadelp	231
31.	KLTR-F	Houston	230
	WUSA-F	TampaSt.P	230
	WMJX-F	Boston	230
34.	WWMX-F	Baltimore	224
35.	WASH-F	Washingtn	223
36.	WMJI-F	Cleveland	221
37.	WOMC-F	Detroit	217
38.	WJQY-F	Miami-Ft.	210
39.	WSSH-F	Boston	208
40.	WDOK-F	Cleveland	202
41.	WFYR-F	Chicago	201
42.	KLUV-F	Dallas-FW	200
	KLXK-F	Minn-St.P	200

MOR/VARIETY

1.	WJR	Detroit	577
2.	WCCO	Minn-St.P	570
3.	KDKA	Pittsburg	469
4.	KNBR	San Fran	395
5.	WBZ	Boston	337
6.	WTIC	Hartford	316
7.	WTMJ	Milwaukee	277
8.	WSB	Atlanta	273
9.	WMAL	Washingtn	272
10.	WIBC	Indy	265
11.	WLW	Cincinnat	247
12.	KFMB	SanDiego	239
13.	WHAS	Louisvill	208
14.	KEX	Prtlnd,OR	189
15.	WTVN	ColumbusO	183
16.	KOMO	Seattle	174
17.	WBEN	Buffalo	147
18.	WRVA	Richmond	146
19.	KMBZ	Knsas Cty	125
20.	WGY	ALBANY	124
21.	KSSK	Honolulu	123
22.	WHAM	Rochester	120
23.	KSL	Salt Lake	111
24.	KFAB	Omaha	107
25.	WICC	Brdgeport	105
26.	WBT	Charlotte	104
27.	KRMG	Tulsa	103
28.	WKRC	Cincinnat	100

COUNTRY

1.	WYNY-F	NewYork	661
2.	KSCS-F	Dallas-FW	486
3.	KZLA-F	Los Angel	450
4.	WUSN-F	Chicago	438
5.	KPLX-F	Dallas-FW	419
6.	KIKK-F	Houston	401
7.	WXTU-F	Philadelp	386
8.	KILT-F	Houston	382
9.	WMZQ-AF	Washingtn	339
10.	WBAP	Dallas-FW	329
11.	KEEY-F	Minn-St.P	324
12.	WIVK-AF	Knoxville	296
13.	WWWW-F	Detroit	277
14.	KNIX-F	Phoenix	270
15.	KSON-AF	SanDiego	267
16.	KSAN-F	San Fran	263
17.	WPOC-F	Baltimore	250
18.	KCYY-F	San anton	249
19.	WQYK-F	TampaSt.P	246
20.	WIL -F	St. Louis	244
21.	WDAF	Knsas Cty	241
22.	KMPS-AF	Seattle	233
23.	WYAY-AF	Atlanta	229
24.	KYGO-F	Denver	218
25.	WGAR-F	Cleveland	214
26.	KLAC	Los Angel	210
27.	WTQR-F	GrnsbroWS	209
28.	WDSY-F	Pittsburg	206
29.	WZZK-AF	Brmngham	205
30.	WSOC-F	Charlotte	204
31.	WAMZ-F	Louisvill	197
32.	KXXY-F	Oklahoma	196
	WKIS-F	Miami-Ft.	196
34.	KUPL-F	Prtlnd,OR	192
35.	WKHX-F	Atlanta	185

BLACK/URBAN

1.	WRKS-F	NewYork	1417
2.	WBLS-F	NewYork	1058
3.	WGCI-F	Chicago	984
4.	WVAZ-F	Chicago	661
5.	WVEE-F	Atlanta	616
6.	WUSL-F	Philadelp	546
7.	WLIB	NewYork	527
8.	KKBT-F	Los Angel	507
9.	WJLB-F	Detroit	455
10.	KMJQ-F	Houston	407
11.	WHQT-F	Miami-Ft.	377
12.	WDAS-F	Philadelp	346
13.	KKDA-F	Dallas-FW	324
14.	WXYV-F	Baltimore	301
15.	KJLH-F	Los Angel	289
16.	KSOL-F	San Fran	274
17.	KMJM-F	St. Louis	268
18.	WEDR-F	Miami-Ft.	266
19.	KJMZ-F	Dallas-FW	261
20.	WKYS-F	Washingtn	259
21.	WYLD-F	New Orlns	251
22.	WAMO-F	Pittsburg	238
23.	WZAK-F	Cleveland	216
24.	WHUR-F	Washingtn	208
25.	WQUE-AF	New Orlns	194
26.	KHYS-F	Houston	190
27.	WHRK-F	Memphis	185
28.	WPEG-F	Charlotte	183
29.	KPRS-F	Knsas Cty	177
30.	WOWI-F	Norfolk	176
	WMMJ-F	Washingtn	176
32.	KDIA	San Fran	164
33.	WENN-F	Brmngham	156
34.	KGFJ	Los Angel	153
35.	WGPR-F	Detroit	143
36.	KDAY	Los Angel	140
37.	WCDX-F	Richmond	138
38.	WDIA	Memphis	137
39.	WIKS-F	GreenvlNC	134
40.	KKDA	Dallas-FW	132
41.	WBLX-F	Mobile	129
42.	WJMO-F	Cleveland	127
43.	KACE-F	Los Angel	126
44.	WILD	Boston	125
45.	WJHM-F	Orlando	122
46.	WWDM-F	Columbia	121
47.	WZFX-F	Faytville	117
48.	WTLC-F	Indy	116
49.	WVON	Chicago	112
50.	WZHT-F	Montgomer	111

BEAUTIFUL/EASY

1.	WPAT-AF	NewYork	1434
2.	KXEZ-F	Los Angel	560
3.	WEAZ-F	Philadelp	493
4.	WXEZ-AF	Chicago	437
5.	WGAY-F	Washingtn	381
6.	WLYF-F	Miami-Ft.	368
7.	WPCH-F	Atlanta	333
8.	WJIB-F	Boston	263
9.	WJOI-F	Detroit	256
10.	WLIF-F	Baltimore	239
11.	WEAT-AF	West Palm	211
12.	KEZK-F	St. Louis	210
13.	KODA-F	Houston	209
14.	WSHH-F	Pittsburg	197
15.	KMEZ-F	Dallas-FW	189
16.	KABL-AF	San Fran	185
17.	WQAL-F	Cleveland	178
18.	KBAY-F	San Fran	173
19.	KOSI-F	Denver	168
20.	WFOG-F	Norfolk	160

*Based on 12+ Average 1/4 Hour, Mon-Sun, 6A-Mid.

	KMEO-F	Phoenix	160
22.	KJQY-F	SanDiego	157
23.	WDUV-F	TampaSt.P	156
24.	WFMZ-F	Allentown	150

NEWS/TALK

1.	WINS	NewYork	1200
2.	WOR	NewYork	1083
3.	WGN	Chicago	1025
4.	WCBS	NewYork	1000
5.	WFAN	NewYork	904
6.	KMOX	St. Louis	734
7.	KABC	Los Angel	714
8.	WABC	NewYork	707
9.	WBBM	Chicago	591
10.	KFWB	Los Angel	551
11.	KGO	San Fran	539
12.	KYW	Philadelp	463
13.	KNX	Los Angel	461
14.	WRKO	Boston	396
15.	KCBS	San Fran	373
16.	WLUP	Chicago	372
17.	KIRO	Seattle	353
18.	WBAL	Baltimore	322
19.	WWJ	Detroit	313
20.	WCAU	Philadelp	299
21.	WMAQ	Chicago	282
22.	WXYT	Detroit	261
23.	WLS	Chicago	259
24.	KTAR	Phoenix	255
25.	WWDB-F	Philadelp	246
26.	KTRH	Houston	240
27.	KRLD	Dallas-FW	237
28.	KFI	Los Angel	232
29.	WHDH	Boston	222
30.	WTOP	Washingtn	205
	KSDO	SanDiego	205
32.	WTAE	Pittsburg	201
33.	WEEI	Boston	191
34.	WIP	Philadelp	183
35.	KFBK	Sacramnto	181
36.	WINZ	Miami-Ft.	176
37.	WIOD	Miami-Ft.	173
38.	KOA	Denver	169
39.	WWWE	Cleveland	160
40.	WNWS	Miami-Ft.	136
41.	WGST	Atlanta	133
	KPRC	Houston	133
43.	WFLA	TampaSt.P	132
	WPRO	Providenc	132
45.	KCMO	Knsas Cty	130
46.	KXL	Prtlnd,OR	119
47.	WWRC	Washingtn	117
48.	KLIF	Dallas-FW	115
49.	WHJJ	Providenc	113
50.	WCBM	Baltimore	109
51.	WWL	New Orlns	106
52.	KFI	Riverside	105
53.	WKBN	Youngstwn	103

NOSTALGIA

1.	WNEW	NewYork	658
2.	KMPC	Los Angel	494
3.	WPEN	Philadelp	418
4.	KFRC	San Fran	399
5.	WJJD	Chicago	349
6.	WGUL-AF	TampaSt.P	193
7.	WOKY	Milwaukee	182
8.	WRMR	Cleveland	178
9.	WHLI	NewYork	177
10.	KQUE-F	Houston	171
11.	CKLW	Detroit	156
12.	KIXI	Seattle	144
13.	WJAS	Pittsburg	138
14.	KPOP	SanDiego	121
15.	KAAM	Dallas-FW	101
16.	KEZW	Denver	98
17.	WPLM-F	Providenc	93
18.	KOY	Phoenix	92
19.	WPLM-F	Boston	90
20.	KKSN	Prtlnd,OR	87
21.	WXKS	Boston	84
22.	WITH	Baltimore	80
23.	WECK	Buffalo	79
24.	WDAE	TampaSt.P	78
25.	WBYU	New Orlns	75
	KLBB	Minn-St.P	75

RELIGION/GOSPEL

1.	WWRL	NewYork	211
2.	WNJR	NewYork	150
3.	KLTY-F	Dallas-FW	137
4.	WFME-F	NewYork	116
5.	WAOK	Atlanta	113
6.	KKLA-F	Los Angel	111
7.	KHVN	Dallas-FW	107
	WBGR	Baltimore	107
9.	WMUZ-F	Detroit	92
10.	KMAX-F	Los Angel	82
11.	WDAS	Philadelp	81
12.	WBOK	New Orlns	73
13.	KHCB-F	Houston	68
	WYCB	Washingtn	68
	KFSG-F	Los Angel	68
16.	WLOK	Memphis	67
17.	WYLL-F	Chicago	66
18.	WMBM	Miami-Ft.	63
19.	KCMS-F	Seattle	59
20.	WAGG	Brmngham	55
21.	WPCE	Norfolk	51
22.	WDJC-F	Brmngham	50
	KFAX	San Fran	50
24.	WRBS-F	Baltimore	49
	KEAR-F	San Fran	49
26.	WYLD	New Orlns	47
	WNAP	Philadelp	47
28.	KESS	Dallas-FW	45
29.	KWWJ	Houston	43
30.	WRFM	Miami-Ft.	40

SPANISH

1.	WSKQ-F	NewYork	571
2.	KWKW	Los Angel	532
3.	KLVE-F	Los Angel	517
4.	WADO	NewYork	463
5.	KTNQ	Los Angel	381
6.	WSKQ	NewYork	348
7.	WAQI	Miami-Ft.	347
8.	WOJO-F	Chicago	237
9.	KALI	Los Angel	236
10.	WQBA	Miami-Ft.	224
11.	WKDM	NewYork	209
12.	WXDJ-F	Miami-Ft.	189
13.	WCMQ-F	Miami-Ft.	174
14.	KSKQ	Los Angel	158
15.	KIQI	San Fran	157
16.	KKHJ	Los Angel	149
17.	KGBT	MC-BROWN	136
18.	KSKQ-F	Los Angel	122
19.	KBRG-F	San Fran	112
20.	KLAT	Houston	106
21.	KCOR	San anton	103
22.	WQBA-F	Miami-Ft.	94
23.	KIWW-F	MC-BROWN	86
24.	WIND	Chicago	83
25.	KXYZ	Houston	79
	KQQK-F	Houston	79
27.	KAZA	San Fran	70
28.	WTAQ	Chicago	66
29.	KLOK	San Fran	65
30.	KQXX-F	MC-BROWN	62
31.	KSSA-AF	Dallas-FW	57
32.	KBNA-AF	El paso	56
33.	KZVE-F	San anton	55
34.	KAMA	El paso	54

CLASSICAL

1.	WQXR-F	NewYork	493
2.	WNCN-F	NewYork	449
3.	WFLN-F	Philadelp	252
4.	KDFC-AF	San Fran	226
5.	KKGO-F	Los Angel	220
6.	KKHI-AF	San Fran	197
7.	WFMT-F	Chicago	186
8.	WGMS-F	Washingtn	176
9.	WNIB-F	Chicago	160
10.	WQRS-F	Detroit	149
11.	WRR -F	Dallas-FW	135
12.	WTMI-F	Miami-Ft.	121
13.	KFSD-F	SanDiego	106
14.	KING-F	Seattle	102
15.	WCRB-F	Boston	90
16.	KVOD-F	Denver	78
17.	KFUO-F	St. Louis	74
18.	WFMR-F	Milwaukee	54
19.	WCLV-F	Cleveland	52

JAZZ/NEW AGE

1.	WQCD-F	NewYork	623
2.	KTWV-F	Los Angel	522
3.	WNUA-F	Chicago	328
4.	WJZZ-F	Detroit	273
5.	KKSF-F	San Fran	209
6.	KOAI-F	Dallas-FW	174
7.	KBLX-F	San Fran	159
8.	KIFM-F	SanDiego	142
9.	KJAZ-F	San Fran	103
10.	WHVE-F	TampaSt.P	96
11.	KNUA-F	Seattle	71

AMERICA'S LEADING STATIONS BY FORMAT*

METRO SHARE

TOP 40/CHR/CONTEMP

1.	KTRS-F	Casper	29.3
2.	WIXX-F	Green Bay	24.0
3.	WQUT-F	John City	23.3
4.	WBBQ-AF	Augusta	23.1
5.	WAAL-F	Binghamto	22.6
6.	WIOG-F	Saginaw-b	21.9
7.	WZOK-F	Rockford	21.7
8.	WKEE-F	Huntingtn	20.6
9.	KSMB-F	Lafayette	20.5
10.	KRQQ-F	Tucson	20.1
11.	WMEE-F	Ft. Wayne	19.9
12.	WJET-F	Erie	19.8
13.	WKSF-F	Asheville	19.5
14.	WBNQ-F	Bloomingt	18.9
15.	WOMP-F	Wheeling	18.7
16.	WSTO-F	Evansvill	18.4
17.	WKFR-F	Kalamazoo	18.3
18.	KBFM-F	MC-BROWN	18.0
19.	WXLK-F	Roanoke-l	17.4
	WNNK-F	Harrisbrg	17.4
21.	KFMW-F	Waterloo-	17.2
22.	WKRZ-F	WilkesBar	17.1
23.	WVIC-AF	Lansing	16.8
24.	KZFM-F	Corpus Ch	16.7
25.	WKZW-F	Peoria	16.6
26.	KWTX-F	Waco	16.5
27.	WZYP-F	Huntsvill	16.2
	WLAP-F	Lexington	16.2
29.	WNCI-F	ColumbusO	16.1
30.	KKHT-F	Springfie	16.0
31.	WGLU-F	Johnstown	15.2
32.	KZZU-F	Spokane	15.0
33.	KZII-F	Lubbock	14.9
	WAYS-F	Macon	14.9
35.	KPAT-F	Sioux fal	14.8
36.	KZIO-F	Duluth	14.7
37.	KPRR-F	El paso	14.6
38.	WVSR-F	Chrlston	14.3
39.	WPRR-F	Altoona	14.1
	WPXR-F	Davenport	14.1

AOR/CLASSIC

1.	KQWB-F	Fargo	15.5
2.	WBLM-F	Prtlnd,ME	15.2
	KEZO-AF	Omaha	15.2
	WFBQ-F	Indy	15.2
5.	WAPL-F	Appleton	15.1
	WCMF-F	Rochester	15.1
7.	KGGO-F	Des moine	14.9
	WRKR-F	Kalamazoo	14.9
9.	WRKT-F	Erie	14.7
10.	WKQQ-F	Lexington	13.7
11.	WIOT-F	Toledo	13.1
12.	WZZQ-F	Terre Hte	13.0
13.	WIBA-F	Madison	12.9
14.	WMCT-F	Peoria	12.6
15.	WGLF-F	Tallahass	12.5
	WOUR-F	Utica-rom	12.5
	KMOD-F	Tulsa	12.5
18.	WZZO-F	Allentown	12.4
19.	WKRR-F	GrnsbroWS	11.9
20.	WVRK-F	Columbus	11.7
21.	WIXV-F	Savannah	11.3
22.	WAAF-F	Worcester	10.8
23.	WIMZ-AF	Knoxville	10.6
	WGIR-F	Manchestr	10.6
25.	KTGL-F	Lincoln	10.5
	WKLC-F	Chrlston	10.5
27.	WRDU-F	Raleigh	10.4
	WXLP-F	Davenport	10.4
29.	KOZZ-F	Reno	10.3
	WRXL-F	Richmond	10.3
	WHTQ-F	Melbourne	10.3
	KQRS-AF	Minn-St.P	10.3
33.	KWHL-F	Anchorage	10.2
34.	WEBN-F	Cincinnat	10.1
35.	KBFX-F	Anchorage	9.9
	KZEL-F	Eugene	9.9
37.	WDVE-F	Pittsburg	9.8
38.	KKUS-F	Springfie	9.7
39.	WSFM-F	Wilmingtn	9.6
40.	KLBJ-F	Austin	9.4
41.	KLAQ-F	El paso	9.3
42.	WNOR-AF	Norfolk	9.2
	KATT-F	Oklahoma	9.2
44.	WNCD-F	Youngstwn	9.1
	WKDF-F	Nashville	9.1
46.	KDVV-F	Topeka	9.0
	KRZQ-F	Reno	9.0
	WAQY-F	Springfie	9.0

AC/OLDIES/SOFT ROCK

1.	WMGI-F	Terre Hte	17.2
2.	WCRZ-F	Flint	15.9
3.	WXKC-F	Erie	15.5
4.	WMYU-F	Knoxville	14.9
5.	KKRQ-F	Cedar Rpd	14.6
6.	WEZN-F	Brdgeport	13.5
7.	WFLZ-F	Lakeland	13.4
8.	KMAJ-F	Topeka	13.1
9.	WMYI-F	Grnvl-Sp	12.9
10.	WYYY-F	Syracuse	12.8
11.	WKDQ-F	Evansvill	12.7
	WTFM-F	John City	12.7
13.	WKYE-F	Johnstown	12.6
14.	KELO-F	Sioux fal	12.4
	WGNI-F	Wilmingtn	12.4
16.	KCIX-F	Boise	12.2
17.	WLEV-F	Allentown	11.8
18.	WRVC-F	Huntingtn	11.4
	WGSY-F	Columbus	11.4
20.	WNSN-F	South Bnd	11.3
21.	KLTA-F	Fargo	11.2
	WMYI-F	Asheville	11.2
	WAJI-F	Ft. Wayne	11.2
	WVOR-F	Rochester	11.2
25.	WOLX-F	Madison	10.9
	WARM-F	York	10.9
27.	WKWK-F	Wheeling	10.8
	KRYT-F	Pueblo	10.8
29.	KIDX-F	Billings	10.7
	WKMQ-F	Rockford	10.7
31.	WGLO-F	Peoria	10.6
32.	KKLS-F	Sioux fal	10.5
	KELO	Sioux fal	10.5
34.	WZNY-F	Augusta	10.4
	WARM-F	Lancaster	10.4
	WLTF-F	Cleveland	10.4
37.	KRNO-AF	Reno	10.3
38.	KUUL-F	Davenport	10.2
39.	WEGM-F	Wheeling	10.0
	WRMF-F	West Palm	10.0
41.	KDAL-F	Duluth	9.9
	WSNY-F	ColumbusO	9.9
43.	KLYF-F	Des moine	9.8
	KKOB-F	Albuquerq	9.8
45.	KGBX-F	Springfie	9.7
46.	WVAF-F	Chrlston	9.6
47.	WPEZ-F	Macon	9.4
	WHPA-F	Altoona	9.4
	WHYN-F	Springfie	9.4
50.	KODS-F	Reno	9.2
	WMGX-F	Prtlnd,ME	9.2
	WMRV-F	Binghamto	9.2
53.	KTEZ-F	Lubbock	9.1
	KISC-F	Spokane	9.1
	WBYR-F	Ft. Wayne	9.1
56.	WWRM-F	TampaSt.P	9.0
	WJBR-F	Wilmingto	9.0

MOR/VARIETY

1.	WJBC	Bloomingt	26.1
2.	WTIC	Hartford	18.7
3.	WIKY-F	Evansvill	17.2
4.	WCCO	Minn-St.P	16.3
5.	WMT	Cedar Rpd	16.0
6.	WHAS	Louisvill	15.7
7.	WIBC	Indy	15.2
8.	WICC	Brdgeport	15.1
9.	WNBF	Binghamto	14.9
10.	WJR	Ann Arbor	13.4
11.	KDKA	Pittsburg	13.2
12.	KFOR	Lincoln	12.5
13.	WSBT	South Bnd	12.4
14.	KDAL	Duluth	12.1
	WLW	Cincinnat	12.1
16.	KFAB	Omaha	12.0
17.	WTMJ	Milwaukee	11.6
18.	WRVA	Richmond	11.5
19.	WHO	Des moine	11.3
20.	WROK	Rockford	11.0
21.	KKOB	Albuquerq	10.7
22.	WOWO-AF	Ft. Wayne	10.2
	WTVN	ColumbusO	10.2
24.	KSSK	Honolulu	10.1
25.	WDAY	Fargo	10.0
	WSGW	Saginaw-b	10.0
27.	WGY	ALBANY	9.7
28.	KRMG	Tulsa	9.5
29.	WSYR	Syracuse	9.3
30.	WELI	New Haven	9.2
31.	KSOO	Sioux fal	9.1
32.	WHBC	Canton	9.0
33.	WHAM	Rochester	8.9
	WMBD	Peoria	8.9
35.	WKZO	Kalamazoo	8.8
	KEX	Prtlnd,OR	8.8
37.	WJR	Detroit	8.5
38.	WFBG	Altoona	8.4
	WTAG	Worcester	8.4
40.	WBEN	Buffalo	8.3
41.	WSBA	York	8.2
42.	KUGN	Eugene	8.1

COUNTRY

1.	WIVK-AF	Knoxville	32.2
2.	WTCR-AF	Huntingtn	30.9
3.	WTHI-F	Terre Hte	26.3
4.	WWNC	Asheville	24.7
5.	KLLL-F	Lubbock	24.3
6.	WQBE-F	Chrlston	24.0
7.	WDRM-F	Huntsvill	23.1
8.	WDEN-F	Macon	23.0
9.	KSSN-F	Little Rk	20.1
10.	KOEL-F	Waterloo-	20.0
11.	KUZZ-AF	Bkrsfield	19.6
12.	WXBQ-F	John City	18.3
13.	KCCY-F	Pueblo	18.2
14.	WUSY-F	Chtnooga	17.7
15.	WLWI-F	Montgomer	17.6
16.	KTTS-F	Springfie	17.3
17.	WRNS-F	GreenvlNC	17.2
18.	KTPK-F	Topeka	17.0
19.	WVLK-F	Lexington	16.9
	WMSI-F	Jackson	16.9
21.	WLLR-AF	Davenport	16.1
22.	WZZK-AF	Brmngham	15.7
23.	KHAK-AF	Cedar Rpd	15.6
	KXXY-F	Oklahoma	15.6
25.	WPOR-AF	Prtlnd,ME	15.5
26.	WCOS-F	Columbia	15.4
27.	WTQR-F	GrnsbroWS	15.3
	WITL-F	Lansing	15.3
29.	WPCV-F	Lakeland	15.0
30.	WSTH-AF	Columbus	14.9
	WAMZ-F	Louisvill	14.9
32.	WKSJ-AF	Mobile	14.8
33.	KMML-F	Amarillo	14.7
	WHWK-F	Binghamto	14.7
	KIIM-AF	Tucson	14.7
36.	WCHY-F	Savannah	14.6
37.	WKML-F	Faytville	14.5
	KASE-F	Austin	14.5
39.	KTXF-F	MC-BROWN	14.3
	WTNT-F	Tallahass	14.3
	KUGN-F	Eugene	14.3
42.	KVOC	Casper	14.1
43.	KRMD-AF	Shreveprt	14.0
44.	WWQQ-F	Wilmingtn	13.6
45.	WYNG-F	Evansvill	13.5
	WEZL-F	Chrlston	13.5
47.	KAYD-AF	Beaumont	13.1
	WSOC-F	Charlotte	13.1
49.	WESC-F	Grnvl-Sp	12.7
	WSIX-F	Nashville	12.7
51.	WYNK-AF	Btn Rouge	12.6
	KCYY-F	San anton	12.6
53.	KRST-AF	Albuquerq	12.4
	KCTR-F	Billings	12.4
	WOVK-F	Wheeling	12.4
56.	WAVC-F	Duluth	12.1
57.	WYYD-F	Roanoke-l	12.0
	WKCQ-F	Saginaw-b	12.0
	WOKQ-F	Portsmoth	12.0
60.	KHEY-F	El paso	11.9
	KYKR-F	Beaumont	11.9
62.	KOUL-F	Corpus Ch	11.7
	WOWW-F	Pensacola	11.7
64.	KVOX-F	Fargo	11.6
	WWVA	Wheeling	11.6
66.	KGHL	Billings	11.2
67.	WQXK-F	Canton	11.1
68.	KJJY-F	Des moine	11.0
	WSSL-F	Grnvl-Sp	11.0
	KFDI-F	Wichita	11.0
	KWEN-F	Tulsa	11.0

*Based on 12+ Metro Share, Broadcast week.

BLACK/URBAN

1.	WZHT-F	Montgomer	24.4
2.	WZFX-F	Faytville	23.6
3.	WIKS-F	GreenvlNC	18.7
4.	WBLX-F	Mobile	18.5
5.	WEAS-F	Savannah	18.3
6.	WWDM-F	Columbia	17.7
7.	WJMI-F	Jackson	16.2
8.	KDKS-F	Shreveprt	15.4
9.	WVEE-F	Atlanta	15.1
10.	WFXA-F	Augusta	14.6
11.	WYLD-F	New Orlns	12.9
12.	KQXL-F	Btn Rouge	12.4
	WHRK-F	Memphis	12.4
14.	WBLX-F	Pensacola	12.3
15.	WSOK	Savannah	12.1
16.	WENN-F	Brmngham	12.0
17.	WPEG-F	Charlotte	11.7
18.	WCKU-F	Lexington	11.5
19.	WANM	Tallahass	11.4
20.	WFHT-F	Tallahass	11.0
	KFXZ-F	Lafayette	11.0
22.	WCDX-F	Richmond	10.9
	WAGH-F	Columbus	10.9
24.	WDZZ-F	Flint	10.6
25.	KHYS-F	Beaumont	10.4
26.	WOKS	Columbus	10.1
27.	WQUE-AF	New Orlns	10.0
28.	WXOK	Btn Rouge	9.9
29.	KALO	Beaumont	9.8
30.	KMJJ-F	Shreveprt	9.5
31.	WDIA	Memphis	9.2
32.	WOWI-F	Norfolk	9.0
33.	WJHM-F	Orlando	8.9
34.	WZFX-F	Wilmingtn	8.8
35.	WPGA-F	Macon	8.4
36.	KIPR-F	Little Rk	8.3
37.	WFXE-F	Columbus	8.2
	WXYV-F	Baltimore	8.2
39.	WQOK-F	Raleigh	8.0
	WJTT-F	Chtnooga	8.0

BEAUTIFUL/EASY

1.	WDUV-F	Sarasota	19.1
2.	WZID-F	Manchestr	17.5
3.	KQLT-F	Casper	17.4
4.	WEAT-AF	West Palm	16.2
5.	WHBC-F	Canton	15.3
6.	WFMZ-F	Allentown	14.9
7.	WNCE-F	Lancaster	14.1
8.	WSWT-F	Peoria	12.9
9.	WMLV-F	Dytna Bch	12.6
10.	WPVR-F	Roanoke-l	12.5
11.	WSSP-F	Melbourne	12.0
12.	WSRS-F	Worcester	11.9
13.	KESY-AF	Omaha	11.4
14.	KUMU-AF	Honolulu	11.1
	KBEE-F	Modesto	11.1
16.	WFBG-F	Altoona	11.0
17.	WRSA-F	Huntsvill	10.5
	WFPG-F	Atlantic	10.5
19.	WDEF-F	Chtnooga	10.2
20.	KOHZ-F	Billings	10.1
21.	WOOD-F	Gr Rapids	10.0
22.	WEZY-F	Lakeland	9.8
23.	KRDO-F	Pueblo	9.7
24.	WROW-F	ALBANY	9.4
25.	KXTZ-F	Las Vegas	9.1
26.	KTXR-F	Springfie	9.0

NEWS/TALK

1.	KMOX	St. Louis	19.3
2.	WKBN	Youngstwn	13.2
3.	KMJ	Fresno	10.3
4.	KGNC	Amarillo	9.7
5.	KIRO	Seattle	9.5
6.	KFBK	Sacramnto	9.4
7.	WSTV	Steubenvi	9.3
8.	WOC	Davenport	9.0
9.	WBAL	Baltimore	8.8
10.	KTAR	Phoenix	8.6
11.	WGN	Chicago	8.0
12.	KOH	Reno	7.6
13.	WIBX	Utica-rom	7.1
14.	WRKO	Boston	6.9
15.	KGO	Salinas	6.8
16.	WJNO	West Palm	6.7
17.	WNIR-F	Akron	6.4
18.	KCSJ	Pueblo	6.3
19.	WVOC	Columbia	6.2
	KOA	Denver	6.2
	KGO	San Fran	6.2
22.	WERC	Brmngham	6.1
	WGN	Rockford	6.1
24.	KCMO	Knsas Cty	5.8
	WGIR	Manchestr	5.8
	KYW	Philadelp	5.8
27.	WTAE	Pittsburg	5.7
	KSDO	SanDiego	5.7
29.	KXL	Prtlnd,OR	5.6
	WPRO	Providenc	5.6
31.	KARN	Little Rk	5.5
	KTOK	Oklahoma	5.5
33.	WWL	New Orlns	5.4
34.	WRTA	Altoona	5.2
	WKRG	Mobile	5.2
36.	KIDO	Boise	5.1
	KXLY	Spokane	5.1
	WWWE	Cleveland	5.1
39.	KLBJ	Austin	5.0
	KFI	Riverside	5.0

NOSTALGIA

1.	WEYZ	Erie	8.6
2.	WWOK	Evansvill	7.8
3.	WOKY	Milwaukee	7.6
4.	WKMC	Altoona	7.3
	WMMB	Melbourne	7.3
6.	KWTX	Waco	7.2
7.	WRDR-F	Atlantic	6.8
8.	KXTP	Duluth	6.5
9.	WROD	Dytna Bch	6.4
	WYSN-F	Johnstown	6.4
11.	WGUL-AF	TampaSt.P	6.1
12.	WNAM	Appleton	6.0
	WMAS	Springfie	6.0
14.	KRNT	Des moine	5.7
	WRMR	Cleveland	5.7
16.	KEEL	Shreveprt	5.6
17.	WMID	Atlantic	5.3
18.	WAVZ	New Haven	5.2
	WPEN	Philadelp	5.2
20.	KAQQ	Spokane	5.1

RELIGION/GOSPEL

1.	WDDO	Macon	7.0
2.	WDAC-F	Lancaster	6.8
3.	WOAD	Jackson	5.9
4.	KOKA	Shreveprt	5.7
5.	WEMM-F	Huntingtn	5.4
6.	WSTS-F	Faytville	4.8
7.	WFLT	Flint	4.6
8.	WLOK	Memphis	4.5
9.	WKZK	Augusta	4.2
	WAGG	Brmngham	4.2
11.	WDJC-F	Brmngham	3.8
12.	WAPZ	Montgomer	3.7
	WBOK	New Orlns	3.7
14.	WMJC	Duluth	3.4
15.	WQFL-F	Rockford	3.3
16.	WIDU	Faytville	3.0
17.	WCGL	Jacksnvle	2.9
	WJYP-F	Chrlston	2.9
	WBGR	Baltimore	2.9
20.	KLRG	Little Rk	2.8
	WAOK	Atlanta	2.8
22.	WPCE	Norfolk	2.6
23.	WQIZ	Chrlston	2.5
	WFRN-F	South Bnd	2.5
25.	WWIL	Wilmingtn	2.4
	WSVE	Jacksnvle	2.4
	WZTN	Montgomer	2.4
	WVFJ-F	Columbus	2.4
	WLUX	Btn Rouge	2.4
	WYLD	New Orlns	2.4
	WBLX	Mobile	2.4
	KLTY-F	Dallas-FW	2.4
33.	WDUR	Raleigh	2.3
34.	WNDA-F	Huntsvill	2.2
	KUYO	Casper	2.2
	WOLC-F	Salisbury	2.2
	KDAR-F	Oxnard-ve	2.2
38.	WTGH	Columbia	2.1
39.	WMGO	Jackson	2.0
	WFUR-F	Gr Rapids	2.0

SPANISH

1.	KGBT	MC-BROWN	14.6
2.	KIWW-F	MC-BROWN	9.2
3.	KUNO	Corpus Ch	7.9
4.	KAFY	Bkrsfield	6.7
5.	KQXX-F	MC-BROWN	6.6
6.	KBNA-AF	El paso	6.5
	WAQI	Miami-Ft.	6.5
8.	KAMA	El paso	6.2
9.	KLOC	Modesto	6.1
10.	KTRO	Oxnard-ve	5.4
11.	KCOR	San anton	5.2
12.	KWAC	Bkrsfield	5.1
13.	KCCT	Corpus Ch	4.6
14.	WQBA	Miami-Ft.	4.2
15.	KRMX	Pueblo	4.0

CLASSICAL

1.	KLEF-F	Anchorage	6.3
2.	KBOQ-F	Salinas	4.1
3.	WQRS-F	Ann Arbor	3.6
4.	WGMS-F	Washingtn	3.3
5.	WFLN-F	Philadelp	3.1
6.	KFSD-F	SanDiego	3.0
7.	KVOD-F	Denver	2.8
8.	KING-F	Seattle	2.7
9.	KDFC-AF	San Fran	2.6
10.	KHFM-F	Albuquerq	2.4
	WRR -F	Dallas-FW	2.4
12.	WFMR-F	Milwaukee	2.3
	WTMI-F	Miami-Ft.	2.3
	KKHI-AF	San Fran	2.3
15.	KXTR-F	Knsas Cty	2.2
	WQRS-F	Detroit	2.2
17.	WFLN-F	Wilmingto	2.1
18.	WPKM-F	Prtlnd,ME	1.9
	KFUO-F	St. Louis	1.9
20.	WQXR-F	NewYork	1.8
21.	WCLV-F	Cleveland	1.7
22.	KONC-F	Phoenix	1.6
	KIWI-F	Bkrsfield	1.6
	WCRB-F	Boston	1.6
	WNCN-F	NewYork	1.6
26.	WSLT-F	Atlantic	1.5
	WFMT-F	Chicago	1.5

JAZZ/NEW AGE

1.	KNIK-F	Anchorage	4.6
2.	WJZZ-F	Detroit	4.0
	KIFM-F	SanDiego	4.0
4.	KROI-F	Reno	3.9
5.	KLSK-F	Albuquerq	3.6
	WHVE-F	Sarasota	3.6
7.	WCLZ-F	Prtlnd,ME	3.5
	WLOQ-F	Orlando	3.5
9.	WNND-F	Raleigh	3.4
10.	KQPT-F	Sacramnto	3.2
11.	KOAI-F	Dallas-FW	3.1
	KTWV-F	Los Angel	3.1
13.	KEYF-F	Spokane	3.0
	KEYV-F	Las Vegas	3.0
	WHVE-F	TampaSt.P	3.0
16.	KTWV-F	Riverside	2.9
17.	KEZL-F	Fresno	2.6
	WNUA-F	Chicago	2.6
19.	WJZZ-F	Ann Arbor	2.5
20.	KHIH-F	Denver	2.4
	KKSF-F	San Fran	2.4
22.	KHHH-F	Honolulu	2.3
	WQCD-F	NewYork	2.3
24.	KGSR-F	Austin	2.2
	WYBC-F	New Haven	2.2
	KLRS-F	Salinas	2.2
	KTWV-F	Oxnard-ve	2.2
28.	WHVE-F	Lakeland	2.0

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENING*

	HIGHEST			LOWEST	
1.	Lancaster	94.36%	1.	Asheville	59.46%
2.	Greenville, NC	94.04%	2.	Appleton-Oshkosh	61.82%
3.	Huntington, WV	91.34%	3.	Bloomington	61.90%
4.	Lakeland	90.77%	4.	San Francisco	62.38%
5.	Pensacola	90.12%	5.	Stockton	62.65%
6.	Greenville-Spartanburg	89.10%	6.	Sioux Falls	62.65%
7.	Knoxville	88.82%	7.	Duluth	62.69%
8.	Charlotte	88.67%	8.	Altoona	63.19%
9.	Salisbury-Oc, MD	88.49%	9.	Bridgeport	64.15%
10.	Augusta	88.43%	10.	Bakersfield	64.61%

* FM share of total listening, 12+ Metro, 1/4 Hour AVG, Broadcast Week.

MARKETS WITH HIGHEST AND LOWEST APR'S**

	HIGHEST			LOWEST	
1.	Fargo	19.9	1.	Eugene	14.6
2.	Saginaw-Bay City-Midland	19.8		Wichita	14.6
3.	Miami-Ft. Lauderdale	19.7	3.	Waterloo-Cedar Falls	14.8
4.	New York	19.6	4.	John City-Kingsport	15.2
5.	Philadelphia	19.5		Springfield, MO	15.2
6.	Palm Springs, CA	19.3	6.	Cedar Rapids	15.3
7.	Mcallen-Brownsville	19.2		Raleigh	15.3
8.	El Paso	19.1	8.	Ann Arbor	15.5
9.	Riverside-San Bernardino	18.9		Melbourne-Titusville-Cocoa	15.5
	Chicago	18.9		Dayton	15.5

** The APR shows the average percentage of the 12+ population which is using the radio (Mon-Sun, 6A-MID). The figure is comparable to television's PVT (Persons Viewing Television).

MEAN APR FOR ALL RATED MARKETS

SPG 90 17.24

SPG 89	17.53	SPG 82	16.04
SPG 88	16.47	SPG 81	15.42
SPG 87	16.73	A/M 80	15.42
SPG 86	17.10	A/M 79	15.62
SPG 85	17.32	A/M 78	15.42
SPG 84	17.50	A/M 77	15.40
SPG 83	17.33	A/M 76	15.74

MARKETS WITH HIGHEST PERCENTAGE OF BELOW-THE-LINE LISTENING***

1.	Monmouth-Ocean	67.7%	11.	Riverside-San Bernardino	50.3%
2.	Ann Arbor	62.3%	12.	New Haven	47.8%
3.	Melbourne-Titusville-Cocoa	62.3%	13.	Portsmouth-Dover-Rochester,nh	47.1%
4.	Steubenville	60.2%	14.	Manchester	45.2%
5.	Wilmington, DE	59.3%	15.	Canton	44.5%
6.	Stockton	55.0%	16.	Sarasota-Bradenton	44.2%
7.	Bridgeport	54.7%	17.	Worcester	43.6%
8.	Akron	52.8%	18.	Oxnard-Ventura	41.2%
9.	Lakeland	52.5%	19.	Lancaster	40.4%
10.	Daytona Beach	50.7%	20.	Pueblo	40.3%

*** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing total listening to stations listed below the line (stations outside the market's metro) by total listening to all stations.

MARKETS WITH HIGHEST PERCENTAGE OF LISTENING TO NON-LISTED STATIONS****

1.	Ann Arbor	27.4%	10.	Casper	18.5%
2.	Salisbury-Oc, MD	23.8%	11.	Bloomington	18.3%
3.	Tallahassee	21.6%	12.	Eugene	18.3%
4.	Stockton	21.2%	13.	Steubenville	18.1%
5.	Sioux Falls	20.6%	14.	Jacksonville	18.0%
6.	Waco	20.4%	15.	Sarasota-Bradenton	17.8%
7.	Waterloo-Cedar Falls	20.0%	16.	Austin	17.7%
8.	Kalamazoo	19.7%	17.	Las Vegas	17.7%
9.	Raleigh	19.2%	18.	Lancaster	17.5%

**** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing listening to non-listed stations by total listening to all radio stations. A large part of the non-listed listening is probably to public and non-commercial stations. Other listening to distant stations (clears). Other listening will be to local commercial stations which do not qualify for listing in the rating book. The importance of this table (and the table) above) is that this is listening that is not going to local commercial outlets. This affects CPM's and the effectiveness of local radio.

STATION FORMAT AND FORMAT LISTENERSHIP*

	AM	FM	TOTAL	%
AC/OLDIES/SOFT ROCK	242,500 (142)	4,046,100 (473)	4,288,600 (615)	18.58
TOP 40/CHR/CONTEMP	22,900 (21)	3,444,200 (289)	3,467,100 (310)	15.02
AOR/CLASSIC	41,900 (23)	3,064,000 (269)	3,105,900 (292)	13.45
COUNTRY	390,000 (178)	2,158,200 (260)	2,548,200 (438)	11.04
NEWS/TALK	2,251,200 (173)	36,400 (3)	2,287,600 (176)	9.91
BLACK/URBAN	388,700 (93)	1,681,400 (93)	2,070,100 (186)	8.97
BEAUTIFUL/EASY	80,200 (27)	1,349,700 (124)	1,429,900 (151)	6.19
MOR/VARIETY	1,012,200 (155)	8,900 (5)	1,021,100 (160)	4.42
SPANISH	523,400 (80)	263,800 (28)	787,200 (108)	3.41
NOSTALGIA	677,200 (127)	73,500 (12)	750,700 (139)	3.25
RELIGION/GOSPEL	305,400 (162)	176,800 (71)	482,200 (233)	2.09
CLASSICAL	13,300 (7)	362,600 (33)	375,900 (40)	1.63
JAZZ/NEW AGE	10,400 (4)	363,200 (43)	373,600 (47)	1.62
UNKNOWN/OTHERS	73,200 (45)	23,400 (22)	96,600 (67)	0.42
	6,032,500 (1237)	17,052,200 (1725)	23,084,700 (2962)	

* Based on 12+ Metro, 1.4 HR AVG, Broadcast Week. Every station reported in the metro is included. Simulcast facilities count as two stations. Figures in paranthesis are the number if stations programming that format. FIGURES NOT IN 100's.

FORMAT PERCENTAGES - AM AND FM BANDS - FORMAT SHARE TRENDS

	AM	FM	COMBINED	SPG 89	SPG 88	SPG 87	SPG 86	SPG 85	SPG 84	SPG 83	SPG 82
AC/OLDIES/SOFT ROCK	4.02%	23.73%	18.58%	18.59%	17.76%	16.84%	16.16%	15.91%	13.62%	11.65%	-
TOP 40/CHR/CONTEMP	0.38%	20.20%	15.02%	16.00%	14.63%	15.55%	14.96%	17.74%	16.87%	-	-
AOR/CLASSIC	0.69%	17.97%	13.45%	12.88%	12.80%	12.54%	14.13%	10.71%	10.76%	-	-
COUNTRY	6.46%	12.66%	11.04%	10.82%	10.73%	10.66%	10.89%	11.19%	11.79%	12.63%	12.57%
NEWS/TALK	37.32%	0.21%	9.91%	10.01%	9.75%	8.93%	8.68%	8.77%	8.61%	9.32%	9.35%
BLACK/URBAN	6.44%	9.86%	8.97%	8.35%	10.33%	10.38%	9.73%	8.53%	10.12%	10.52%	11.67%
BEAUTIFUL/EASY	1.33%	7.92%	6.19%	7.22%	7.67%	8.37%	8.85%	10.05%	11.02%	11.30%	11.76%
MOR/VARIETY	16.78%	0.05%	4.42%	4.59%	5.27%	6.39%	6.56%	7.02%	7.31%	7.60%	-
SPANISH	8.68%	1.55%	3.41%	2.88%	3.12%	2.81%	2.66%	2.31%	2.56%	2.32%	2.29%
NOSTALGIA	11.23%	0.43%	3.25%	3.04%	2.88%	3.17%	3.74%	4.02%	4.13%	4.56%	3.63%
RELIGION/GOSPEL	5.06%	1.04%	2.09%	1.84%	1.91%	1.65%	1.77%	2.00%	1.76%	1.64%	1.44%
CLASSICAL	0.22%	2.13%	1.63%	1.48%	1.32%	1.41%	1.31%	1.37%	1.20%	1.39%	1.25%
JAZZ/NEW AGE	0.17%	2.13%	1.62%	1.71%	1.28%	0.87%	-	-	-	-	-
UNKNOWN/OTHERS	1.21%	0.14%	0.42%	0.60%	0.55%	0.43%	0.56%	0.38%	0.24%	0.42%	0.41%

CHANGES SINCE SPRING 1989

	Changes in Format Share Since 1989	Since 1985	Since 1980	Change in 1/4 HR Totals	Change in # of Stations (90 vs. 89)
AC/OLDIES/SOFT ROCK	- 0.2%	+ 16.6%	NA	- 1.2%	+36 (+ 6.2%)
TOP 40/CHR/CONTEMP	- 6.2%	- 15.4%	NA	- 7.1%	- 4 (- 1.3%)
AOR/CLASSIC	+ 4.3%	+ 25.5%	NA	+ 3.3%	+20 (+ 7.4%)
COUNTRY	+ 1.9%	- 1.4%	+ 7.5%	+ 0.9%	+ 2 (+ 0.5%)
NEWS/TALK	- 1.1%	+ 12.9%	+ 2.3%	- 2.1%	+13 (+ 8.0%)
BLACK/URBAN	+ 7.3%	+ 5.0%	+ 0.9%	+ 6.3%	- 7 (- 3.6%)
BEAUTIFUL/EASY	- 14.3%	- 38.5%	- 36.1%	-15.2%	-11 (- 6.8%)
MOR/VARIETY	- 3.7%	- 37.0%	NA	- 4.7%	-21 (-11.6%)
SPANISH	+ 18.4%	+ 47.6%	+ 68.8%	+17.1%	+ 4 (+ 3.8%)
NOSTALGIA	+ 6.9%	- 19.2%	+408.0%	+ 5.7%	+ 7 (+ 5.3%)
RELIGION/GOSPEL	+ 13.5%	+ 4.5%	+ 68.5%	+12.6%	- 4 (- 1.7%)
CLASSICAL	+ 10.1%	+ 19.0%	+ 28.3%	+ 8.9%	+ 1 (+ 2.6%)
JAZZ/NEW AGE	- 5.3%	NA	NA	- 6.4%	+ 1 (+ 2.2%)
UNKNOWN/OTHERS	- 11.7%	- 26.4%	+ 26.4%	-12.9%	-15 (-15.6%)

BEST MARKETS FOR VARIOUS FORMATS

TOP 40/CHR/CONTEMP

(National Average: 15.00%)

1.	Waterloo-Cedar	37.5%
2.	Casper	36.0%
3.	Erie	34.4%
4.	John City-Kings	31.0%
5.	Lafayette, LA	30.3%
6.	Bloomington	29.9%
7.	Billings	28.6%
8.	Green Bay	28.5%
9.	South Bend	28.4%
10.	Kalamazoo	28.3%

AOR/CLASSIC

(National Average: 13.44%)

1.	Portsmouth-Dove	26.1%
2.	Denver	25.6%
3.	Lincoln	25.6%
4.	Manchester	25.1%
5.	Ann Arbor	23.5%
6.	Worcester	23.3%
7.	Eugene	22.8%
8.	Anchorage	22.7%
9.	Salt Lake City	22.0%
10.	San Diego	22.0%

AC/OLDIES/SOFT ROCK

(National Average: 18.56%)

1.	Sioux Falls	43.4%
2.	Johnstown	39.5%
3.	Utica-Rome	30.4%
4.	Wheeling	29.8%
5.	Minneapolis-St.	29.4%
6.	Wilmington, NC	28.4%
7.	Rochester	28.4%
8.	Bridgeport	28.3%
9.	Jacksonville	27.8%
10.	Melbourne-Titus	27.5%

MOR/VARIETY

(National Average: 4.42%)

1.	Bloomington	32.0%
2.	Evansville	22.5%
3.	Lincoln	22.1%
4.	Hartford	22.1%
5.	Ann Arbor	20.8%
6.	Cedar Rapids	19.1%
7.	Cincinnati	18.8%
8.	Minneapolis-St.	18.8%
9.	Bridgeport	18.8%
10.	Binghamton	18.2%

COUNTRY

(National Average: 11.03%)

1.	Waco	44.1%
2.	Huntington, WV	39.9%
3.	John City-Kings	39.3%
4.	Asheville	38.3%
5.	Springfield, MO	36.9%
6.	Knoxville	36.8%
7.	Beaumont	35.3%
8.	Terre Haute	34.6%
9.	Lubbock	34.1%
10.	Waterloo-Cedar	34.0%

BLACK/URBAN

(National Average: 8.96%)

1.	Columbus, GA	35.2%
2.	Savannah	34.7%
3.	Montgomery	33.3%
4.	Memphis	32.9%
5.	Charleston, SC	28.9%
6.	Tallahassee	28.5%
7.	Mobile	27.9%
8.	Shreveport	27.8%
9.	Jackson	26.6%
10.	Fayetteville, N	26.5%

BEAUTIFUL/EASY

(National Average: 6.19%)

1.	Manchester	25.5%
2.	Sarasota-Braden	23.2%
3.	Casper	21.3%
4.	West Palm Beach	19.1%
5.	Daytona Beach	18.1%
6.	Canton	17.7%
7.	Lancaster	17.6%
8.	Allentown-Bethl	17.4%
9.	Worcester	16.2%
10.	Salisbury-Oc, M	16.2%

NEWS/TALK

(National Average: 9.90%)

1.	Chicago	22.5%
2.	St. Louis	21.5%
3.	Youngstown	21.2%
4.	New York	19.7%
5.	Philadelphia	16.3%
6.	Boston	15.9%
7.	West Palm Beach	15.1%
8.	Baltimore	14.4%
9.	Providence	14.3%
10.	Sacramento	14.3%

NOSTALGIA

(National Average: 3.25%)

1.	Atlantic City	14.4%
2.	Tampa-St. Peter	12.3%
3.	Wilkes Barre-SC	11.9%
4.	Sarasota-Braden	11.6%
5.	Evansville	10.5%
6.	Erie	10.0%
7.	Tucson	9.9%
8.	Appleton-Oshkos	9.6%
9.	Waco	9.0%
10.	Terre Haute	8.7%

RELIGION/GOSPEL

(National Average: 2.09%)

1.	Birmingham	10.4%
2.	Jackson	10.2%
3.	Memphis	10.2%
4.	Macon	9.8%
5.	Fayetteville, N	8.8%
6.	Lancaster	8.2%
7.	Huntington, WV	7.6%
8.	New Orleans	7.5%
9.	Shreveport	7.2%
10.	Montgomery	7.0%

SPANISH

(National Average: 3.41%)

1.	Mcallen-Brownsv	47.2%
2.	Miami-Ft. Laude	23.2%
3.	El Paso	21.4%
4.	Corpus Christi	20.1%
5.	San Antonio	14.9%
6.	Bakersfield	14.8%
7.	Los Angeles	14.1%
8.	Oxnard-Ventura	13.8%
9.	Stockton	10.9%
10.	Salinas-Montere	8.7%

CLASSICAL

(National Average: 1.63%)

1.	Anchorage	7.1%
2.	San Francisco	5.5%
3.	Salinas-Montere	5.3%
4.	Ann Arbor	5.0%
5.	Washington	4.0%
6.	New York	3.8%
7.	Philadelphia	3.5%
8.	San Diego	3.2%
9.	Denver	3.2%
10.	Seattle-Tacoma	3.1%

JAZZ/NEW AGE

(National Average: 1.62%)

1.	San Francisco	6.1%
2.	Ann Arbor	5.8%
3.	Anchorage	5.2%
4.	Riverside-San B	4.7%
5.	Detroit	4.4%
6.	Sarasota-Braden	4.4%
7.	San Diego	4.3%
8.	Raleigh	4.2%
9.	Reno	4.2%
10.	Portland, ME	4.2%

SECTION B

INDIVIDUAL MARKET REPORTS

NOTE: Following these definition pages the Individual Market Reports can be found in alphabetical order.

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

NOTE: Even long-term subscribers should read these pages very carefully. There have been numerous changes and additions to American Radio. It will greatly increase your understanding of the Individual Market Reports if you are familiar with the systems and methodologies used.

The best way to explain and Individual Market Report is to go through it section by section. We will use an imaginary market and will start with the top of the market report on the far left.

Arbitron Rank/Pop (12+): 49/512,000
MSA Rank/Pop: 44/601,000
ADI #50
Average Person Rating: 18.4
Market TSL: 24.5 hours

The Arbitron rank is the 12+ population of the Arbitron metro survey area. The rank number (49 in this case) is the ranking among the 270 Arbitron Standard radio markets.

The MSA (metropolitan Statistical Area) rank is shown along with the total estimated population. Where the market has been split into two or more MSA's all of the MSA's are listed.

The Arbitron ADI ranking can be found directly below the MSA rank.

The ARP is the Average Person Rating. The ARP indicated the percentage of the 12+ population which is using radio from 6 am-midnight, Mon-Sun (the Broadcast Week). The ARP is roughly comparable to television's Persons Viewing Television (PVT) figures.

The market TSL shows the "Time Spent Listening" by the average radio listener in the market. In this case, the average listener spends 24.5 hours listening to radio.

Stations: 27/20
Diaries: 701/730:1/53.5%
Sample Target: 647
% Below Line: 3.3
% Not Listed: 8.6

There were 27 stations listed in the rating book for this market. Of those 27 a total of 20 stations were listed above the line (home to Arbitron metro). Thus a total of seven stations were licensed to cities outside of the metro, but they still qualified for inclusion in the rating book. You should be aware that some stations now appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

The information on the "Diaries" is a bit complex, but it is all very important:

1st figure: 701 - the number of usable (in-tab) diaries returned from the market's metro

2nd figure: 730 - in the metro there was one diary returned for every 730 people 12+

3rd figure: 53.5% - total returned (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary.

The sample target shows a number of in-tab diaries designated for the metro. This is basically Arbitron's goal for returned diaries. Remember that this number represents total diaries and does not necessarily refer to any individual demo. It is not a percentage of total people contacted. It is a percentage of total people sent diaries.

The % below line figure indicated the percentage of total radio listening earned by below the line stations.

This figure would reflect listening to distant stations, non-commercial and public stations, and local stations which did not have enough audience to qualify for listing in the book.

This figure along with the "% Below the Line" figures indicate how much listening in the market is not available to the local commercial stations. This could have an affect on CPM's and also the effectiveness and salability of local radio.

Est. 1989 Revenue: $14,500,000
HH Income: $25,700
Retail $: 3.5 Bil
Pop Per Station: 25,600
#1 Biller: WAAA $2,000,000

The revenue estimates are based upon calculations made in the 1990 edition of Duncan's Radio Market Guide. The figures are gross and they do not include trades.

HH Income means Consumer Spendable Income per household. This market's estimate is $25,700.

Total retail sales in the market are estimated at 3.5 billion dollars.

The data comes from Sales & Marketing Management and they are dated 1 October, 1989.

The population per Station shows the number of people (12+) per metro area radio station. The figure is calculated by dividing 12+ metro population by the number of "above-the-line" stations.

The #1 Biller shows the station I believe is the leading biller in the market and its estimated 1988 gross revenue. This data is extracted from the 1989 edition of Duncan's Radio Market Guide.

12+METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPR 89	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	BIRCH SHARE	BURCH AQH	BIRCH CUME
1. WAAA-F (AC)	513/10.0	8.1	9.3	8.1	7.5	8.9	527/6596	6262/20.4	19.6	1689	7.8	457	4209

All of the figures in this section are based upon the Broadcast Week (Mon-Sun, 6 am-midnight). The audience figures are in hundreds. The ratings and shares are always percentages.

Next to the station's calls is a format code. The legend for this code is as follows:

CHR - Contemporary Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to 1987)
B - Black (audience predominatly black -- over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - Easy Listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band/Nostalgia
M - Middle of the Road (MOR), Full Service, Variety
J/NA - Jazz, New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
?? - Other, Unknown
SAC - Soft Adult Contemporary

Then reading from left to right: WAAA has 51,300 listeners per quarter hour in the metro. This earns the station 10.0% share of audience during the latest rating period. Historical shares follow along with a four-book average for those markets with quarterly measurement.

Next is the TSA 1/4 Hour Average and Weekly cume. Then the Metro Cume and Cume Rating is shown. WAAA's cume rating is 20.4%. This means that 20.4% of this market's population (12+) listens to WAAA for five minutes or more during a given week. Historical cume ratings follow.

Next is the Latest Birch audience data for each station.

12+ METRO SHARE (METRO): 76.96% (3732 of 4849) (Spr. 89: 76.10%)

These figures show how well FM radio is doing in the market--at least as far as listening levels are concerned. To calculate these figures I simply added up the Mon-Sun, 6 am-midnight, quarter hour numbers of all listed stations and divided it into the total numbers for the FM stations. There is, of course, listening to stations which do not qualify for a listing in the Arbitron report for the market. However, by definition this amount is small and it should not significantly affect the percentages.

DEMOGRAPHIC AND DAYPART RANKINGS

Directly below the FM Share figures are 21 demo and daypart rankings. The number of stations listed depends upon the size of the market. I am not allowed to print actual ratings figures per my agreement with Arbitron. All of these rankings are based on 1/4 HR. AVG. The criteria for the rankings is as follows:

TEENS: Ages 12-17, Mon-Sun, 6A-MID, Metro
18-34: Adults 18-34, Mon-Sun, 6A-MID, Metro
18-49: Adults 18-49, Mon-Sun, 6A-MID, Metro
25-49: Adults 25-49, Mon-Sun, 6A-MID, Metro
25-54: Adults 25-54, Mon-Sun, 6A-MID, Metro
35+ : Adults 35+, Mon-Sun, 6A-MID, Metro
12+ AMD: Total persons, 12+, Mon-Fri, Metro, 6A-MID
12+ MID: Total persons, 12+, Mon-Fri, Metro, 10A-3P
12+ PMD: Total persons, 12+, Mon-Fri, Metro, 3P-7P
12+ EVE: Total persons, 12+, Mon-Fri, Metro, 7P-MID
OVERNIGHT: Total persons, 12+, Mon-Sun, 12MID-6A

WOM 18-24: Women 18-24, Mon-Sun, 6A-MID, Metro
WOM 18-34: Women 18-34, Mon-Sun, 6A-MID, Metro
WOM 18-49: Women 18-49, Mon-Sun, 6A-MID, Metro
WOM 25-34: Women 25-34, Mon-Sun, 6A-MID, Metro
WOM 25-54: Women 25-54, Mon-Sun, 6A-MID, Metro

MEN 18-24: Men 18-24, Mon-Sun, 6A-MID, Metro
MEN 18-34: Men 18-34, Mon-Sun, 6A-MID, Metro
MEN 18-49: Men 18-49, Mon-Sun, 6A-MID, Metro
MEN 25-34: Men 25-34, Mon-Sun, 6A-MID, Metro
MEN 25-54: Men 25-54, Mon-Sun, 6A-MID, Metro

NOTE: If a station's call letters are followed by a > symbol it means there is a very large difference between that station and the station following it in the ranking. The >> means that there is a huge difference between the marked station and the next ranked station. The difference is around 10 share points or the marked station has twice as much audience. Conversely, the < symbol means that the two ranked stations are very close in share.

FORMATS	AM	FM	TOTAL	%	SPR 89 %
Country	153 (3)	176 (2)	329 (5)	13.9	14.1

This table is based on the broadcast week, 1/4 Hour Average, 12+ Metro. The table includes every format in the market and every station which shows up in the market's metro. In this market there are 15,300 people listening to 3 different AM stations programming country music. The FM figures are added to the AM to show a total for the market. 13.9% of radio listening in this market is devoted to stations programming country music.

The "Other Rated Stations" section includes all stations not listed on the 12+ METRO 1/4/SHARE column at the top of the individual market report. The city of license, 12+ metro share and 12+ cume rating is listed as well as the station's frequency.

CAPSULE STATION DESCRIPTIONS

WAAA-F, 92.5, 50 KW @ 500, CHR ABC-C, $ 73.00 (Torbet) XYZ Group Thomas Duncan

I have greatly expanded the number of stations in each market which qualify for a capsule description. Now, nearly every station in the metro is included.

Our sample station, WAAA-F, has a frequency of 92.5. Its power is 50 KW and its Height Above Average Terrain (HAAT) is 500 feet. It is unfortunate but true that some stations attempt to deceive advertisers about their power and HAAT. I think I have found the true facilities' data for these stations. However, a few may have slipped by me. If you see any incorrect figures, please let me know.

For AM stations, night power is listed if it differs from day power. Directionality is indicated as follows:

DA, DAYS - Directional daytimer
DA-1 - Directional day and night - 1 pattern
DA-2 - Directional day and night - 2 patterns
DA-N - Directional at night only
DA-D - Directional during the day only

WAAA-F programs a CHR format.

Next is the station's network affiliation if it has one:

ABC-C	ABC	Contemporary	APR	Associated Press Radio
ABC-D	ABC	Direction	CBS	CBS
ABC-I	ABC	Information	CBS-R	CBS Radio Radio
ABC-F	ABC	FM	MBS	Mutual
ABC-E	ABC	Entertainment	NBC	NBC
ABC-R	ABC	Rock	NBC-T	NBC Talk
ABC-T	ABC	Talk	Source	NBC Source
NBN	National Black		UNISUP	Unistar (Super)
SBN	Sheridan		UNIULT	Unistar (Ultimate)
UPI	United Press International		UNIPWR	Unistar (Power)
Trans	Transtar		SMN	Satellite Music Network
RADRAD	CBS RadioRadio Network		SBN	Sheridan Broadcasting Network
SUN	Sun Radio Network		UPI	United Press International

Spot rates are now calculated in just one way: my estimate of each station's average unit rate. The unit rate estimate is what I project is the average rate for all spots run on the station. This estimate is usually derived by taking the station's gross billings and working backwards with a formula based on spots per hour, the percentage of inventory sold and other factors.

Following the spot rate, the station's national representative can be found in the parenthesis. Next is the group ownership if there is any. Finally, in the Spring edition only, the name of the station's general manager.

On the two-page market reports, four additional listings an be found directly below the capsule descriptions. They are:

CALL LETTER CHANGES: The old calls and new calls for stations which have changed calls since the last issue of American Radio. The date of the change is listed if it is available.

FORMAT CHANGES: This table should probably be called "major format changes." It is nearly impossible to track down every subtle change in format for every station. I hope to list the major changes at major stations since the previous edition of American Radio.

STATION SALES: This section lists the proposed sales in each market. These sales do not necessarily close. If I know the brokers involved, they are also listed. In some cases, I had to estimate the sale price.

MISCELLANEOUS COMMENTS: These are various comments and observations which come to my mind as I process the data for each market.

NOTE: On other market reports which do not have two pages of data, this same information can be found under the heading of "Miscellaneous Comments."

AKRON

Arbitron Rank/Pop (12+): 68/537,500

MSA Rank/Pop: 77/649,500
Cleveland ADI
Average Person Ratings: 17.9
Market TSL: 23.25 hours

Stations: 25/7
Diaries: 1034/520:1/59.1%
Sample Target: 930
% Below Line: 52.8
% Not Listed: 13.9

1989 Revenue: $13,300,000
HH Inc.: $32,062
Retail $: 4.0 Bil
Pop per Station: 76,785
#1 Biller: WKDD-F $3,700,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WKDD-F	(CHR)	72/ 7.5	8.7	9.1	8.4	11.3	----	140/2214	1192/22.2	23.4	22.0		10.4	97	1085	WKDD-F
2.	WNIR-F	(T)	62/ 6.4	7.4	5.3	6.9	6.7	----	82/870	658/12.2	12.2	11.8		5.9	55	565	WNIR-F
3.	WONE-F	(AOR)	60/ 6.2	5.5	7.3	6.6	6.8	----	101/1388	788/14.7	14.5	14.0		8.2	77	961	WONE-F
4.	WMJI-F	(AC)	53/ 5.5	4.9	4.6	4.6	6.5	----	87/1244	681/12.7	13.4	14.0		4.7	44	655	WMJI-F
5.	WDOK-F	(SAC)	52/ 5.4	6.2	4.5	3.8	4.4	----	80/1166	732/13.6	14.0	11.6		3.1	29	559	WDOK-F
6.	WMMS-F	(AOR)	51/ 5.3	5.0	5.8	8.7	8.6	----	88/1290	773/14.4	17.1	18.1		4.5	42	735	WMMS-F
7.	WLTF-F	(AC)	49/ 5.1	4.8	6.1	4.2	4.7	----	87/1270	780/14.5	13.9	13.9		4.9	46	715	WLTF-F
8.	WGAR-F	(C)	47/ 4.9	5.0	2.6	3.7	2.9	----	76/956	598/11.1	11.5	7.9		5.2	49	540	WGAR-F
9.	WQMX-F	(AC)	46/ 4.8	4.2	3.4	2.5	3.2	----	77/858	495/ 9.2	10.0	7.6		2.5	23	335	WQMX-F
10.	WAKR	(MOR)	40/ 4.2	6.3	5.6	6.7	7.5	----	46/1037	908/16.9	18.6	18.6		5.0	47	816	WAKR
11.	WPHR-F	(CHR)	36/ 3.7	4.4	5.6	2.9	1.9	----	53/1120	774/14.4	14.0	16.2		7.4	69	878	WPHR-F
12.	WNCX-F	(CL AOR)	29/ 3.0	2.1	2.9	2.2	2.3	----	48/985	509/ 9.5	9.2	9.6		4.1	38	566	WNCX-F
13.	WZAK-F	(B)	26/ 2.7	3.6	1.4	2.4	2.4	----	35/438	309/ 5.7	7.9	3.9		6.6	62	596	WZAK-F
	WQAL-F	(EZ)	26/ 2.7	2.9	3.2	2.9	2.3	----	36/552	382/ 7.1	7.1	7.4		1.2	11	253	WQAL-F
	WHBC-F	(EZ)	26/ 2.7	3.3	4.1	3.6	1.2	----	121/1213	391/ 7.3	7.3	6.7		1.8	17	267	WHBC-F
16.	WWWE	(N/T)	24/ 2.5	2.8	2.4	3.1	3.4	----	43/812	530/ 9.9	9.6	10.6		2.0	19	602	WWWE
	WSLR	(C)	24/ 2.5	2.4	2.5	3.4	2.6	----	26/362	277/ 5.2	7.2	6.5		1.9	18	292	WSLR
18.																	
19.																	
20.																	

12+ FM SHARE (METRO): 83.35% (691 of 829) (SPG 89: 82.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F>	1 WKDD-F<	1 WKDD-F	1 WMMS-F	1 WMJI-F<	1 WNIR-F>	1 WKDD-F<	1 WNIR-F	1 WKDD-F>	1 WONE-F>	1 WNIR-F>
2 WKDD-F>>	2 WONE-F>	2 WONE-F	WMJI-F	2 WMMS-F	2 WMJI-F<	2 WAKR <	2 WKDD-F<	2 WONE-F	2 WKDD-F	2 WAKR
3	3 WNCX-F	3 WMMS-F	3 WONE-F<	3 WQMX-F<	3 WDOK-F<	3 WNIR-F	3 WDOK-F	3 WGAR-F<	3 WLTF-F<	3 WONE-F
4	4 WMMS-F	4 WMJI-F	4 WQMX-F	4 WDOK-F	4 WAKR	4 WMJI-F	4 WQMX-F<	4 WMMS-F	4 WWWE <	4 WKDD-F<
5	5 WLTF-F	5 WLTF-F	5 WKDD-F<	WONE-F	5 WGAR-F	5 WMMS-F	5 WMMS-F	5 WLTF-F	5 WPHR-F	5 WHBC-F
6	WQMX-F	6	6 WDOK-F	6 WGAR-F	6	6 WONE-F	WONE-F	WDOK-F	6	6
				WLTF-F				WNIR-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLTF-F	1 WKDD-F	1 WONE-F>	1 WLTF-F	1 WLTF-F	1 WKDD-F	1 WONE-F	1 WNCX-F>	1 WONE-F	1 WMJI-F
WKDD-F>>	2 WLTF-F	2 WMMS-F	2 WKDD-F	2 WDOK-F	2 WONE-F>>	2 WKDD-F	2 WONE-F>	2 WKDD-F	2 WMMS-F
3 WPHR-F	3 WONE-F>	WKDD-F	3 WDOK-F	WQMX-F	3 WPHR-F>	3 WNCX-F>	3 WGAR-F	3 WMJI-F<	3 WNCX-F
4 WDOK-F	4 WMMS-F	4 WLTF-F	WQMX-F	4 WKDD-F	4 WMMS-F	4 WMMS-F	WQMX-F	4 WMMS-F	4 WONE-F
WONE-F	5 WQMX-F	WQMX-F	5 WMMS-F	5 WMMS-F	WMJI-F	5 WGAR-F	WKDD-F	5 WNCX-F	5 WGAR-F
6	6	6 WHLO	6 WONE-F	WMJI-F	6 WDOK-F	WQMX-F	6 WZAK-F	6	6
							WMMS-F		

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		108 (2)	108 (2)	13.0	17.0
AOR/CLASSIC		154 (4)	154 (4)	18.6	20.0
AC/OLDIES/SOFT ROCK		200 (4)	200 (4)	24.1	21.3
MOR/VARIETY	40 (1)		40 (1)	4.8	6.8
COUNTRY	32 (2)	68 (2)	100 (4)	12.1	8.8
BLACK/URBAN		26 (1)	26 (1)	3.1	1.6
BEAUTIFUL/EASY		52 (2)	52 (2)	6.3	8.4
NEWS/TALK	27 (2)	62 (1)	89 (3)	10.7	9.8
NOSTALGIA	22 (1)		22 (1)	2.7	2.5
RELIGION/GOSPEL	17 (1)		17 (1)	2.1	1.3
SPANISH					
CLASSICAL		9 (1)	9 (1)	1.1	1.3
JAZZ/NEW AGE		12 (1)	12 (1)	1.4	1.3
UNKNOWN/OTHERS					
	138 (7)	691 (18)	829 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHLO	640	Akron/Cleveland	1.8/3.8/ 22/ 412
WCLV-F	95.5	Cleveland	0.9/4.2/ 12/ 266
WGAR	1220	Cleveland	0.8/2.8/ 9/ 257
WHK	1420	Cleveland	0.3/1.3/ 4/ 95
WNWV-F	107.3	Elyria/Clevlnd	1.2/4.1/ 13/ 282
WQXK-F	105.1	Salem/Youngstwn	2.2/4.7/ 75/ 735
WRMR	850	Cleveland	2.3/5.5/ 33/ 489
WRQK-F	106.9	Canton/Akron	1.5/6.0/ 71/ 886

RADIO STATIONS

WAKR	1590	5 KW (DA-N)	MOR/Full Service	MBS	$50.00	(Mc-Guild)	Ragan Henry	Fred Anthony
WHLO	640	5 KW/500 W (DA-2)	Religion	ABC D	$14.00	(---)	Mortenson	Garry Meeks
WSLR	1350	5 KW (DA-1)	Country	ABC E	$22.00	(Katz)	Barnstable	Dick Lumenello
WKDD-F	96.5	50 KW @ 441	CHR		$73.00	(Katz)	Barnstable	Dick Lumenello
WNIR-F	100.1	3 KW @ 328	Talk	CBS	$40.00	(K & P)	(KENT)	Bill Klaus
WONE-F	97.5	12 KW @ 890	AOR	ABC R	$52.00	(Mc-Guild)	Ragan Henry	Fred Anthony
WQMX-F	94.0	16 KW @ 878	AC		$35.00	(Banner)	(MEDINA)	Gordono Stenback

Other ranked stations -- see Canton or Cleveland

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/723,900

MSA Rank/Pop: 60/853,600
ADI # 53

Average Person Ratings: 17.6
Market TSL: 23.00 hours

Stations: 25/24
Diaries: 1150/629:1/58.5%
Sample Target: 1060
% Below Line: 0.8
% Not Listed: 15.2

1989 Revenue: $20,900,000
HH Inc.: $37,838
Retail $: 6.3 Bil
Pop per Station: 30,162
#1 Biller: WPYX-F $4,300,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WGY	(MOR)	124/ 9.7	9.1	10.3	9.8	9.7	9.7	177/2395	1609/22.2	23.7	23.8	6.6	77	960	WGY
2. WROW-F	(EZ)	120/ 9.4	11.3	10.6	9.6	9.4	10.2	163/1581	1120/15.5	18.0	16.3	6.6	77	739	WROW-F
3. WPYX-F	(AOR)	113/ 8.9	7.1	7.8	8.3	10.2	8.0	191/2435	1564/21.6	21.6	23.6	11.9	139	1852	WPYX-F
WGNA-F	(C)	113/ 8.9	11.2	10.6	8.0	9.4	9.7	200/2154	1212/16.7	17.4	16.2	9.8	115	1063	WGNA-F
5. WKLI-F	(AC)	108/ 8.5	5.8	5.8	6.6	6.0	6.7	113/1415	1325/18.3	15.9	15.7	7.2	84	1022	WKLI-F
6. WFLY-F	(CHR) **	97/ 7.6	7.2	7.9	9.4	7.1	8.0	132/2233	1613/22.3	21.0	21.0	11.7	137	1743	WFLY-F
7. WGY -F	(CHR)	66/ 5.2	4.4	6.2	4.5	4.8	5.1	108/2187	1399/19.3	18.5	19.0	4.8	56	1215	WGY -F
8. WQBK-F	(CL AOR)	52/ 4.1	2.6	3.8	4.1	4.3	3.6	65/1108	998/13.8	11.4	12.9	5.6	65	1028	WQBK-F
9. WQBK	(T)	51/ 4.0	3.8	4.3	4.3	4.0	4.1	54/714	672/ 9.3	9.2	8.1	3.9	45	508	WQBK
10. WTRY	(O)	44/ 3.5	5.6	4.3	3.4	3.5	4.2	50/743	679/ 9.4	10.2	10.2	3.1	36	589	WTRY
11. WROW	(EZ)	34/ 2.7	2.1	1.7	2.1	2.7	2.2	36/605	491/ 6.8	5.2	7.9	0.7	8	213	WROW
12. WABY	(BB)	26/ 2.0	3.8	2.4	2.6	3.1	2.7	26/359	353/ 4.9	6.0	5.9	2.1	25	318	WABY
13. WVKZ-F	(AOR)	21/ 1.6	2.4	2.7	2.3	2.1	2.3	25/535	408/ 5.6	7.1	6.7	3.4	40	612	WVKZ-F
14. WPTR	(N/T)	17/ 1.3	1.1	1.7	1.4	1.0	1.4	19/460	428/ 5.9	8.3	5.2	1.1	13	313	WPTR
15. WCKL	(MOR)	16/ 1.3	0.9	0.6	0.5	0.4	0.8	18/123	113/ 1.6	1.6	1.1	0.5	6	103	WCKL

** STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY

12+ FM SHARE (METRO): 69.44% (750 of 1080) (SPG 89: 70.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLY-F<	1 WPYX-F>	1 WPYX-F	1 WKLI-F>	1 WKLI-F>	1 WGY	1 WGY >	1 WPYX-F<	1 WROW-F<	1 WGY	1 WGY >
2 WGY -F>>	2 WFLY-F	2 WKLI-F>	2 WPYX-F	2 WGNA-F<	2 WROW-F>	2 WPYX-F	2 WKLI-F	2 WPYX-F	2 WFLY-F	2 WQBK >
3	3 WKLI-F	3 WGNA-F<	3 WGNA-F>	3 WPYX-F>	3 WGNA-F>	3 WROW-F	3 WROW-F	3 WGNA-F<	3 WGY -F	3 WROW-F
4	4 WQBK-F	4 WFLY-F>	4 WQBK-F<	4 WGY <	4 WKLI-F	4 WKLI-F<	4 WGNA-F>	4 WKLI-F	4 WGNA-F<	4 WPTR <
5	WGNA-F	5 WQBK-F	5 WGY <	5 WROW-F	5 WQBK	5 WGNA-F	5 WFLY-F<	5 WFLY-F	5 WROW-F>	5 WGNA-F
6	6	6	6 WTRY	6 WTRY	6	6 WFLY-F	6 WGY	6 WGY -F	6 WPYX-F<	6
7	7	7	WFLY-F	WQBK-F	7	7	7	7 WGY	7 WKLI-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLY-F	1 WKLI-F	1 WKLI-F>	1 WKLI-F>	1 WKLI-F>	1 WPYX-F>>	1 WPYX-F>>	1 WPYX-F>	1 WPYX-F>>	1 WPYX-F>
2 WPYX-F>	2 WFLY-F	2 WPYX-F	2 WGNA-F<	2 WGNA-F	2 WFLY-F>	2 WFLY-F<	2 WQBK-F	2 WQBK-F	2 WKLI-F
3 WGNA-F	3 WPYX-F	WGNA-F	3 WFLY-F	3 WROW-F	3 WQBK-F	3 WQBK-F>	3 WKLI-F	WKLI-F	WGNA-F
4 WVKZ-F	4 WGNA-F>	4 WFLY-F	4 WPYX-F	4 WGY <	WGY -F>	4 WKLI-F	4 WGNA-F	4 WFLY-F<	4 WQBK-F
WKLI-F	5 WGY -F	5 WQBK-F>	5 WROW-F	5 WFLY-F	5	5 WGNA-F	5 WFLY-F>	5 WGNA-F	5 WGY
6 WGY -F>	6 WQBK-F	6	6	6 WTRY <	6	6	6 >	6	6 WTRY
7 WQBK-F>	7	7	7	7 WPYX-F	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		167 (3)	167 (3)	15.5	13.9
AOR/CLASSIC		200 (4)	200 (4)	18.5	20.1
AC/OLDIES/SOFT ROCK	44 (1)	127 (4)	171 (5)	15.8	14.7
MOR/VARIETY	140 (2)		140 (2)	13.0	11.7
COUNTRY	11 (1)	119 (2)	130 (3)	12.0	12.3
BLACK/URBAN					
BEAUTIFUL/EASY	34 (1)	127 (2)	161 (3)	14.9	15.7
NEWS/TALK	68 (2)		68 (2)	6.3	5.9
NOSTALGIA	26 (1)		26 (1)	2.4	3.5
RELIGION/GOSPEL	7 (1)	10 (1)	17 (2)	1.6	1.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.6
	330 (9)	750 (16)	1080 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEQX-F	102.7	Manchester	1.1/4.2/ 40/ 582
WGNA	1460	Albany/Troy	0.9/2.4/ 13/ 232
WHAZ	1330	Troy	0.5/1.5/ 7/ 108
WHRL-F	103.1	Albany	0.5/3.5/ 7/ 262
WQQY-F	102.3	Saratoga Spgs.	0.3/1.6/ 4/ 113
WSCG-F	93.5	Corinth/GlFalls	0.5/1.5/ 16/ 196
WSHQ-F	103.5	Coblskl/Schnctd	0.4/1.7/ 17/ 348
WSHZ-F	98.3	Rotterdam/Albny	0.5/4.0/ 9/ 350
WSSV-F	101.3	Stillwater	0.5/2.5/ 7/ 215
WJIV-F	101.9	Cherry Valley	0.8/1.8/ 14/ 187

RADIO STATIONS

WABY	1400	1 KW	Nostalgia	UNISUP UNIULT	$16.00	(Durpetti)	Premiere	Bob Ausfeld
WCKL	560	1 KW (DAYS)	MOR	APR	$10.00	(Savalli)	(CATSKILL)	Carmine Pizza
WGY	810	50 KW	MOR/Full Service	CBS	$78.00	(Eastman)	Empire	Jeff Clark
WPTR	1540	50 KW (DA-1)	News/Talk	ABC D MBS	$21.00	(Torbet)		John Kelly
WQBK	1300	5 KW (DA-2)	Talk	CBS ABC T	$25.00	(HNWH)		Jim Mulla
WROW	590	5 KW/1 KW (DA2)	See WROW-FM					
WTRY	980	5 KW (DA-N)	Oldies	MBS UNIULT	$35.00	(Mc-Guild)	Merv Griffin	Carol Reilly
WGNA-F	107.7	13 KW @ 980	Country		$54.00	(Katz)	Barnstable	Ed O'Conner
WGY -F	99.5	15 KW @ 927	CHR	SOURCE	$38.00	(Eastman)	Empire	Jeff Clark
WHRL-F	103.1	1.5 KW @ 500	NAC/EZ	MBS	$16.00	(——)		Bob Hill
WKLI-F	100.9	3 KW @ 300	AC		$61.00	(Durpetti)	Premiere	Bob Ausfeld
WPYX-F	106.5	16 KW @ 902	AOR	ABC R	$87.00	(Mc-Guild)	Merv Griffin	Carol Reilly
WQBK-F	103.9	3 KW @ 300	Classic AOR	RADRAD UNIPWR	$33.00	(HNWH)		Jim Mulla
WROW-F	95.5	12 KW @ 1023	EZ	UNISUP	$43.00	(Christal)	Radio Terrace	Jake Russell
WVKZ-F	96.7	3 KW @ 239	CHR/AOR	SMN SOURCE	$22.00	(Banner)		James Walsh
WFLY-F	92.3	17 KW @ 850	CHR	ABC C	$50.00	(Torbet)		John Kelly

Misc. Comments: WSHZ and WSHQ simulcasted . . . WABY, WKLI-F sold by Premier to Bendat for $13,500,000 (price included sale of WUTQ, WOUR-F (Utica)...

ALBUQUERQUE

Arbitron Rank/Pop (12+): 78/459,800

MSA Rank/Pop: 100/497,200
ADI # 51
Average Person Ratings: 18.2
Market TSL: 24.00 hours

Stations: 25/25
Diaries: 933/493:1/53.6%
Sample Target: 840
% Below Line: 0.0
% Not Listed: 8.6

1989 Revenue: $18,200,000
HH Inc.: $29,790
Retail $: 3.6 Bil
Pop per Station: 18,392
#1 Biller: KKOB $3,400,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KRST-AF	(C)	104/12.4	13.3	14.4	11.4	13.1	----	158/1768	1153/25.1	27.4	27.6		18.4	159	1481	KRST-AF
2. KKOB	(MOR)	90/10.7	11.3	10.5	10.4	11.3	----	109/1480	1022/22.2	26.4	22.8		8.1	70	960	KKOB
3. KKSS-F	(CHR)	85/10.1	5.0	5.1	7.1	6.9	----	113/1380	1001/21.8	17.6	14.9		13.9	121	1136	KKSS-F
4. KKOB-F	(AC)	82/ 9.8	8.0	7.5	12.0	11.0	----	113/1653	1087/23.6	23.0	24.1		6.6	57	988	KKOB-F
5. KZKL-F	(O)	59/ 7.0	5.8	4.5	1.0	0.5	----	65/857	787/16.9	14.2	11.6		0.2	49	665	KZKL-F
6. KZRR-F	(AOR)	53/ 6.3	8.2	7.1	7.2	7.9	----	81/1066	738/15.7	20.2	19.4		7.4	64	683	KZRR-F
7. KKJY-F	(EZ)	41/ 4.9	5.5	5.5	7.5	5.5	----	60/723	508/11.0	12.4	12.0		2.9	25	375	KKJY-F
8. KMGA-F	(SAC)	37/ 4.4	2.3	3.9	3.0	3.5	----	46/737	540/11.7	9.0	8.6		1.6	14	221	KMGA-F
9. KLSK-F	(J/NA)	30/ 3.6	2.1	1.9	2.2	2.4	----	45/669	473/10.3	6.9	6.3		3.9	34	522	KLSK-F
KFMG-F	(AOR)	30/ 3.6	3.2	3.6	5.3	6.6	----	53/829	566/12.3	13.7	12.8		4.4	38	579	KFMG-F
11. KOLT-F	(C)	23/ 2.7	3.8	5.8	2.9	3.2	----	44/740	337/ 7.3	14.6	14.1		2.6	23	335	KOLT-F
12. KHFM-F	(CL)	20/ 2.4	3.3	3.2	2.7	2.2	----	28/411	271/ 5.9	8.9	8.2		2.0	17	392	KHFM-F
13. KIVA-F	(CHR)	18/ 2.1	3.6	3.3	3.3	3.3	----	30/765	496/10.8	14.0	13.2		2.1	18	420	KIVA-F
14. KXKS	(SP)	17/ 2.0	3.9	0.9	1.1	4.2	----	17/133	130/ 2.8	3.6	1.7		2.0	17	176	KXKS
15. KIDI-F	(SP)	13/ 1.5	----	0.7	----	1.0	----	15/139	189/ 4.1	0.0	1.1		1.3	11	130	KIDI-F
KDEF	(BB)	13/ 1.5	1.1	1.3	2.9	2.7	----	15/164	157/ 3.4	3.3	4.4		0.5	4	70	KDEF
17. KRBL-F	(AOR)	10/ 1.2	1.2	1.8	1.6	1.3	----	27/488	216/ 4.7	4.9	6.2		1.3	11	214	KRBL-F
KQEO	(AC)	10/ 1.2	0.6	1.0	1.4	2.6	----	11/227	172/ 3.7	3.6	4.9		0.3	3	71	KQEO
19. KMYI-F	(AC)	9/ 1.1	1.0	1.2	1.8	0.5	----	10/278	259/ 5.6	4.2	4.6		0.2	2	143	KMYI-F
20.																

12+ FM SHARE (METRO): 79.14% (607 of 767) (SPG 89: 76.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKSS-F	1 KKOB-F	1 KKOB-F<	1 KKOB-F	1 KKOB-F<	1 KKOB	1 KKOB >	1 KRST-AF	1 KRST-AF	1 KKSS-F	1 KKOB >>
2	2 KRST-AF	2 KRST-AF>	2 KRST-AF	2 KRST-AF>	2 KRST-AF>	2 KRST-AF	2 KKOB-F	2 KKOB-F	2 KKOB	2 KKOB-F
3	3 KZRR-F<	3 KZRR-F	3 KZKL-F	3 KZKL-F	3 KZKL-F	3 KKOB-F	3 KKOB	3 KKSS-F	3 KRST-AF>	3 KRST-F
4	4 KKSS-F>	KKSS-F	4 KZRR-F	4 KZRR-F<	4 KKOB-F<	4 KKSS-F	4 KKSS-F	4 KZKL-F	4 KKOB-F<	4 KMGA-F
5	5 KFMG-F	5 KZKL-F	5 KKOB	5 KKOB	5 KKJY-F	5 KZRR-F	5 KZRR-F<	KKOB	5 KFMG-F	5 KZKL-F
6	6 KMGA-F	6 KKOB	6 KMGA-F	6 KMGA-F	6	6 KZKL-F	6 KZKL-F	6 KZRR-F	6 KZKL-F	6
7	7	7	7 KKSS-F	7 KKSS-F	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRST-AF	1 KKOB-F	1 KKOB-F>	1 KKOB-F	1 KKOB-F	1 KKSS-F>>	1 KZRR-F	1 KZRR-F>	1 KZRR-F	1 KRST-AF
2 KKSS-F	2 KRST-AF>	2 KRST-AF>	2 KRST-AF>	2 KRST-AF>	2 KZRR-F	2 KKSS-F	2 KKOB-F	2 KRST-AF	KZRR-F
3 KFMG-F<	3 KKSS-F	3 KZKL-F	3 KZKL-F	3 KZKL-F	3 KRST-AF	3 KRST-AF	3 KRST-AF	3 KKSS-F	3 KZKL-F
4 KKOB-F>	4 KZKL-F	4 KZRR-F	4 KKSS-F>	4 KKOB	KIVA-F	KKOB-F	4 KMGA-F	4 KKOB-F	4 KKOB-F
5 KZRR-F	5 KZRR-F	KMGA-F>	5 KMGA-F	5 KKSS-F	5 KKOB-F	5 KFMG-F	KFMG-F	5 KZKL-F<	5 KKOB
KZKL-F>	6 KMGA-F	6 KKSS-F>	KKOB	6 KMGA-F	KFMG-F	6	6 KLSK-F	6 KKOB	6 KMGA-F
7 KMYI-F	7	7 KOLT-F	7 KZRR-F	7	7 KRBL-F>	7	KKSS-F>	7	7
KMGA-F	8	KLSK-F>	8	8	8 KKOB >	8	8 KOLT-F	8	8
KIVA-F>	9	9	9	9	9	9	KIDI-F>	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		103 (2)	103 (2)	13.4	15.8
AOR/CLASSIC	7 (1)	93 (3)	100 (4)	13.0	13.8
AC/OLDIES/SOFT ROCK	10 (1)	187 (4)	197 (5)	25.7	22.1
MOR/VARIETY	90 (1)		90 (1)	11.7	11.6
COUNTRY	7 (1)	120 (2)	127 (3)	16.6	16.3
BLACK/URBAN					
BEAUTIFUL/EASY		41 (1)	41 (1)	5.3	6.1
NEWS/TALK	4 (1)		4 (1)	0.5	0.8
NOSTALGIA	13 (1)		13 (1)	1.7	1.5
RELIGION/GOSPEL	3 (1)		3 (1)	0.4	0.4
SPANISH	26 (3)	13 (1)	39 (4)	5.1	5.9
CLASSICAL		20 (1)	20 (1)	2.6	3.5
JAZZ/NEW AGE		30 (1)	30 (1)	3.9	2.2
UNKNOWN/OTHERS					
	160 (10)	607 (15)	767 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KABQ	1350	Albuquerque	0.6/3.6/ 6/ 208
KALY	1240	Los Ranchos	0.5/2.2/ 4/ 101
KKIM	1000	Albuquerque	0.4/1.8/ 5/ 107
KMBA	1050	L Ranchs Dalbq	0.5/2.4/ 4/ 112
KZRQ	1310	Corrales/Albuq	0.8/2.1/ 9/ 137

RADIO STATIONS

AM STATIONS

KABQ,	1350,	5 KW/500 W (DA-2)	HISPANIC		$ 12.00	(Cabellero)			Al Otero
KDEF,	1150,	5 KW/500 W (DA-2)	NOSTALGIA		$ 15.00	(Roslin)			Dave Ianni
KKOB,	770,	50 KW (DA-2)	MOR/FULL SER.		$ 62.00	(McGuild)	Fairmont		Art Schreiber
KQEO,	920,	1 KW/500 W (DA-N)	OLDIES	ABC E,UNISUP,	$ 16.00	(Katz)			
KRZY,	1450,	1 KW (DA-1)	SEE KRST-F						
KXKS,	1190,	10 KW (DAYS)	HISPANIC	CBS, MBS,	$ 15.00	(Caballero)			Kelly Cunningham

FM STATIONS

KFMG,	107.9,	23 KW @ 4131,	AOR	ABC R ,	$ 25.00	(HNWH)	Coastal		Jeff Guier
KHFM,	96.3,	20 KW @ 4130,	CLASSICAL		$ 25.00	(CMBS)			Mike Langer
KIDI,	103.3,	21 KW @ 4186,	HISPANIC		$ 13.00	(K & P)			Loretta Salazer
KIVA,	105.1,	100 KW @ 1936,	CHR		$ 22.00	(Banner)	First City	(SANTA FE)	
KKJY,	100.3,	23 KW @ 4107,	EZ		$ 20.00	(Torbet)			Don Nutting
KKOB,	93.3,	22 KW @ 4150,	AC		$ 76.00	(McGuild)	Fairmont		Art Schreiber
KKSS,	97.3,	100 KW @ 1875,	CHR	UNIPWR,	$ 23.00	(Durpetti)	Sun Group	(SANTA FE)	Mary E. Merrigan
KLSK,	104.1,	100 KW @ 1875,	JAZZ/NAC		$ 28.00	(K & P)		(SANTA FE)	John Sebastian
KMGA,	99.5,	23 KW @ 4130,	SOFT AC	UNISUP, UNIPWR ,	$ 23.00	(Katz)			
KMYI,	107.1,	25 KW @ 705,	AC		$ 21.00	(Roslin)		(ARMIJO)	David Ianni
KOLT,	105.9,	100 KW @ 1936,	COUNTRY	ABC C,	$ 20.00	(Christal)		(SANTA FE)	Chuck Hammond
KRBL,	98.5,	23 KW @ 4130,	AOR	UNIULT, UNIPWR ,	$ 17.00	(Torbet)		(LOS ALAMOS)	Steve Evans
KRST,	92.3,	22 KW @ 4160,	COUNTRY		$ 65.00	(Katz)	Commonwealth		Cindy Weiner
KZKL,	101.7,	3 KW @ 92,	OLDIES	CBS, MBS,	$ 35.00	(Christal)		(RIO RANCHO)	Craig Parker
KZRR,	94.1,	23 KW @ 4130,	AOR	SOURCE,	$ 52.00	(Republic)	Anchor		Milt McConnel

Miscellaneous Comments: KNMQ changes to KOLT and format from CHR to COUNTRY (Jan)...KKBR changes to KRBL and format from OLDIES to AOR (Feb)...KQEO, KMGA-F sold from Penn to Unistar for $1,500,000...(E) KQEO, KMGA-F sold by Unistar to Spacecom for $1,400,000 (MVP, Kalil)...

FORMAT CODES

AC - Adult Contemporary
AOR - Album Oriented Rock
B - Black (audience predominately black - over 60%)
BB - Big Band, Nostalgia
C - Country
CHR - Contemporary Hit Radio, Top 40, Contemporary
CL - Classical
CL AOR - Classic AOR, Classic Rock
E - Ethnic
EZ - EZ Listening, Beautiful Music, Some Very soft AC
G - Gospel

J/NA - Jazz and New Age
M - Middle of Road, (MOR) Full Service
N - News
O - Oldies (1955 to near 1988)
R - Religion, Christian
SAC - Soft Adult Contemporary
SP - Hispanic/Spanish
T - Talk
U - Urban (majority of audience is non-white)
? - Others or Unknown

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 63/575,600

MSA Rank/Pop: 71/677,700
Philadelphia ADI
Average Person Ratings: 17.5
Market TSL: 23.25 hours

Stations: 31/15
Diaries: 1177/489:1/60.0%
Sample Target: 950
% Below Line: 15.2
% Not Listed: 11.4

1989 Revenue: $15,800,000
HH Inc.: $35,513
Retail $: 5.0 Bil
Pop per Station: 38,373
#1 Biller: WLEV-F $3,600,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WFMZ-F	(EZ)	150/14.9	12.8	14.1	14.2	12.8	14.0	171/1599	1273/22.1	23.4	20.3		8.9	86	737	WFMZ-F
2. WZZO-F	(AOR)	125/12.4	12.2	9.5	11.5	11.1	11.4	153/1692	1254/21.8	21.1	22.9		15.9	153	1594	WZZO-F
3. WLEV-F	(AC)	119/11.8	12.4	12.7	10.7	13.5	11.9	131/1630	1367/23.7	22.8	29.6		8.2	79	981	WLEV-F
4. WAEB-F	(CHR)	105/10.4	7.9	8.3	10.8	10.9	9.4	113/1639	1428/24.8	23.0	26.7		10.5	101	1306	WAEB-F
5. WHXT-F	(CHR)	73/ 7.2	7.1	7.9	5.7	6.7	7.0	86/1575	1221/21.2	21.1	24.2		11.6	111	1435	WHXT-F
6. WXKW	(C)	44/ 4.4	4.6	2.6	4.0	3.0	3.9	44/578	554/ 9.6	7.5	7.4		2.5	24	359	WXKW
7. WEST	(BB)	40/ 4.0	3.7	4.1	1.8	4.2	3.4	44/409	377/ 6.5	6.8	8.2		1.8	17	266	WEST
8. WAEB	(AC)	34/ 3.4	4.5	4.3	5.7	5.5	4.5	35/691	674/11.7	13.1	14.1		5.3	51	683	WAEB
9. WYSP-F	(AOR)	30/ 3.0	1.9	3.2	2.5	2.0	2.7	38/654	482/ 8.4	7.7	7.6		3.0	29	561	WYSP-F
10. WXTU-F	(C)	22/ 2.2	2.3	1.5	3.9	2.8	2.5	27/491	363/ 6.3	5.6	6.9		2.3	22	244	WXTU-F
11. WOR	(T)	19/ 1.9	1.2	0.7	1.6	1.0	1.4	29/411	191/ 3.3	2.5	2.5		0.3	3	93	WOR
12. WOGL-F	(O)	14/ 1.4	0.9	0.5	0.6	1.8	0.9	15/325	247/ 4.3	2.3	4.2		1.2	12	216	WOGL-F
WKAP	(BB)	14/ 1.4	1.7	3.9	2.9	2.0	2.5	14/194	188/ 3.3	6.4	7.0		1.4	13	145	WKAP

12+ FM SHARE (METRO): 76.65% (686 of 895) (SPG 89: 78.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHXT-F>>	1 WZZO-F>>	1 WZZO-F	1 WLEV-F	1 WLEV-F	1 WFMZ-F>>	1 WFMZ-F	1 WFMZ-F>	1 WFMZ-F	1 WZZO-F	1 WZZO-F
2 WAEB-F	2 WAEB-F	2 WLEV-F	2 WZZO-F>	2 WZZO-F>	2 WLEV-F>	2 WLEV-F	2 WLEV-F	2 WZZO-F	2 WHXT-F	WLEV-F>
3	3 WLEV-F>	3 WAEB-F>	3 WAEB-F>	3 WFMZ-F<	3 WXKW	3 WZZO-F<	3 WZZO-F	3 WAEB-F	3 WAEB-F	3 WFMZ-F
4	4 WHXT-F	4 WHXT-F>	4 WFMZ-F	4 WAEB-F>	4 WEST	4 WAEB-F>	4 WAEB-F	4 WLEV-F	4 WFMZ-F	4 WXKW
5	5	5 WFMZ-F	5 WHXT-F	5 WHXT-F	5 WAEB-F	5 WHXT-F<	5	5 WHXT-F	5 WLEV-F	WAEB-F
6	6	6	6	6	6 WAEB	6 WEST	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAEB-F>>	1 WAEB-F	1 WLEV-F>>	1 WLEV-F<	1 WLEV-F>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>
2 WZZO-F	2 WLEV-F	2 WZZO-F	2 WAEB-F>	2 WAEB-F<	2 WYSP-F	2 WAEB-F>	2 WAEB-F	2 WLEV-F>	2 WLEV-F>
3 WHXT-F>>	3 WZZO-F>	3 WAEB-F>	3 WZZO-F	3 WFMZ-F>	3 WHXT-F	3 WYSP-F	3 WLEV-F>	3 WAEB-F	3 WFMZ-F
4 WLEV-F>>	4 WHXT-F	4 WHXT-F>	4 WHXT-F>	4 WZZO-F	WAEB-F>>	4 WLEV-F	4 WYSP-F	4 WYSP-F	4 WAEB-F>
5	5	5 WFMZ-F	5 WFMZ-F	5 WHXT-F	5 WXTU-F	5 WHXT-F	WFMZ-F>	5 WHXT-F	5 WYSP-F
6	6	6 WYSP-F>	6	6	WOGL-F	6	6	6 WFMZ-F	WXKW
7	7	7	7	7	WLEV-F>>	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		181 (3)	181 (3)	20.2	20.8
AOR/CLASSIC		170 (4)	170 (4)	19.0	15.8
AC/OLDIES/SOFT ROCK	53 (4)	143 (4)	196 (8)	21.9	26.2
MOR/VARIETY	15 (2)		15 (2)	1.7	0.4
COUNTRY	44 (1)	22 (1)	66 (2)	7.4	6.5
BLACK/URBAN					
BEAUTIFUL/EASY		156 (2)	156 (2)	17.4	17.1
NEWS/TALK	40 (5)	4 (1)	44 (6)	4.9	3.7
NOSTALGIA	54 (2)		54 (2)	6.0	7.1
RELIGION/GOSPEL	3 (1)		3 (1)	0.3	0.9
SPANISH					
CLASSICAL		10 (1)	10 (1)	1.1	1.5
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	209 (15)	686 (16)	895 (31)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEEX	1230	Easton	1.0/3.4/ 10/ 200
WGPA	1100	Bethlehem	0.3/1.0/ 3/ 57
WHOL	1600	Allentown	0.3/1.3/ 3/ 76
WLSH	1410	Lansford	0.4/1.2/ 5/ 105
WRNJ	1000	Hackettstown	1.1/1.6/ 11/ 92
WYNS	1160	Lehighton	0.6/2.2/ 6/ 127
KYW	1060	Philadelphia	0.9/5.1/ 13/ 437
WABC	770	New York	0.6/1.7/ 13/ 244
WCAU	1210	Philadelphia	0.3/1.0/ 14/ 200
WEAZ-F	101.1	Philadelphia	0.6/3.4/ 15/ 382
WFAN	660	New York	0.3/1.1/ 10/ 205
WFLN-F	95.7	Philadelphia	1.0/2.9/ 19/ 156
WMGK-F	102.9	Philadelphia	0.4/2.3/ 7/ 213
WMMR-F	93.3	Philadelphia	0.6/4.7/ 12/ 391
WPLJ-F	95.5	New York	0.3/1.6/ 7/ 236
WWDB-F	96.5	Philadelphia	0.4/1.1/ 6/ 109
WXRK-F	92.3	New York	0.9/1.6/ 17/ 245
WYCL-F	107.5	Boyertown	0.6/2.4/ 7/ 169

RADIO STATIONS

WAEB, 790,	1 KW (DA-2)	, AC	ABC I, CBS ,	$ 25.00	(Katz)	CRB	Jeff Frank
WEEX, 1230,	1 KW (DA-2)	, OLDIES	MBS, CNN ,	$ 13.00	(Christal)	Roth	Rick Lewis
WEST, 1400,	1 KW	, NOSTALGIA	CBS ,	$ 18.00	(McGuild)	Zimmerman	Raige Lamers
WKAP, 1320,	5 KW/1 KW (DA-2)	, NOSTALIGA/MOR	APR ,	$ 14.00	(Banner)	Holt	David Messics
WXKW, 1470,	5 KW (DA-N)	, COUNTRY	NBC, ABC I,	$ 19.00	(Republic)		Bob Rabenold
WAEB-F, 104.1,	50 KW @ 500,	CHR	UNIPWR ,	$ 47.00	(Katz)	CRB	Jeff Frank
WFMZ-F, 100.7,	17 KW @ 869,	EZ/BTFL	,	$ 50.00	(Torbet)		Richard Dean
WHXT-F, 99.9,	50 KW @ 446,	CHR	,	$ 40.00	(Christal)	Roth	Rich Lewis
WLEV-F, 96.1,	50 KW @ 500,	AC	,	$ 73.00	(McGuild)	Zimmerman	Paige Lamers
WZZO-F, 95.1,	30 KW @ 631,	AOR	,	$ 59.00	(Banner)	Holt	Tom Harpster

OTHER RANKED STATIONS — See Philadelphia or New York

ALTOONA

Arbitron Rank/Pop (12+): 222/110,400

MSA Rank/Pop: 274/131,600
ADI # 88 (w/ Johnstown)
Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 14/10
Diaries: 567/195:1/58.9%
Sample Target: 550
% Below Line: 12.6
% Not Listed: 14.7

1989 Revenue: $4,400,000
HH Inc.: $23,868
Retail $: .94 Bil
Pop per Station: 11,040
#1 Biller: WPRR-F $900,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WPRR-F	(CHR)	27/14.1	----	14.9	----	12.5	----	32/479	345/31.3		31.6					WPRR-F
2. WFBG-F	(EZ)	21/11.0	----	12.8	----	15.9	----	53/695	264/23.9		24.5					WFBG-F
3. WVAM	(C)	18/ 9.4	----	10.6	----	18.2	----	22/310	246/22.3		22.5					WVAM
WHPA-F	(AC)	18/ 9.4	----	6.9	----	6.8	----	22/281	228/20.7		17.6					WHPA-F
5. WBXQ-F	(CL AOR)	16/ 8.4	----	1.1	----	4.0	----	26/304	143/13.0		8.4					WBXQ-F
WFBG	(MOR)	16/ 8.4	----	7.4	----	12.5	----	20/325	282/25.5		25.7					WFBG
7. WKMC	(BB)	14/ 7.3	----	4.3	----	3.4	----	19/163	138/12.5		10.9					WKMC
8. WALY-F	(AC)	12/ 6.3	----	8.0	----	11.4	----	19/337	213/19.3		20.7					WALY-F
9. WRTA	(T)	10/ 5.2	----	5.9	----	5.7	----	10/210	206/18.7		16.5					WRTA
10.																

12+ FM SHARE (METRO): 63.19% (103 of 163) (SPG 89: 64.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRR-F>>	1 WBXQ-F<	1 WPRR-F<	1 WHPA-F	1 WHPA-F>	1 WFBG-F>	1 WFBG >	1 WHPA-F	1 WPRR-F>	1 WPRR-F>>	1 WVAM
2	2 WPRR-F>	2 WBXQ-F	2 WBXQ-F	2 WBXQ-F	2 WVAM	2 WVAM	2 WPRR-F	2 WBXQ-F	2 WBXQ-F	WFBG-F
3	3 WFBG	3 WHPA-F	3 WFBG	3 WFBG	3 WKMC	WPRR-F<	WFBG-F	3 WFBG-F<	3 WFBG-F>	3 WHPA-F
4	4 WHPA-F	4 WFBG	4 WPRR-F	4 WVAM	4 WHPA-F	4 WFBG-F	4 WFBG <	4 WVAM	4 WHPA-F	4 WBXQ-F
5	5	5 WALY-F	WALY-F	WPRR-F	5	5 WHPA-F	5 WKMC	WHPA-F	5 WVAM	WFBG
				WFBG-F						
				WALY-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPRR-F>>	1 WPRR-F>>	1 WHPA-F	1 WPRR-F	1 WHPA-F>		1 WBXQ-F>>	1 WBXQ-F>>	1 WBXQ-F>>	1 WBXQ-F>>	1 WBXQ-F>
2	2 WHPA-F>	2 WPRR-F>	2 WHPA-F>	2 WPRR-F		2 WPRR-F	2 WFBG	2 WFBG >	2 WFBG >	2 WHPA-F
3	3	3 WFBG	3 WALY-F	WALY-F		WFBG >>	3 WPRR-F	3 WVAM	3 WPRR-F	3 WFBG-F
4	4	WALY-F>	4 WFBG	4 WVAM		4	4	WPRR-F>	WHPA-F	WFBG
5	5	5	5	WFBG		5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		29 (2)	29 (2)	17.8	19.9
AOR/CLASSIC		19 (2)	19 (2)	11.7	1.3
AC/OLDIES/SOFT ROCK		33 (3)	33 (3)	20.2	21.2
MOR/VARIETY	18 (2)		18 (2)	11.0	17.2
COUNTRY	18 (1)	1 (1)	19 (2)	11.7	16.6
BLACK/URBAN					
BEAUTIFUL/EASY		21 (1)	21 (1)	12.9	15.9
NEWS/TALK	10 (1)		10 (1)	6.1	
NOSTALGIA	14 (1)		14 (1)	8.6	5.3
RELIGION/GOSPEL					1.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.3
	60 (5)	103 (9)	163 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGMR-F	101.1	Tyrone/St.Colge	0.5/4.3/ 33/ 413
WTRN	1340	Tyrone	1.0/3.4/ 2/ 49
WDVE-F	102.5	Pittsburgh	1.6/3.3/ 13/ 201
WIYQ-F	99.1	Ebensburg/Jnstn	1.6/4.6/ 24/ 388
WLAK-F	103.5	Huntingdon	1.0/2.2/ 16/ 158

RADIO STATIONS

WFBG ,	1290,	5 KW/1 KW (DA-N),	MOR/AC	ABC I UNIPWR, $27.00	(Eastman)		Gary Conrad
WKMC ,	1370,	5 KW/38 W (DA-1),	Nostalgia	CNN, $12.00	(Roslin)	(ROARING SPRING)	Don Snyder
WRTA ,	1240,	5 KW ,	Talk/MOR	SUN TALKNT, $16.00	(----)		Dave Wolf
WVAM ,	1430,	5 KW/1 KW (DA-N),	Country	RADRAD, $19.00	(Torbet)		Eric Donaldson
WALY-F,	103.9,	.3 KW @ 984 ,	AC	APR UNISUP, $18.00	(Katz)		Bill McKay
WFBG-F,	98.1,	30 KW @ 1000 ,	Btfl/EZ	CBS ABC I, $25.00	(Eastman)	Empire	Gary Conrad
WHPA-F,	104.9,	.1 KW @ 1417 ,	AC	CNN, $16.00	(Roslin)	(HOLLIDAYSBURG)	Don Ambrose
WPRR-F,	100.1,	6 KW @ 300 ,	CHR	RADRAD, $26.00	(Torbet)		Eric Donaldson

WBXQ-F — See Johnstown

AMARILLO

Arbitron Rank/Pop (12+): 179/161,300

MSA Rank/Pop: 205/198,800
ADI # 119
Average Person Ratings: 16.0
Market TSL: 21.25 hours

Stations: 14/14
Diaries: 541/298:1/47.6%
Sample Target: 550
% Below Line: 0.0
% Not Listed: 16.7

1989 Revenue: $4,400,000
HH Inc.: $33,368
Retail $: 1.6 Bil
Pop per Station: 11,521
#1 Biller: KIXZ/KMML-F $1,100,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KMML-F	(C)	38/14.7	----	14.8	----	9.9	----	51/724	476/29.5		26.8		18.9	47	508	KMML-F
2. KQIZ-F	(CHR)	29/11.2	----	14.8	----	13.5	----	50/799	472/29.3		31.2		20.5	51	644	KQIZ-F
3. KAKS-F	(CHR)	27/10.5	----	7.6	----	10.3	----	34/466	369/22.9		20.1		9.6	24	287	KAKS-F
4. KGNC	(N/T)	25/ 9.7	----	7.6	----	7.9	----	41/554	299/18.5		20.2		8.8	22	367	KGNC
5. KDJW-AF	(C)	23/ 9.0	----	5.7	----	8.8	----	33/473	321/19.9		17.5		6.4	10	210	KDJW-AF
6. KMLT-F	(SAC)	22/ 8.5	----	8.0	----	9.9	----	41/499	260/16.1		17.5		3.6	9	258	KMLT-F
7. KPUR-F	(CL AOR)	17/ 6.6	----	4.5	----	3.2	----	17/207	188/11.7		11.0		4.4	11	200	KPUR-F
8. KLSF-F	(AC)	16/ 6.2	----	8.3	----	9.1	----	22/396	303/18.8		16.4		8.4	21	255	KLSF-F
9. KPUR	(SP)	6/ 2.3	----	4.2	----	5.6	----	12/113	75/ 4.6		9.6		0.4	1	46	KPUR
10. KIXZ	(C)	5/ 1.9	----	3.8	----	4.8	----	15/259	132/ 8.2		12.2		2.0	5	114	KIXZ
KESE-F	(C)	5/ 1.9	----	2.3	----	5.2	----	5/128	108/ 6.7		4.7		0.0	0	85	KESE-F

12+ FM SHARE (METRO): 80.93% (174 of 215) (SPG 89: 75.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQIZ-F>>	1 KAKS-F>	1 KMML-F<	1 KMML-F	1 KMML-F	1 KMML-F	1 KMML-F	1 KMML-F	1 KMML-F	1 KQIZ-F	1 KGNC
2 KAKS-F>	2 KQIZ-F	2 KAKS-F	KMLT-F	2 KMLT-F	2 KGNC	2 KGNC >	2 KDJW-AF	2 KDJW-AF	2 KAKS-F>	KAKS-F
3	3 KMML-F	3 KDJW-AF<	3 KDJW-AF	3 KDJW-AF	3 KMLT-F>	3 KQIZ-F	3 KMLT-F	3 KQIZ-F	3 KDJW-AF	3 KMML-F
4	4 KDJW-AF>	4 KQIZ-F	KPUR-F	KPUR-F	4 KDJW-AF<	KMLT-F	4 KGNC	4 KAKS-F	4 KMML-F	4 KMLT-F
5	5 KLSF-F	KMLT-F	5 KLSF-F	5 KLSF-F	5 KPUR-F	5 KAKS-F	5 KAKS-F	5 KMLT-F	5 KLSF-F	5
6	6	6	KAKS-F	6	6	6	6	6	6 KMLT-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KAKS-F	1 KAKS-F	1 KPUR	1 KMML-F	1 KMLT-F	1 KAKS-F>>	1 KAKS-F>	1 KDJW-AF	1 KMML-F	1 KMML-F
2 KQIZ-F	2 KQIZ-F	KMLT-F	KAKS-F	2 KMML-F>	2 KQIZ-F>>	2 KQIZ-F	2 KAKS-F	2 KPUR-F	2 KPUR-F
KMML-F	KMML-F>	KLSF-F	3 KMLT-F	3 KLSF-F	3 KMML-F>	3 KDJW-AF	3 KQIZ-F	3 KAKS-F	3 KDJW-AF
4 KDJW-AF>>	4 KDJW-AF	KAKS-F	4 KDJW-AF	KAKS-F	4 KLSF-F>	KMML-F>	KPUR-F	4 KDJW-AF	4 KMLT-F
5	KLSF-F	5 KQIZ-F	5 KQIZ-F	5 KDJW-AF	5	5 KPUR-F	KMML-F	KQIZ-F	5
6	6	KMML-F>	6	6	6	6	KGNC >	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		56 (2)	56 (2)	26.0	26.2
AOR/CLASSIC		17 (1)	17 (1)	7.9	5.3
AC/OLDIES/SOFT ROCK	1 (1)	38 (2)	39 (3)	18.1	25.8
MOR/VARIETY					
COUNTRY	8 (2)	63 (3)	71 (5)	33.0	31.1
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK	26 (2)		26 (2)	12.1	8.9
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH	6 (1)		6 (1)	2.8	2.7
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	41 (6)	174 (8)	215 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAKS	1550	CANYON	0.4/1.9/ 1/ 37
KFNS	1360	Amarillo	0.4/2.3/ 1/ 43

RADIO STATIONS

KDJW ,	1010,	5 KW/500 W (DA-2),	— See KDJW-F					
KGNC ,	710,	10 KW (DA-2) ,	News/Talk	NBC MBS,	$20.00	(Katz)	Stauffer	
KIXZ ,	940,	5 KW/1 KW (DA-2) ,	Country	ABC I UNISUP,	$ NA	(Banner)		Richard Haines
KPUR ,	1440,	5 KW/1 KW (DA-2) ,	Hispanic	CNN UNISUP,	$11.00	(Republic)	Holder	Scott Gilreath
KAKS-F,	107.9,	100 KW @ 1322 ,	CHR	UNIPWR,	$20.00	(HNWH)	(CANYON)	Greg Heitzman
KDJW-F,	94.1,	100 KW @ 1102 ,	Country	NBC MBS,	$23.00	(Torbet)	Walton	Doug Collins
KESE-F,	101.9,	100 KW @ 984 ,	Country	,	$12.00	(——)	Woods	John Fulton
KLSF-F,	96.9,	100 KW @ 1006 ,	AC	UNIULT,	$23.00	(Banner)		Don Gorman
KMLT-F,	97.9,	100 KW @ 1280 ,	Soft AC/EZ	UNISUP,	$24.00	(Katz)	Stauffer	Bob Russell
KMML-F,	98.7,	100 KW @ 470 ,	Country	ABC I UNISUP,	$30.00	(Banner)		Richard Haines
KPUR-F,	107.1,	3 KW @ 300 ,	Classic AOR/Oldies	USP/LT,	$17.00	(Republic)	Holder	Scott Gilreath
KQIZ-F,	93.1,	100 KW @ 700 ,	CHR	,	$22.00	(Mc-Guild)		Doug Stalker

Misc: KPUR changes from Oldies to Hispanic . . . KPUR-F changes from AOR to Oldies/Classic AOR . . .
KLSF-F sold by Bakke to Adams, Jr...

ANCHORAGE

Arbitron Rank/Pop (12+): 165/180,600

MSA Rank/Pop: 193/223,000
No ADI
Average Person Ratings: 16.8
Market TSL: 22.75 hours

Stations: 17/17
Diaries: 768/235:1/56.1%
Sample Target: 550
% Below Line: 0.0
% Not Listed: 11.2

1989 Revenue: $8,300,000
HH Inc.: $42,879
Retail $: 2.1 Bil
Pop per Station: 10,623
#1 Biller: KGOT-F $1,200,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KPXR-F	(CHR)	37/12.2	13.4	11.8	8.1	7.8	----	47/628	533/29.5	32.8	27.0		11.6	40	559	KPXR-F
2.	KWHL-F	(AOR)	31/10.2	9.8	11.0	12.8	14.3	----	35/369	297/16.4	20.8	20.3		12.2	42	439	KWHL-F
3.	KBFX-F	(CL AOR)	30/ 9.9	8.1	3.2	2.3	3.4	----	39/405	345/19.1	17.8	10.2		9.9	34	335	KBFX-F
4.	KGOT-F	(CHR)	27/ 8.9	12.1	10.4	12.8	13.3	----	35/598	489/27.1	32.3	29.4		13.7	47	583	KGOT-F
5.	KASH-F	(C)	22/ 7.3	6.8	8.7	5.2	6.1	----	26/316	281/15.6	16.2	16.7		9.3	32	302	KASH-F
6.	KLEF-F	(CL)	19/ 6.3	7.2	2.9	6.1	----	----	19/235	212/11.7	12.2	9.9		3.5	12	188	KLEF-F
7.	KYMG-F	(AC)	15/ 5.0	2.6	1.7	----	----	----	18/303	227/12.6	8.6	7.0		4.4	15	154	KYMG-F
8.	KYAK	(C)	14/ 4.6	4.9	3.2	4.9	6.1	----	22/268	151/ 8.4	8.9	7.9		3.5	12	203	KYAK
	KNIK-F	(J/NA)	14/ 4.6	2.9	3.8	5.5	6.1	----	14/237	221/12.2	9.4	11.2		4.7	16	192	KNIK-F
10.	KFQD	(AC)	12/ 4.0	2.0	6.1	5.5	5.4	----	17/287	185/10.2	9.3	12.7		3.8	13	229	KFQD
11.	KENI	(N/T)	11/ 3.6	3.6	7.2	3.8	4.8	----	14/218	177/ 9.8	11.0	13.9		4.4	15	208	KENI
12.	KEAG-F	(AC)	10/ 3.3	4.6	6.4	9.3	9.2	----	14/229	174/ 9.6	11.4	15.7		3.5	12	238	KEAG-F
13.	KHAR	(EZ)	8/ 2.6	2.6	4.0	2.3	3.4	----	9/91	69/ 3.8	6.1	8.5		1.5	5	41	KHAR
14.	KBYR	(O)	6/ 2.0	2.0	0.9	2.0	2.7	----	8/136	103/ 5.7	10.4	6.4		1.5	5	102	KBYR
15.	KKSD	(BB)	5/ 1.7	2.6	1.7	2.3	1.0	----	5/39	37/ 2.0	4.1	3.3		0.9	3	60	KKSD
	KKLV-F	(AC)	5/ 1.7	2.0	2.9	3.5	2.7	----	6/143	114/ 6.3	6.0	11.1		0.6	2	72	KKLV-F
17.	KCFA	(REL)	3/ 1.0	1.6	0.9	2.3	1.4	----	4/87	62/ 3.4	4.7	4.3		2.3	8	101	KCFA
18.																	
19.																	
20.																	

12+ FM SHARE (METRO): 78.07% (210 of 269) (SPG 89: 72.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPXR-F>>	1 KWHL-F	1 KWHL-F<	1 KBFX-F	1 KBFX-F	1 KLEF-F	1 KPXR-F>	1 KWHL-F<	1 KWHL-F	1 KPXR-F>	1 KWHL-F
2 KGOT-F>>	2 KPXR-F	2 KBFX-F	2 KWHL-F	2 KASH-F<	2 KASH-F	2 KBFX-F	2 KBFX-F	KPXR-F	2 KWHL-F	KPXR-F>
3	3 KGOT-F	3 KPXR-F	3 KASH-F	3 KWHL-F	3 KBFX-F	3 KWHL-F	3 KGOT-F	3 KBFX-F	3 KGOT-F	3 KNIK-F
4	4 KBFX-F>	4 KGOT-F	4 KGOT-F<	4 KLEF-F	4 KYAK	KASH-F	4 KPXR-F>	4 KGOT-F	4 KBFX-F	4 KGOT-F
5	5	5 KASH-F	5 KPXR-F<	KGOT-F	5 KENI	5 KGOT-F	5 KASH-F	5 KASH-F	5 KASH-F	5
6	6	6	6 KYMG-F	6 KPXR-F	6	6	6	6	6	6
			KLEF-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPXR-F>>	1 KPXR-F	1 KGOT-F>	1 KPXR-F	1 KGOT-F	1 KWHL-F>>	1 KWHL-F>>	1 KWHL-F>>	1 KWHL-F	1 KWHL-F
2 KWHL-F	2 KGOT-F>	2 KYMG-F	2 KGOT-F>	KASH-F	2 KPXR-F	2 KBFX-F	2 KBFX-F>	2 KBFX-F>	2 KBFX-F>
KGOT-F>>	3 KYMG-F	KPXR-F	3 KBFX-F	3 KYMG-F	KBFX-F	3 KPXR-F	3 KPXR-F	3 KPXR-F	3 KASH-F
4 KNIK-F	KBFX-F	4 KBFX-F	KASH-F	KPXR-F	4 KGOT-F>>	4 KGOT-F	KASH-F>	4 KGOT-F	4 KLEF-F
KBFX-F>>	5 KWHL-F	5 KASH-F>>	5 KYMG-F	KBFX-F	5 KNIK-F>>	5	5 KYMG-F	KASH-F	5
6	6 KASH-F	6	6	6	6	6	KGOT-F>	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		64 (2)	64 (2)	23.8	25.3
AOR/CLASSIC		61 (2)	61 (2)	22.7	12.5
AC/OLDIES/SOFT ROCK	18 (2)	30 (3)	48 (5)	17.8	25.3
MOR/VARIETY					
COUNTRY	14 (1)	22 (1)	36 (2)	13.4	13.5
BLACK/URBAN					
BEAUTIFUL/EASY	8 (1)		8 (1)	3.0	4.6
NEWS/TALK	11 (1)		11 (1)	4.1	8.2
NOSTALGIA	5 (1)		5 (1)	1.9	2.0
RELIGION/GOSPEL	3 (1)		3 (1)	1.1	1.0
SPANISH					
CLASSICAL		19 (1)	19 (1)	7.1	3.3
JAZZ/NEW AGE		14 (1)	14 (1)	5.2	4.3
UNKNOWN/OTHERS					
	59 (7)	210 (10)	269 (17)		

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME

RADIO STATIONS

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KBYR  ,   700,   10 KW          ,  Oldies                     CBS, $12.00  (Roslin)                          Jan Andrews
KCFA  ,  1020,   10 KW          ,  Religion                      , $10.00  ( --- )                           Dean Anderson
KENI  ,   550,    5 KW (DA-1)   ,  News/Talk            ABC I NBC, $16.00  (Roslin)                          John Ruby
KFQD  ,   750,   50 KW          ,  AC                            , $23.00  (Mc-Guild)                        Sue Johnson
KHAR  ,   590,    5 KW (DA-1)   ,  Nostalgia/EZ                  , $13.00  (Roslin)                          Ron Clement
KKSD  ,  1080,   10 KW (DA-1)   ,  Nostalgia           SMN ABC E, $11.00  (MMR)        Comm. Pacific        Dennis Booky
KYAK  ,   650,   50 KW (DA-1)   ,  Country                    MBS, $18.00  (Christal)   Olympia              Gary Donovan

KASH-F, 107.5,  100 KW @ -300   ,  Country                  ABC E, $25.00  (MMR)        Comm. Pacific        Dennis Booky
KBFX-F, 100.5,   25 KW @  179   ,  Classic AOR  UNISUP UNIULT, $27.00  (Roslin)                          John Ruby
KEAG-F,  97.3,  100 KW @  590   ,  Oldies/AC                     , $20.00  (Republic)                        Jack Frost
KGOT-F, 101.3,   26 KW @  -70   ,  CHR                        MBS, $29.00  (Christal)   Olympia              Gary Donovan
KKLV-F, 104.1,   55 KW @   61   ,  AC                         APR, $15.00  (Roslin)                          Ron Clement
KLEF-F,  98.1,   25 KW @  -85   ,  Classical                     , $21.00  (CMBS)                            Rick Goodfellow
KNIK-F, 105.3,   51 KW @  225   ,  Jazz/NAC                   CBS, $18.00  (K & P)                           Jan Andrews
KPXR-F, 102.1,   25 KW @  165   ,  CHR                           , $30.00  (Katz)       Tom Ingstad          Don Nordine
KWHL-F, 106.5,  100 KW @  -99   ,  AOR                           , $33.00  (Mc-Guild)                        Sue Johnson
KYMG-F,  98.9,  100 KW @  499   ,  AC                         APR, $17.00  (Republic)                        Craig Johnson
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ANN ARBOR

Arbitron Rank/Pop (12+): 142/231,470

MSA Rank/Pop: 161/271,700
Detroit ADI
Average Person Ratings: 15.5
Market TSL: 20.25 hours

Stations: 23/4
Diaries: 620/373:1/55.1%
Sample Target: 610
% Below Line: 62.3
% Not Listed: 27.4

1989 Revenue: NA
HH Inc.: NA
Retail $: 2.0 Bil
Pop per Station: 57,867
#1 Biller: NA

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WJR	(MOR)	48/13.4	----	12.0	----	13.5	----	48/597	597/25.8		26.3					WJR
2.	WHYT-F	(CHR)	21/ 5.9	----	4.6	----	7.5	----	21/483	483/20.8		18.7					WHYT-F
	WIQB-F	(AOR)	21/ 5.9	----	7.1	----	7.8	----	21/483	483/20.8		23.8					WIQB-F
4.	WWWW-F	(C)	18/ 5.0	----	4.1	----	3.6	----	18/247	247/10.7		11.1					WWWW-F
5.	WRIF-F	(AOR)	16/ 4.5	----	3.1	----	4.2	----	16/388	388/16.7		17.4					WRIF-F
6.	WCSX-F	(CL AOR)	14/ 3.9	----	5.9	----	5.7	----	14/359	359/15.5		17.0					WCSX-F
7.	WQRS-F	(CL)	13/ 3.6	----	2.8	----	2.4	----	13/213	213/ 9.2		7.0					WQRS-F
8.	WLTI-F	(AC)	11/ 3.1	----	2.3	----	2.4	----	11/202	202/ 8.7		6.7					WLTI-F
	WJLB-F	(B)	11/ 3.1	----	4.6	----	2.4	----	11/165	165/ 7.1		10.2					WJLB-F
10.	WNIC-F	(AC)	10/ 2.8	----	4.1	----	4.2	----	10/179	179/ 7.7		13.7					WNIC-F
	WLLZ-F	(AOR)	10/ 2.8	----	3.6	----	4.2	----	10/285	285/12.3	12.1						WLLZ-F
12.																	
13.																	
14.																	
15.																	

12+ FM SHARE (METRO): 72.69% (189 of 260) (SPG 89: 78.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F>>	1 WRIF-F	1 WJR	1 WJR >	1 WJR >	1 WJR >>	1 WJR >>	1 WJR >>	1 WJR	1 WJR >	1 WJOI-F
2 WDFX-F	2 WHYT-F	2 WIQB-F	2 WIQB-F>	2 WIQB-F	2 WWWW-F	2 WHYT-F	2 WWWW-F	2 WRIF-F<	2 WIQB-F>	2 WJR
WIQB-F	WIQB-F	3 WRIF-F	3 WWWW-F	3 WWWW-F	WQRS-F	3 WIQB-F	3 WNIC-F	3 WIQB-F	3 WJLB-F	WHYT-F
4	4 WCSX-F	4 WHYT-F	WLTI-F	4 WLTI-F	4	4 WWWW-F	WCSX-F	4 WHYT-F	WHYT-F	4 WJLB-F
5	5 WJR	5 WWWW-F	5	5	5	5 WRIF-F	WIQB-F	WCSX-F	5 WCSX-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHYT-F>>	1 WHYT-F	1 WNIC-F	1 WNIC-F	1 WJR >	1 WRIF-F>	1 WRIF-F>	1 WRIF-F	1 WRIF-F	1 WJR >>
2 WJLB-F	2 WNIC-F>	2 WWWW-F	WHYT-F	2 WNIC-F	2 WWWW-F	2 WLLZ-F	2 WLLZ-F	WJR >	2 WRIF-F
WNIC-F	3 WIQB-F	WIQB-F>	3 WJR	WIQB-F	WLLZ-F	3 WIQB-F	WJR	3 WLLZ-F	3 WLLZ-F
WCSX-F	4 WWWW-F	4 WOMC-F	WIQB-F	4 WWWW-F	WJLB-F	4 WJR	4 WCSX-F	WIQB-F	WIQB-F
5	WJLB-F	WJR	5	WLTI-F	WHYT-F	WCSX-F	WIQB-F	5	5
	WCSX-F	WHYT-F			WIQB-F		6 WJZZ-F		
		WAMX-F							

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		32 (3)	32 (3)	12.3	14.1
AOR/CLASSIC		61 (4)	61 (4)	23.5	25.9
AC/OLDIES/SOFT ROCK		34 (4)	34 (4)	13.1	16.8
MOR/VARIETY	54 (2)		54 (2)	20.8	18.5
COUNTRY		18 (1)	18 (1)	6.9	6.1
BLACK/URBAN		11 (1)	11 (1)	4.2	6.1
BEAUTIFUL/EASY		5 (1)	5 (1)	1.9	3.7
NEWS/TALK	10 (2)		10 (2)	3.8	1.3
NOSTALGIA	3 (1)		3 (1)	1.2	
RELIGION/GOSPEL	4 (1)		4 (1)	1.5	1.0
SPANISH					
CLASSICAL		13 (1)	13 (1)	5.0	3.7
JAZZ/NEW AGE		15 (2)	15 (2)	5.8	2.7
UNKNOWN/OTHERS					
	71 (6)	189 (17)	260 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAAM	1600	Ann Arbor/Ypsil	1.7/6.5/ 6/ 151
WAMX-F	107.1	Ann Arbor	1.7/7.4/ 6/ 172
WWCM	990	Ypsilanti	1.1/2.5/ 4/ 57
CKLW	800	Windsor/Detroit	0.8/2.8/ 3/ 66
CKMR-F	93.9	Windsor	1.1/6.7/ 4/ 155
WDFX-F	99.5	Detroit	1.7/9.8/ 6/ 226
WJOI-F	97.1	Detroit	1.4/5.2/ 5/ 121
WJZZ-F	105.9	Detroit	2.5/6.7/ 9/ 156
WKQI-F	95.5	Detroit	1.4/11.4/ 5/ 265
WOMC-F	104.3	Detroit	2.5/8.9/ 9/ 206
WWJ	950	Detroit	1.7/8.0/ 6/ 186
WXYT	1270	Detroit	1.1/3.2/ 4/ 73

RADIO STATIONS

WAAM ,	1600,	5 KW (DA-2)	,	MOR/EZ	ABC E NBC, $14.00	(Patt)		Clement Diegel
WWCM ,	900,	500 W/250 W	,	Religion	, $10.00	(---)		Louis Velker
WAMX-F,	107.1,	3 KW @ 260	,	Jazz/AC	, $20.00	(Mich. Spot)	Domino's Pizza	Jim Baughn
WIQB-F,	102.9,	49 KW @ 500	,	AOR	ABC FM, $51.00	(Mc-Guild)		Mike Solan

Other ranked stations -- See Detroit

APPLETON-OSHKOSH

Arbitron Rank/Pop (12+): 134/258,600

MSA Rank/Pop: 149/316,200
ADI # 67 (w/Green Bay)
Average Person Ratings: 17.9
Market TSL: 23.25 hours

Stations: 23/15
Diaries: 799/324:1/67.9%
Sample Target: 640
% Below Line: 18.6
% Not Listed: 12.3

1989 Revenue: $7,700,000
HH Inc.: $34,920
Retail $: 1.9 Bil
Pop per Station: 17,240
#1 Biller: WAPL-F $2,200,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WAPL-F	(AOR)	70/15.1	15.6	16.0	12.0	15.2	----	176/1788	762/29.5	29.3	28.7		23.0	102	1027	WAPL-F
2. WIXX-F	(CHR)	54/11.7	10.9	8.9	12.7	11.8	----	181/2306	830/32.1	31.6	29.9		9.9	44	772	WIXX-F
3. WMGV-F	(CHR)	41/ 8.9	9.3	8.5	10.4	7.1	----	52/781	618/23.9	21.8	24.0		10.4	46	647	WMGV-F
4. WHBY	(MOR)	35/ 7.6	5.4	3.6	7.6	5.4	----	40/560	503/19.5	17.1	14.2		5.6	25	458	WHBY
5. WROE-F	(SAC)	28/ 6.0	5.7	6.7	7.1	9.1	----	30/520	460/17.8	13.5	16.4		4.5	20	256	WROE-F
WNAM	(BB)	28/ 6.0	5.0	4.3	1.8	2.2	----	42/572	382/14.8	9.1	13.0		6.8	30	298	WNAM
7. WYNE	(C)	24/ 5.2	4.5	4.7	3.8	5.2	----	27/368	283/10.9	8.7	10.4		3.6	16	146	WYNE
8. WOZZ-F	(AC)	15/ 3.2	2.0	1.2	0.4	0.5	----	26/485	241/ 9.3	11.6	2.0		3.6	16	194	WOZZ-F
9. WUSW-F	(C)	14/ 3.0	3.6	4.9	4.7	4.2	----	21/276	227/ 8.8	8.4	10.4		2.7	12	188	WUSW-F
WKFX-F	(O)	14/ 3.0	2.7	3.8	3.1	4.9	----	33/536	270/10.4	11.3	12.3		3.2	14	230	WKFX-F
11. WOSH	(MOR)	13/ 2.8	2.7	3.4	5.1	3.9	----	15/299	266/10.3	7.0	9.1		2.5	11	280	WOSH
12. WGEE	(C)	12/ 2.6	3.2	3.2	1.8	2.2	----	46/614	201/ 7.8	7.5	8.0		3.4	15	191	WGEE
13. WMBE	(BB)	11/ 2.4	1.4	1.8	2.7	0.5	----	19/237	125/ 4.8	2.1	2.0		0.7	3	29	WMBE
14. WRJQ	(E)	10/ 2.2	2.0	4.5	4.0	2.5	----	20/198	114/ 4.4	5.8	7.1		1.8	8	88	WRJQ
15.																

12+ FM SHARE (METRO): 61.82% (251 of 406) (SPG 89: 65.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIXX-F>>	1 WAPL-F>>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>	1 WHBY <	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F	1 WAPL-F
2 WMGV-F<	2 WIXX-F<	2 WIXX-F<	2 WIXX-F	2 WIXX-F	2 WNAM >	2 WHBY <	2 WROE-F<	2 WIXX-F	2 WIXX-F>	2 WYNE
3 WAPL-F>	3 WMGV-F>>	3 WMGV-F>	3 WMGV-F	3 WHBY	3 WYNE	3 WIXX-F	3 WIXX-F<	3 WMGV-F	3 WMGV-F	3 WOSH
4	4	4 WROE-F	4 WHBY	4 WROE-F	WROE-F	WMGV-F	4 WMGV-F<	4 WROE-F	4 WHBY	4 WIXX-F
5	5	5	5 WROE-F<	WMGV-F	5 WAPL-F	5	5 WNAM	5 WNAM	5	WMGV-F
			6 WYNE	6 WYNE						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIXX-F	1 WAPL-F	1 WAPL-F	1 WIXX-F<	1 WIXX-F	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>
WMGV-F	2 WIXX-F	2 WIXX-F	2 WMGV-F	2 WROE-F	2 WIXX-F	2 WIXX-F	2 WIXX-F	2 WIXX-F	2 WIXX-F
3 WAPL-F>	3 WMGV-F>	3 WMGV-F>	WAPL-F	WAPL-F	WMGV-F>>	3 WMGV-F>	3 WHBY	3 WMGV-F	WHBY
4 WROE-F>>	4 WROE-F	4 WROE-F	4 WROE-F	4 WMGV-F>	4	4 WHBY	4 WYNE	WHBY	4 WYNE
5	5	WOZZ-F	5	5 WOZZ-F	5	5	WMGV-F	5 WYNE	5
				WHBY					

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	\	95 (2)	95 (2)	23.4	20.4
AOR/CLASSIC		77 (2)	77 (2)	19.0	18.7
AC/OLDIES/SOFT ROCK	13 (2)	59 (4)	72 (6)	17.7	13.0
MOR/VARIETY	52 (3)		52 (3)	12.8	10.2
COUNTRY	36 (2)	14 (1)	50 (3)	12.3	14.9
BLACK/URBAN	10 (1)		10 (1)	2.5	
BEAUTIFUL/EASY		2 (1)	2 (1)	0.5	12.1
NEWS/TALK	5 (2)		5 (2)	1.2	0.5
NOSTALGIA	39 (2)		39 (2)	9.6	7.3
RELIGION/GOSPEL		4 (1)	4 (1)	1.0	0.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.9
	155 (12)	251 (11)	406 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEMI-F	100.1	Neenah-Menasha	0.9/3.5/ 7/ 168
WLKE	690	Oshkosh	0.9/2.6/ 9/ 110
WQMM	1050	Kaukauna	1.9/6.3/ 12/ 254
WBBM	780	Chicago	0.4/1.7/ 2/ 97
WFON-F	107.1	Fond Du Lac	1.5/5.4/ 19/ 296
WGN	720	Chicago	0.6/3.2/ 8/ 155
WOLX-F	94.9	Baraboo	0.4/2.7/ 15/ 284
WQLH-F	98.5	Green Bay	0.4/5.7/ 39/ 611
WTMJ	620	Milwaukee	0.9/3.8/ 13/ 301

RADIO STATIONS

WHBY ,	1230,	1 KW ,	MOR/Full Service	CBS,	$25.00	(Eastman)	Woodward	Susan Knaack
WNAM ,	1280,	5 KW/1 KW (DA-1),	Nostalgia	ABC I UNISUP,	$16.00	(Torbet)		Howard Gherman
WOSH ,	1490,	1 KW ,	MOR	NBC,	$14.00	(HNWH)	Midwest Family	Bill Mann
WQMM ,	1050,	1 KW/500 W (DA-2),	Oldies	UNISUP UNIULT,	$10.00	(Katz)		John Nehmer
WRJQ ,	1570,	1 KW (DAYS) ,	Polka/Ethnic	,	$11.00	(---)		George Sattler
WYNE ,	1150,	5 KW (DA-2) ,	Country	ABC E,	$19.00	(Republic)	Fox Valley	Jim Hodges
WAPL-F,	105.7,	100 KW @ 410 ,	AOR	,	$49.00	(Eastman)	Woodward	Susan Knaack
WKFX-F,	104.9,	1 KW @ 480 ,	Oldies	,	$16.00	(Katz)	WinCom	Craig Eckert
WMGV-F,	103.9,	6 KW @ 355 ,	CHR	SOURCE,	$27.00	(HNWH)	Midwest Family	Bill Mann
WOZZ-F,	93.5,	50 KW @ 500 ,	AC	SMN,	$14.00	(Katz)		John Nehmer
WROE-F,	94.3,	3 KW @ 330 ,	EZ/Soft AC	APR,	$20.00	(Republic)	Fox Valley	Jim Hodges
WUSW-F,	96.7,	3 KW @ 293 ,	Country	UNISUP UNIULT,	$15.00	(Torbet)		Howard Gherman

Misc: WNBK-F changes to WOZZ-F and upgraded power (Jan) . . . WROE-F reclassified as Soft AC . . .
WKJE sold for $325,000...
Other ranked stations -- See Green Bay

ASHEVILLE

Arbitron Rank/Pop (12+): 176/162,700

MSA Rank/Pop: 225/174,400
ADI # 35 (W/Greenville)
Average Person Ratings: 16.4
Market TSL: 22.00 hours

Stations: 16/7
Diaries: 672/242:1/58.7%
Sample Target: 550
% Below Line: 29.2
% Not Listed: 16.9

1989 Revenue: $5,300,000
HH Inc.: $22,170
Retail $: 1.55 Bil
Pop per Station: 23,242
#1 Biller: WWNC $2,400,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WWNC	(C)	66/24.7	----	19.6	----	27.4	----	79/942	719/44.2		38.0					WWNC
2.	WKSF-F	(CHR)	52/19.5	----	18.1	----	20.7	----	110/1205	547/33.6		36.2					WKSF-F
3.	WMYI-F	(AC)	30/11.2	----	9.4	----	10.8	----	90/940	406/25.0		20.1					WMYI-F
4.	WESC-F	(C)	17/ 6.4	----	9.1	----	7.1	----	56/729	229/14.1		17.2					WESC-F
5.	WSPA-F	(EZ)	11/ 4.1	----	5.8	----	6.6	----	31/436	106/ 6.5		9.4					WSPA-F
	WISE	(BB)	11/ 4.1	----	6.5	----	2.9	----	11/140	140/ 8.6		11.8					WISE
7.	WCKZ-F	(CHR)	7/ 2.6	----	2.5	----	----	----	29/345	82/ 5.0		3.2					WCKZ-F
8.	WSKY	(AC)	6/ 2.2	----	0.7	----	1.7	----	7/168	138/ 8.5		8.1					WSKY
9.	WFBC-F	(AC)	5/ 1.9	----	1.1	----	2.5	----	12/218	75/ 4.6		4.1					WFBC-F
	WTOO	(REL)	5/ 1.9	----	4.3	----	1.7	----	6/162	103/ 6.3		6.7					WTOO

12+ FM SHARE (METRO): 59.46% (132 of 222) (SPG 89: 62.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSF-F	1 WKSF-F>>	1 WKSF-F>	1 WKSF-F<	1 WMYI-F	1 WWNC	1 WWNC >>	1 WWNC	1 WKSF-F>	1 WKSF-F>>	1 WWNC >>
2	2 WMYI-F>	2 WMYI-F	2 WMYI-F	WWNC	2	2 WKSF-F>	2 WKSF-F>	2 WWNC	2 WWNC >>	2 WKSF-F
3	3 WWNC	3 WWNC >>	3 WWNC	WKSF-F	3	3 WMYI-F	3 WMYI-F	3 WMYI-F	3 WMYI-F>	3
4	4 WESC-F	4 WESC-F	4	4	4	4	4	4	4 WESC-F	4
5	5	5	5	5	5	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKSF-F>>	1 WKSF-F>>	1 WKSF-F>>	1 WMYI-F	1 WWNC	1 WKSF-F>>	1 WKSF-F>>	1 WKSF-F>	1 WKSF-F>>	1 WKSF-F
2 WMYI-F>	2 WMYI-F>	2 WMYI-F>	2 WWNC	2 WMYI-F>	2 WESC-F>>	2 WMYI-F>	2 WMYI-F>>	2 WMYI-F>	2 WMYI-F
3 WESC-F	3 WWNC >	3 WWNC >>	3	3 WKSF-F	3 WBKR-F	3 WESC-F>	3 WFBC-F	3 WWNC >	3 WWNC
WCKZ-F	4 WESC-F	4 WESC-F>	4	4	WMYI-F	4 WWNC	WWNC >>	4 WESC-F	4
WWNC	5	5	5	5	WCKZ-F	5	5	5	5
6	6	6	6	6	WWNC	6		6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		59 (2)	59 (2)	26.6	21.3
AOR/CLASSIC		3 (1)	3 (1)	1.4	3.8
AC/OLDIES/SOFT ROCK	6 (1)	35 (2)	41 (3)	18.5	12.3
MOR/VARIETY					8.5
COUNTRY	67 (2)	18 (2)	85 (4)	38.3	34.0
BLACK/URBAN					3.0
BEAUTIFUL/EASY		11 (1)	11 (1)	5.0	6.8
NEWS/TALK					
NOSTALGIA	11 (1)		11 (1)	5.0	
RELIGION/GOSPEL	6 (2)	3 (1)	9 (3)	4.1	9.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		3 (1)	3 (1)	1.4	0.9
UNKNOWN/OTHERS					
	90 (6)	132 (10)	222 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHBK	1460	Marshall	0.4/1.8/ 1/ 29
WMIT-F	106.9	Black Mountain	1.1/6.3/ 23/ 521
WBBO-F	93.3	Forest City	1.1/2.7/ 9/ 177
WESC	660	Greenville	0.4/0.7/ 6/ 63
WIVK-F	107.7	Knoxville	0.4/1.6/ 5/ 86
WXRC-F	95.7	Hickory	1.1/2.6/ 9/ 166

RADIO STATIONS

WISE, 1310,	5 KW/1 KW (DA-N),	NOSTALGIA	SMN ,	$ 12.00	(---)		Don Taylor
WSKY, 1230,	1 KW ,	AC	CBS ,	$ 10.00	(---)		Zeb Lee
WTOO, 1380,	5 KW/1 KW (DA-N) ,	RELIGION	MBS ,	$ 8.00	(---)	GHB	Wayne Lisenbee
WWNC, 570,	5 KW (DA-N) ,	COUNTRY	ABC I,UNIULT ,	$ 42.00	(McGuild)	Heritage-Polaack	Dick Cullom
WKSF-F, 99.9,	48 KW @ 2620,	CHR	ABC C ,	$ 40.00	(McGuild)	Heritage-Polaack	Dick Cullom
WMIT-F, 106.9,	36 KW @ 3050,	RELIGION	ABC I ,	$ 15.00	(---)		Edna Edwards

OTHER RANKED STATIONS — See Greenville or Charlotte

ATLANTA

Arbitron Rank/Pop (12+): 12/2,305,200

MSA Rank/Pop: 10/2,804,100
ADI # 12
Average Person Ratings: 17.7
Market TSL: 23.25 hours

Stations: 25/23
Diaries: 1950/118261/51.9%
Sample Target: 1840
% Below Line: 0.6
% Not Listed: 9.3

1989 Revenue: $112,000,000
HH Inc.: $31,892
Retail $: 22.3 Bil
Pop per Station: 100,226
#1 Biller: WSB $13,300,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WVEE-F	(B)	616/15.1	14.0	13.1	14.4	9.9	14.1	658/4973	4412/19.1	18.5	17.1		18.9	782	6092	WVEE-F
2. WAPW-F	(CHR)	432/10.6	9.4	8.1	9.5	9.4	9.4	542/6582	5069/22.0	19.3	21.2		11.5	476	5274	WAPW-F
3. WPCH-F	(EZ)	333/ 8.2	8.1	8.7	6.6	8.1	7.9	376/4486	3857/16.7	18.2	16.9		5.7	236	3182	WPCH-F
4. WSB -F	(AC)	332/ 8.1	10.9	8.6	9.5	9.6	9.3	393/5779	4900/21.3	22.7	22.5		9.4	388	4756	WSB -F
5. WKLS-F	(AOR)	280/ 6.9	5.4	7.0	6.8	5.8	6.5	348/4715	3693/16.0	16.6	16.5		9.0	373	4070	WKLS-F
6. WSB	(MOR)	273/ 6.7	7.1	7.6	5.8	7.3	6.8	297/4427	3863/16.8	21.1	19.2		5.1	213	3367	WSB
7. WFOX-F	(O)	261/ 6.4	5.3	5.8	5.3	5.2	5.7	345/4883	3656/15.9	16.5	15.6		5.7	235	3378	WFOX-F
8. WYAY-FF	(C)	229/ 5.6	4.8	5.5	4.6	8.2	5.1	444/4507	2857/12.9	13.4	20.4		6.0	183	2923	WYAY-AF
9. WKHX-F	(C)	185/ 4.5	5.3	4.7	7.1	7.7	5.4	236/3262	2357/10.2	11.0	15.0		3.5	144	2001	WKHX-F
10. WZGC-F	(CL AOR)	150/ 3.7	3.8	4.7	6.1	5.7	4.6	163/2943	2695/11.7	14.0	14.9		4.0	165	2244	WZGC-F
11. WGST	(N/T)	133/ 3.3	3.5	3.5	2.6	3.4	3.2	142/1882	1800/ 7.8	10.2	10.2		3.3	137	1654	WGST
12. WSTR-F	(AC)	129/ 3.2	2.8	3.6	4.3	3.2	3.5	139/3135	2791/12.1	13.5	14.8		2.5	103	2056	WSTR-F
13. WAOK	(REL/G)	113/ 2.8	3.4	3.7	3.4	2.8	3.3	113/1276	1264/ 5.5	6.3	6.8		3.3	137	1613	WAOK
14. WQXI	(BB)	44/ 1.1	0.4	0.2	0.2	0.1	0.5	44/491	485/ 2.1	0.8	0.8		0.6	23	505	WQXI
15. WCNN	(N/T)	37/ 0.9	0.9	1.0	0.5	0.7	0.8	37/1316	1222/ 5.3	5.0	4.5		0.7	27	728	WCNN

12+ FM SHARE (METRO): 81.47% (3012 of 3697) (SPG 89: 82.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPW-F>>	1 WVEE-F>>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F>	1 WPCH-F	1 WVEE-F>	1 WVEE-F	1 WVEE-F	1 WVEE-F>>	1 WVEE-F>
2 WVEE-F>>	2 WAPW-F	2 WAPW-F<	2 WSB -F	2 WSB -F	2 WSB >	2 WAPW-F<	2 WAPW-F<	2 WAPW-F>	2 WAPW-F>	2 WSB >
3 WKLS-F	3 WKLS-F	3 WSB -F	3 WFOX-F	3 WFOX-F	3 WSB -F	3 WSB	3 WPCH-F<	3 WSB -F	3 WSB	3 WYAY-F
4	4 WSB -F>	4 WKLS-F	4 WAPW-F<	4 WPCH-F	4 WFOX-F	4 WSB -F<	4 WSB -F>	4 WPCH-F<	4 WKLS-F	4 WKLS-F
5	5 WZGC-F	5 WFOX-F	5 WPCH-F	5 WYAY-AF	5 WVEE-F	5 WPCH-F	5 WKLS-F	5 WKLS-F	5 WSB -F	5 WSB -F
6	6 WYAY-AF	6 WYAY-AF	WKLS-F	6 WAPW-F<	6 WYAY-AF	6 WYAY-AF	6 WSB	6 WFOX-F	6 WFOX-F<	WPCH-F
7	7 WFOX-F	7 WPCH-F	7 WYAY-AF	7 WKLS-F<	7 WKHX-F	7 WFOX-F<	7 WFOX-F	7 WYAY-AF	7 WPCH-F	7 WAPW-F
8	8	8 WZGC-F	8 WZGC-F	8 WSB	8 WGST	8 WKLS-F	8 WYAY-AF	8 WSB	8 WYAY-AF	8
9	9	9	9 WSB	9	9	9	9 WKHX-F	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVEE-F>	1 WVEE-F>>	1 WVEE-F>>	1 WVEE-F>	1 WVEE-F>	1 WAPW-F	1 WVEE-F	1 WVEE-F	1 WVEE-F	1 WVEE-F
2 WAPW-F>>	2 WAPW-F>	2 WSB -F>	2 WSB -F<	2 WSB -F	2 WKLS-F<	2 WKLS-F	2 WKLS-F>	2 WKLS-F	2 WKLS-F
3 WKLS-F>	3 WSB -F>	3 WAPW-F>	3 WAPW-F>	3 WPCH-F	3 WVEE-F>>	3 WAPW-F>	3 WZGC-F	3 WAPW-F	3 WSB -F<
4 WKHX-F	4 WKLS-F	4 WYAY-AF	4 WPCH-F<	4 WFOX-F	4 WSB -F>	4 WSB -F	4 WSB -F	4 WSB -F	4 WFOX-F
5 WYAY-AF	5 WYAY-AF	5 WFOX-F	5 WFOX-F	5 WYAY-AF	5 WYAY-AF	5 WZGC-F	5 WAPW-F>	5 WFOX-F	5 WSB <
6 WSB -F	6 WFOX-F	6 WSTR-F<	6 WYAY-AF	WAPW-F>	6	6	6 WFOX-F<	6 WZGC-F	6 WZGC-F
7 WFOX-F	7 WKHX-F	7 WKLS-F<	7 WKLS-F<	7 WSTR-F<	7	7	7 WYAY-AF	7 WYAY-AF	7 WYAY-AF
8	8 WZGC-F	8 WZGC-F	8 WSTR-F	8 WKHX-F	8	8	8 WSTR-F	WSB	8 WAPW-F
9	9 WSTR-F	9	9 WKHX-F	9	9	9	9	9	9
10		10		10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		432 (1)	432 (1)	11.7	10.5
AOR/CLASSIC		430 (2)	430 (2)	11.6	12.9
AC/OLDIES/SOFT ROCK		746 (4)	746 (4)	20.2	20.4
MOR/VARIETY	273 (1)		273 (1)	7.4	8.2
COUNTRY	6 (1)	442 (5)	448 (6)	12.1	14.3
BLACK/URBAN	34 (1)	616 (1)	650 (2)	17.6	18.6
BEAUTIFUL/EASY		333 (1)	333 (1)	9.0	9.1
NEWS/TALK	170 (2)		170 (2)	4.6	4.7
NOSTALGIA	44 (1)		44 (1)	1.2	
RELIGION/GOSPEL	127 (2)	13 (1)	140 (3)	3.8	0.8
SPANISH					
CLASSICAL	17 (1)		17 (1)	0.5	
JAZZ/NEW AGE					
UNKNOWN/OTHERS	14 (1)		14 (1)	0.4	0.5
	685 (10)	3012 (15)	3697 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAFS	920	Atlanta	0.3/0.9/ 14/ 212
WALR-F	104.7	Athens/Atlanta	0.6/2.6/ 45/ 939
WCHK-F	105.7	Canton/Atlanta	0.4/1.0/ 15/ 284
WGKA	1190	Atlanta	0.4/0.9/ 17/ 210
WIGO	1340	Atlanta	0.8/2.5/ 34/ 573
WKHX	590	Atlanta	0.1/0.9/ 8/ 218
WYZE	1480	Atlanta	0.3/0.9/ 14/ 214
WNGC-F	95.5	Athens	0.3/1.0/ 71/ 705
WVFJ-F	93.3	Manchester	0.3/1.7/ 23/ 514

RADIO STATIONS

AM STATIONS

WAOK,	1380,	5 KW ,	Gospel/Black	NBN NBC,	$ 50.00	(Mc-Guild)	Summit	Rick Mack
WCNN,	680,	50 KW/10 KW (DA-N),	News	CNN NBC,	$ 41.00	(HNWH)		Rob Jackson
WGKA,	1190,	10 KW (DAYS) ,	Classical	,	$ 36.00	(CMBS)		Ethel Holley
WGST,	640,	50 KW/1 KW (DA-2) ,	News/Talk	ABC I MBS,	$ 84.00	(Eastman)	Jacor	John Lauer
WIGO,	1340,	1 KW ,	Black	SBN,	$ 38.00	(Roslin)		Vern Catron
WKHX,	590,	5 KW (DA-N) — See WKHX-FM						
WNIV,	970,	5 KW (DAYS, DA) ,	Religion	,	$ 22.00	(—)		Bob Camerra
WQXI,	790,	5 KW/1 KW (DA-N) -- See WSTR-FM						
WSB ,	750,	50 KW ,	Full Service	APR APR,	$195.00	(Christal)	Cox	Bob Neil

FM STATIONS

WAPW,	99.7,	100 KW @ 1032 ,	CHR	,	$170.00	(Durpetti)	Susquehanna	Bill Phippen
WFOX,	97.1,	100 KW @ 1570 ,	Oldies	,	$154.00	(MMR)	Shamrock	Eddie Esserman
WKHX,	101.5,	100 KW @ 984 ,	Country	,	$179.00	(Republic)	Cap Cities/ABC	Vern Ore
WKLS,	96.1,	100 KW @ 984 ,	AOR	,	$180.00	(Katz)	Great American	Tom Connolly
WPCH,	94.9,	100 KW @ 984 ,	EZ	CBS,	$169.00	(Eastman)	Jacor	John Lauer
WSB ,	98.5,	100 KW @ 1022 ,	AC	,	$220.00	(Christal)	Cox	Bob Neil
WSTR,	94.1,	100 KW @ 1022 ,	AC	,	$163.00	(Banner)	Jeff-Pilot	Clarke Brown
WVEE,	103.3,	100 KW @ 1022 ,	Black	SOURCE,	$198.00	(Mc-Guild)	Summit	Rick Mack
WYAI,	104.1,	60 KW @ 1218 — Simulcast with WYAY (licensed to LaGrange)						
WYAY,	106.7,	100 KW @ 1400 ,	Country	,	$130.00	(MMR)	NewCity(GAINESVILLE)	Bob Green
WZGC,	92.9,	100 KW @ 914 ,	Classic AOR	,	$149.00	(HNWH)	Cook Inlet	Dave Meszaros

ATLANTIC CITY

Arbitron Rank/Pop (12+): 163/182,300

MSA Rank/Pop: 151/309,300
Philadelphiad ADI
Average Person Ratings: 17.7
Market TSL: 23.50 hours

Stations: 27/9
Diaries: 613/297:1/42.7%
Sample Target: 550
% Below Line: 30.7
% Not Listed: 16.4

1989 Revenue: $7,500,000
HH Inc.: $25,262
Retail $: 1.9 Bil
Pop per Station: 20,255
#1 Biller: WAYV-F $2,600,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WFPG-F	(EZ)	34/10.5	10.0	8.8	12.3	14.2	----	45/525	410/22.5	21.9	19.9					WFPG-F
2.	WAYV-F	(AC)	28/ 8.7	10.0	14.4	13.3	17.7	----	37/523	434/23.8	25.5	31.2					WAYV-F
3.	WXTU-F	(C)	22/ 6.8	2.9	4.4	4.3	3.8	----	26/245	205/11.2	7.0	8.4					WXTU-F
	WRDR-F	(BB)	22/ 6.8	6.5	3.8	2.5	4.4	----	24/174	159/ 8.7	9.1	7.7					WRDR-F
5.	WUSS	(B)	21/ 6.5	7.9	5.6	4.6	1.3	----	23/244	214/11.7	10.8	10.4					WUSS
6.	WMID	(BB)	17/ 5.3	5.3	6.2	7.7	7.9	----	26/293	200/11.0	13.4	10.8					WMID
	WOND	(B)	17/ 5.3	0.3	1.2	0.9	0.9	----	21/264	209/11.5	5.1	5.7					WOND
	WMGM-F	(CHR)	17/ 5.3	5.3	7.6	8.3	6.3	----	25/446	297/16.3	15.7	19.5					WMGM-F
9.	WMMR-F	(AOR)	16/ 5.0	4.4	5.3	4.0	6.3	----	18/326	250/13.7	15.4	15.1					WMMR-F
10.	WZXL-F	(AOR)	9/ 2.8	6.5	4.4	4.6	2.8	----	29/393	191/10.5	15.3	11.5					WZXL-F
	WMID-F	(AC)	9/ 2.8	3.2	3.8	5.6	3.2	----	11/242	183/10.0	9.4	11.6					WMID-F
12.																	
13.																	
14.																	
15.																	

12+ FM SHARE (METRO): 75.19% (203 of 270) (SPG 89: 79.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSS	1 WAYV-F	1 WAYV-F	1 WAYV-F	1 WAYV-F	1 WFPG-F	1 WFPG-F	1 WFPG-F>	1 WFPG-F>	1 WUSS >	1 WUSS
2 WMGM-F>	2 WMMR-F	2 WMMR-F	2 WFPG-F	2 WFPG-F	2 WRDR-F<	2 WOND	2 WXTU-F	2 WXTU-F	2 WAYV-F	2 WFPG-F>
3 WIOQ-F	3 WMGM-F	3 WFPG-F	3 WMMR-F>	3 WXTU-F	3 WXTU-F	3 WMID	3 WRDR-F	3 WAYV-F	3 WRDR-F	3
WAYV-F>	4 WZXL-F	4 WMGM-F	4 WXTU-F	4 WMMR-F>	4 WOND	WAYV-F	WAYV-F<	4 WUSS	4 WMGM-F	4
5 WUSL-F	5 WUSS	5 WUSS	5 WZXL-F	5 WUSS	5 WMID	5 WRDR-F	5 WOND	5 WMMR-F	5 WUSL-F	5
6	6 WMID-F	6	WMGM-F	6	6 WAYV-F	6	6	WRDR-F	WMMR-F	6
	WFPG-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WUSS	1 WAYV-F>	1 WAYV-F>>	1 WAYV-F>	1 WAYV-F		1 WMMR-F>	1 WMMR-F>	1 WMMR-F	1 WMMR-F>>	1 WMMR-F>
WMGM-F>	2 WMGM-F	2 WMGM-F	2 WFPG-F	2 WFPG-F		2 WKTU-F>	2 WZXL-F	2 WZXL-F	2 WAYV-F	2 WFPG-F
3 WMID	3 WUSS	WFPG-F>	3 WUSS	3 WXTU-F>		3 WMID-F	WMID-F	WAYV-F	3 WZXL-F	3 WXTU-F
WAYV-F	4 WFPG-F>	4 WZXL-F	WMGM-F>	4 WUSS		WMGM-F>>	WAYV-F	4 WYSP-F	WMID-F	4 WZXL-F>>
5	5 WZXL-F	WXTU-F	5 WXTU-F	WMGM-F		5	5	WMID-F	5 WFPG-F	5 WAYV-F
6	6	WMMR-F	6	6		6	6	6	6	6
		WUSS >>								

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		26 (4)	26 (4)	9.6	15.6
AOR/CLASSIC		35 (4)	35 (4)	13.0	12.5
AC/OLDIES/SOFT ROCK		49 (6)	49 (6)	18.1	26.6
MOR/VARIETY					0.7
COUNTRY		22 (1)	22 (1)	8.1	5.2
BLACK/URBAN	38 (2)	7 (1)	45 (3)	16.7	9.7
BEAUTIFUL/EASY	6 (1)	36 (2)	42 (3)	15.6	13.8
NEWS/TALK	6 (2)	1 (1)	7 (3)	2.6	3.1
NOSTALGIA	17 (1)	22 (1)	39 (2)	14.4	11.8
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		5 (1)	5 (1)	1.9	1.0
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	67 (6)	203 (21)	270 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFPG	1450	Atlantic City	1.9/6.8/ 6/ 143
WBSS-F	97.3	Millville/Vnlnd	0.6/5.7/ 10/ 204
WCAU	1210	Philadelphia	0.3/3.0/ 4/ 100
WEAZ-F	101.1	Philadelphia	0.6/3.9/ 2/ 83
WEGX-F	106.1	Philadelphia	0.3/2.6/ 2/ 65
WIOQ-F	102.1	Philadelphia	1.5/5.4/ 5/ 127
WIP	610	Philadelphia	1.5/4.7/ 8/ 125
WKSZ-F	100.3	Media	1.2/3.0/ 4/ 98
WKTU-F	98.3	Ocean City	1.9/5.5/ 12/ 200
WMGK-F	102.9	Philadelphia	0.6/4.1/ 2/ 91
WOGL-F	98.1	Philadelphia	1.5/4.4/ 5/ 84
WSLT-F	106.3	Ocean Cty/Smrs	1.5/5.0/ 19/ 225
WSNI-F	104.5	Philadelphia	0.3/0.0/ 1/ 35
WUSL-F	98.9	Philadelphia	2.2/0.0/ 9/ 148
WWDB-F	96.5	Philadelphia	0.3/1.7/ 1/ 51
WYSP-F	94.1	Philadelphia	1.5/6.3/ 5/ 127

RADIO STATIONS

WFPG	1450,	1 KW	-- See WFPG-FM				
WMID	1340,	1 KW	Nostalgia	NBC TALKNT, $15.00	(Republic)		Bill Musser
WOND	1400,	1 KW	Nostalgia (?)	ABC E MBS, $14.00	(Mc-Guild)		Dick Irland
WUSS	1490,	1 KW/250 W	Black	NBN, $15.00	(K & P)		Kevin Hall
WAYV-F	95.1,	50 KW @ 330	Contemp/AC	, $40.00	(Katz)	Ragan Henry	Violet Trofa
WFPG-F	96.9,	50 KW @ 390	EZ/Soft AC	, $34.00	(Eastman)	Hartstone/Dickstein	Dick Taylor
WMGM-F	103.7,	50 KW @ 395	CHR	, $23.00	(Mc-Guild)		Dick Irland
WMID-F	99.3,	3 KW @ 290	AC	, $18.00	(Republic)		Bill Musser
WRDR-F	104.9,	3 KW @ 280	Nostalgia	APR, $12.00	(---)	(EGG HARBOR)	John DeMasi
WSLT-F	106.3,	3 KW @ 326	Classical	UPI, $20.00	(Groskin)	(OCEAN CITY)	Neely Crowley
WZXL-F	100.7,	38 KW @ 330	AOR	, $15.00	(Durpetti)	(WILDWOOD)	Ray Martin

Other ranked stations -- see Philadelphia

AUGUSTA

Arbitron Rank/Pop (12+): 107/332,700
MSA Rank/Pop: 115/405,500
ADI # 110
Average Person Ratings: 17.9
Market TSL: 23.50 hours

Stations: 18/16
Diaries: 868/383:1/51.7%
Sample Target: 730
% Below Line: 0.8
% Not Listed: 10.1

1989 Revenue: $9,100,000
HH Inc.: $24,982
Retail $: 2.5 Bil
Pop per Station: 20,793
#1 Biller: WBBQ-AF $3,300,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WBBQ-AF (CHR)	138/23.1	----	25.3	----	28.6	----	180/1890	1389/41.7		45.7		26.4	167	1871	WBBQ-AF
2. WFXA-F (B)	87/14.6	----	13.7	----	11.6	----	94/852	764/23.0		21.2		20.6	130	1066	WFXA-F
3. WZNY-F (AC)	62/10.4	----	10.5	----	12.4	----	74/1051	828/24.9		25.2		8.9	56	740	WZNY-F
4. WKXC-F (C)	54/ 9.1	----	8.1	----	3.1	----	80/810	536/16.1		15.7		10.8	68	617	WKXC-F
5. WGUS-F (C)	40/ 6.7	----	5.6	----	5.6	----	44/513	457/13.7		13.3		0.3	2	43	WGUS-F
6. WRXR-F (AOR)	39/ 6.5	----	8.8	----	6.0	----	47/525	456/13.7		14.9		8.7	55	627	WRXR-F
7. WCNA-F (EZ)	27/ 4.5	----	4.4	----	2.3	----	27/289	279/ 8.4		8.2		3.2	20	226	WCNA-F
8. WKZK (G)	25/ 4.2	----	2.5	----	3.5	----	27/213	204/ 6.1		4.3		2.7	17	122	WKZK
9. WGAC (MOR)	19/ 3.2	----	2.6	----	3.7	----	19/291	282/ 8.5		6.5		1.7	11	176	WGAC
10. WMTZ-F (AC)	16/ 2.7	----	3.3	----	3.1	----	20/319	285/ 8.6		9.8		1.9	12	179	WMTZ-F
11. WRDW-F (B)	9/ 1.5	----	2.1	----	6.4	----	17/261	139/ 4.2		5.5		2.8	18	237	WRDW-F

12+ FM SHARE (METRO): 88.43% (474 of 536) (SPG 89: 91.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFXA-F	1 WBBQ-AF>>	1 WBBQ-AF>	1 WBBQ-AF>	1 WBBQ-AF>	1 WBBQ-AF>	1 WBBQ-AF>>	1 WBBQ-AF>>	1 WBBQ-AF>>	1 WFXA-F	1 WFXA-F>>
2 WBBQ-AF	2 WFXA-F	2 WFXA-F	2 WZNY-F	2 WZNY-F	2 WKXC-F>	2 WFXA-F	2 WZNY-F	2 WFXA-F	2 WBBQ-AF>>	2 WBBQ-F
3	3 WZNY-F	3 WZNY-F>	3 WFXA-F	3 WFXA-F	3 WFXA-F	3 WZNY-F>	3 WFXA-F	3 WZNY-F	3 WRXR-F	3 WZNY-F>
4	4 WRXR-F	4 WRXR-F	4 WKXC-F	4 WKXC-F	4 WGUS-F	4 WKXC-F	4 WKXC-F	4 WKXC-F	4 WKXC-F	4 WGUS-F
5	5	5 WKXC-F	5	5	5 WCNA-F	5 WGUS-F	5	5 WRXR-F	5	WCNA-F
6	6	6	6	6	6 WZNY-F	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBBQ-AF>>	1 WBBQ-AF>	1 WBBQ-AF	1 WBBQ-AF>	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF>	1 WBBQ-AF>	1 WBBQ-AF>
2 WFXA-F	2 WZNY-F	2 WZNY-F>	2 WZNY-F	2 WZNY-F>	2 WRXR-F	2 WRXR-F	2 WRXR-F	2 WFXA-F<	2 WKXC-F
3 WZNY-F>	3 WFXA-F	3 WFXA-F>	3 WFXA-F>>	3 WFXA-F	3 WFXA-F>>	3 WFXA-F>	3 WZNY-F>	3 WRXR-F>	WFXA-F
4 WRXR-F>	4	4 WMTZ-F	4 WKXC-F	4 WKXC-F>	4 WGUS-F>	4 WZNY-F	4 WFXA-F<	4 WZNY-F	4 WZNY-F
5 WGUS-F>	5	5 WKZK	WGUS-F	5 WGUS-F	5 WRDW-F>	5	5 WKXC-F	WKXC-F	5 WRXR-F
6	6	WKXC-F>	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	6 (1)	132 (1)	138 (2)	25.7	28.4
AOR/CLASSIC		39 (1)	39 (1)	7.3	9.7
AC/OLDIES/SOFT ROCK		78 (2)	78 (2)	14.6	15.3
MOR/VARIETY	25 (2)		25 (2)	4.7	2.9
COUNTRY		100 (4)	100 (4)	18.7	16.8
BLACK/URBAN		98 (3)	98 (3)	18.3	18.9
BEAUTIFUL/EASY		27 (1)	27 (1)	5.0	4.8
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	29 (2)		29 (2)	5.4	3.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4	
	62 (6)	474 (12)	536 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFAM	1050	Augusta	0.7/2.2/ 4/ 84
WNTA	1550	Augusta	0.3/1.7/ 2/ 57
WTHO-F	101.7	Thomson	0.5/2.8/ 10/ 180
WTWA	1240	Thomson	1.0/1.5/ 6/ 59
WCOS-F	97.9	Columbia	0.5/1.7/ 10/ 156
WWDM-F	101.3	Sumter	0.3/2.7/ 18/ 243

RADIO STATIONS

WGAC, 580, 5 KW/1 KW (DA-N), MOR	CBS , $ 14.00 (Repubic)			Warren Watkins
WKZK, 1600, 500 W (DAYS) , GOSPEL	SBN , $ 11.00 (---)			Walter Robinson
WBBQ-F, 104.3, 100 KW @ 1003, CHR	ABC C , $ 75.00 (Eastman)			E. Florie
WCNA-F, 98.3, 1.4 KW @ 484, EZ	APR , $ 14.00 (---)		(CLEARWATER, SC)	Wayne Farmer
WFXA-F, 103.1, 3 KW @ 300, BLACK	CBS, ABC I , $ 25.00 (Katz)	Davis		Bill Jaeger
WGUS-F, 102.3, 3 KW @ 328, COUNTRY	UNIULT , $ 22.00 (Republic)	HVS		Victor Diehm
WKXC-F, 99.5, 23 KW @ 728, COUNTRY	SBN , $ 20.00 (McGuild)		(AIKEN, SC)	Deane Hargrove
WMTZ-F, 94.3, 3 KW @ 300, OLDIES	UNIULT , $ 13.00 (K & P)		(MARTINEZ)	Bill Barry
WRDW-F, 96.7, 1 KW @ 515, BLACK	, $ 9.00 (K & P)		(WRENS)	Veronica Cunningham
WRXR-F, 96.3, 25 KW @ 900, AOR	ABC R , $ 21.00 (HNWH)		(AIKEN, SC)	Tom Plak
WZNY-F, 105.7, 100 KW @ 1167, AC	APR, UNIPWR, $ 48.00 (Christal)	Sunny		Chris Pellegrino

AUSTIN

Arbitron Rank/Pop (12+): 59/634,000

MSA Rank/Pop: 66/775,200
ADI # 71
Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 25/18
Diaries: 1188/534:1/51.7%
Sample Target: 1000
% Below Line: 3.7
% Not Listed: 17.7

1989 Revenue: $23,000,000
HH Inc.: $27,114
Retail $: 4.9 Bil
Pop per Station: 35,222
#1 Biller: KASE-F $4,500,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KASE-F	(C)	153/14.5	17.0	15.4	12.7	13.4	14.9	212/2373	1816/28.6	24.7	23.6		15.4	178	1526	KASE-F
2. KLBJ-F	(AOR)	99/ 9.4	7.9	10.6	9.2	8.7	9.3	128/1739	1438/22.7	22.1	22.7		14.0	162	1988	KLBJ-F
3. KHFI-F	(CHR)	91/ 8.6	6.3	6.6	6.0	7.0	6.9	95/1361	1275/20.1	18.3	20.8		9.1	105	1472	KHFI-F
4. KKMJ-F	(AC)	80/ 7.6	9.5	7.8	7.0	7.2	8.0	94/1249	1123/17.7	18.9	17.1		5.3	61	670	KKMJ-F
5. KBTS-F	(CHR)	78/ 7.4	8.5	9.0	10.2	11.0	8.8	131/2237	1468/23.2	23.6	26.4		10.2	118	2103	KBTS-F
6. KPEZ-F	(CL AOR)	53/ 5.0	4.1	4.1	4.3	4.5	4.4	58/989	903/14.2	11.5	13.4		5.1	59	1238	KPEZ-F
KLBJ	(N/T)	53/ 5.0	4.0	4.2	4.3	4.3	4.4	58/1017	874/13.8	15.6	13.4		4.1	47	639	KLBJ
8. KEYI-F	(AC)	47/ 4.4	3.6	4.2	4.6	5.5	4.2	52/1087	945/14.9	13.6	13.5		1.8	21	477	KEYI-F
9. KQFX-F	(O)	38/ 3.6	4.4	2.2	3.1	4.4	3.3	45/772	682/10.8	7.9	11.3		4.3	50	580	KQFX-F
10. KLTD-F	(O)	30/ 2.8	2.0	2.4	3.2	2.3	2.6	72/901	532/ 8.4	7.4	7.9		2.7	31	442	KLTD-F
11. KVET	(C)	29/ 2.7	2.2	2.6	2.2	2.3	2.4	31/570	535/ 8.4	6.2	7.7		1.6	18	273	KVET
12. KGSR-F	(J/NA)	23/ 2.2	2.6	2.2	2.9	2.4	2.5	26/519	512/ 8.1	7.0	6.9		3.0	35	461	KGSR-F
13. KTXZ	(SP)	17/ 1.6	1.9	1.9	1.6	1.3	1.8	17/202	183/ 2.9	2.7	1.8		0.5	6	125	KTXZ
14. KAPT-F	(EZ)	13/ 1.2	1.9	2.3	2.4	1.3	2.0	13/423	377/ 5.9	5.8	6.9		2.0	23	421	KAPT-F

12+ FM SHARE (METRO): 83.45% (726 of 870) (SPG 89: 84.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHFI-F	1 KLBJ-F	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F	1 KASE-F>	1 KHFI-F<	1 KASE-F>
2 KBTS-F>>	2 KASE-F	2 KLBJ-F>	2 KLBJ-F	2 KKMJ-F<	2 KKMJ-F	2 KLBJ-F	2 KLBJ-F	2 KLBJ-F<	2 KASE-F	2 KLBJ >
3 KASE-F>	3 KHFI-F	3 KKMJ-F<	3 KKMJ-F>	3 KLBJ-F>	3 KLBJ >	3 KKMJ-F<	3 KKMJ-F	3 KHFI-F<	3 KBTS-F	3 KLBJ-F<
4	4 KBTS-F<	4 KHFI-F	4 KPEZ-F	4 KPEZ-F	4 KVET	4 KBTS-F	4 KHFI-F>	4 KBTS-F	4 KLBJ-F>	4 KHFI-F
5	5 KPEZ-F	5 KPEZ-F<	5 KHFI-F	5 KHFI-F	5 KLBJ-F	5 KHFI-F<	5 KPEZ-F	5 KKMJ-F	5 KLBJ	5
6	6 KKMJ-F	6 KBTS-F	6 KQFX-F<	6 KQFX-F<	KEYI-F	6 KLBJ	6 KEYI-F	6	6	6
7	7	7	7 KBTS-F	7 KBTS-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHFI-F	1 KASE-F<	1 KASE-F	1 KASE-F>	1 KASE-F	1 KLBJ-F>>	1 KLBJ-F>>	1 KLBJ-F>	1 KLBJ-F>	1 KASE-F
2 KASE-F	2 KHFI-F>	2 KHFI-F	2 KKMJ-F<	2 KKMJ-F>	2 KPEZ-F	2 KPEZ-F	2 KPEZ-F	2 KASE-F	2 KLBJ-F>
3 KBTS-F	3 KBTS-F	3 KKMJ-F	3 KHFI-F>	3 KHFI-F	KASE-F	KASE-F>	KASE-F>	3 KPEZ-F>	3 KPEZ-F>
4 KLBJ-F	4 KKMJ-F<	4 KQFX-F	4 KBTS-F<	4 KQFX-F	4 KHFI-F>	4 KHFI-F	4 KHFI-F	4 KHFI-F<	4 KKMJ-F
5 KKMJ-F	5 KLBJ-F	KBTS-F	5 KLBJ-F	KEYI-F	5 KBTS-F	5 KBTS-F	5 KBTS-F	5 KKMJ-F	5 KLBJ
6 KEYI-F	6 KEYI-F	6 KLBJ-F	6 KEYI-F	6 KLBJ-F	6	6	6 KKMJ-F	KBTS-F	KBTS-F
7	7	KEYI-F	7	7	7	7	7 KLBJ	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		169 (2)	169 (2)	19.4	22.3
AOR/CLASSIC		162 (3)	162 (3)	18.6	16.7
AC/OLDIES/SOFT ROCK		195 (4)	195 (4)	22.4	24.0
MOR/VARIETY					
COUNTRY	38 (3)	153 (1)	191 (4)	22.0	19.4
BLACK/URBAN					
BEAUTIFUL/EASY		13 (1)	13 (1)	1.5	3.2
NEWS/TALK	73 (4)		73 (4)	8.4	6.3
NOSTALGIA	5 (1)		5 (1)	0.6	
RELIGION/GOSPEL					1.4
SPANISH	21 (2)	7 (1)	28 (3)	3.2	3.2
CLASSICAL					
JAZZ/NEW AGE		23 (1)	23 (1)	2.6	3.0
UNKNOWN/OTHERS	7 (1)	4 (1)	11 (2)	1.3	0.5
	144 (11)	726 (14)	870 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFON	1370	Rollingwood/Aus	0.7/2.7/ 7/ 172
KIXL	970	Del Valle/Austn	0.8/2.6/ 10/ 181
KMOW	1490	Austin	0.5/1.5/ 5/ 109
KTAE	1260	Taylor	0.7/1.8/ 8/ 161
KISS-F	99.5	San Antonio	0.9/1.8/ 11/ 148
KKYX	680	San Antonio	0.5/1.0/ 36/ 324
KOKE-F	101.7	Giddings	0.4/0.8/ 4/ 61
KSAH	720	Universal City	0.4/1.1/ 11/ 127
KZVE-F	107.5	San Antonio	0.7/1.2/ 9/ 96
WBAP	820	Ft.Worth/Dallas	0.4/1.0/ 15/ 183
WOAI	1200	San Antonio	0.5/2.8/ 10/ 325

RADIO STATIONS

KLBJ	590	5 KW/1 KW (DA-N)	News/Talk	CBS MBS	$36.00	(Eastman)			Ted Smith
KTXZ	1560	2.5 KW (DA-2)	Hispanic	UNIULT	$13.00	(Katz Hisp.)			Joe Morales
KVET	1300	5 KW/1 KW (DA-2)	Country	ABC I	$25.00	(Katz)			Ron Rogers
KAPT-F	94.7	100 KW @ 1257	Soft AC/EZ		$21.00	(Durpetti)		(LULING)	Mark Grubbs
KBTS-F	93.3	100 KW @ 1949	CHR		$58.00	(Christal)	Booth/Genesis		Gayle Shaw (KILLEEN)
KEYI-F	103.5	100 KW @ 1257	AC		$50.00	(Republic)	Degree	(SAN MARCOS)	Mike Scott
KGSR-F	107.1	46 KW @ 516	Jazz/AC		$25.00	(Mc-Guild)	Beasley	(BASTROP)	Brian Beasley
KHFI-F	98.3	1 KW @ 420	CHR		$45.00	(Republic)			Beverly Ray
KKMJ-F	95.5	100 KW @ 1001	AC		$75.00	(CBS)	Keymarket		Lon Bason
KLBJ-F	93.7	97 KW @ 1050	AOR		$68.00	(Eastman)			Ted Smith
KLTD-F	99.1	19 KW @ 1814	Oldies	UNISUP UNIULT	$24.00	(Torbet)	Shamrock-Lynett		Mark Kiester(LAMPASAS)
KPEZ-F	102.3	3 KW @ 300	Classic AOR		$35.00	(Christal)	Clear Channel		Natalie Conner
KQFX-F	96.7	100 KW @ 951	Oldies		$29.00	(Banner)	Capitol-Johnson		Greg Hale (GEORGETOWN)
KASE-F	100.7	100 KW @ 1190	Country		$100.00	(Katz)			Ron Rogers

Miscellaneous Comments: KQFX-F sold by Capitol (Johnson) to Joyner for $13,100,000 (price included cost of WTRG-F in (Dallas)...KHFI-F sold by Encore to Spur Austin for $4,800,000 (Americom)...

BAKERSFIELD

Arbitron Rank/Pop (12+): 98/357,700	Stations: 27/22	1989 Revenue: $14,000,000
	Diaries: 727/492:1/46.2%	HH Inc.: $27,865
MSA Rank/Pop: 93/530,300	Sample Target: 750	Retail $: 3.3 Bil
ADI # 142	% Below Line: 3.7	Pop per Station: 16,259
Average Person Ratings: 15.8	% Not Listed: 14.0	#1 Biller: KUZZ-AF $2,800,000
Market TSL: 21.50 hours		

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KUZZ-AF	(C)	111/19.6	18.2	18.4	18.0	15.4	----	121/1308	1074/30.0	28.8	39.4	23.7	144	1651	KUZZ-AF
2. KKXX-F	(CHR)	77/13.6	13.3	13.2	11.9	6.7	----	70/1000	923/25.8	29.9	27.9	15.5	94	1207	KKXX-F
3. KGFM-F	(EZ)	45/ 8.0	4.7	6.8	8.0	6.8	----	47/496	457/12.8	10.2	12.5	2.8	17	246	KGFM-F
4. KAFY	(SP)	38/ 6.7	3.5	2.7	2.4	2.0	----	38/290	256/ 7.2	6.2	6.4	5.6	34	376	KAFY
5. KWAC	(SP)	29/ 5.1	7.9	7.2	4.5	3.4	----	30/269	256/ 7.2	10.4	9.0	3.6	22	444	KWAC
KKBB-F	(AOR)	29/ 5.1	4.4	8.9	8.0	5.2	----	29/377	367/10.3	9.5	14.2	5.3	32	396	KKBB-F
7. KERN	(MOR)	24/ 4.2	4.7	6.2	5.0	4.6	----	29/425	374/10.5	12.2	11.9	4.6	28	373	KERN
8. KERN-F	(O)	19/ 3.4	3.9	4.8	6.2	9.6	----	21/402	363/10.1	13.0	17.6	3.8	23	441	KERN-F
9. KRAB-F	(AOR)	15/ 2.7	1.5	----	----	----	----	15/304	304/ 8.5	3.7	0.0	4.1	25	412	KRAB-F
10. KBOS-F	(CHR)	12/ 2.1	2.1	1.7	2.4	2.1	----	76/932	227/ 6.3	3.6	5.8	3.1	19	270	KBOS-F
KGEO	(O)	12/ 2.1	2.3	3.5	5.0	5.0	----	12/235	235/ 6.6	8.5	10.8	1.5	9	158	KGEO
12. KMYX-F	(SAC)	11/ 1.9	0.5	----	----	----	----	11/170	170/ 4.8	1.3	0.0	0.2	1	36	KMYX-F
13. KLLY-F	(AC)	9/ 1.6	4.9	4.8	4.5	3.3	----	12/201	192/ 5.4	12.0	11.4	4.4	27	276	KLLY-F
KIWI-F	(CL)	9/ 1.6	2.5	2.1	1.4	1.5	----	12/244	181/ 5.1	5.8	4.8	1.2	7	141	KIWI-F

12+ FM SHARE (METRO): 64.61% (314 of 486) (SPG 89: 64.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKXX-F	1 KKXX-F	1 KUZZ-AF	1 KUZZ-AF>>	1 KUZZ-AF>>	1 KUZZ-AF>>	1 KUZZ-AF>>	1 KUZZ-AF>>	1 KUZZ-AF	1 KKXX-F>	1 KUZZ-F
2	2 KUZZ-AF	2 KKXX-F>	2 KKXX-F	2 KKXX-F	2 KGFM-F>>	2 KKXX-F>	2 KKXX-F	2 KKXX-F>	2 KUZZ-AF>	2 KAFY
3	3 KAFY >	3 KAFY	3 KKBB-F	KAFY <	3 KERN	3 KGFM-F<	3 KGFM-F>	3 KGFM-F>	3 KGFM-F>	3 KKXX-F
4	4 KKBB-F>	4 KKBB-F>	4 KWAC	4 KWAC	4 KWAC	4 KAFY	4 KWAC <	4 KKBB-F	4 KAFY	4 KUZZ >
5	5 KWAC	5 KWAC	5 KGFM-F	KGFM-F	5	5 KERN	5 KAFY	5 KWAC	5 KKBB-F	5 KGFM-F
6	6 KRAB-F	6	6	6 KKBB-F	6	6 KWAC	6 KKBB-F	6 KAFY	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKXX-F>>	1 KKXX-F>	1 KUZZ-AF>>	1 KUZZ-AF	1 KUZZ-AF>>	1 KAFY	1 KKXX-F<	1 KUZZ-AF>	1 KUZZ-AF>	1 KUZZ-AF>>
2 KUZZ-AF	2 KUZZ-AF>>	2 KKXX-F	2 KKXX-F>>	2 KGFM-F	2 KKXX-F>>	2 KAFY	2 KKXX-F	2 KKXX-F	2 KERN
3 KKBB-F	3 KAFY	KAFY	3 KKBB-F	KAFY	3 KUZZ-AF	3 KUZZ-AF>	3 KRAB-F	KAFY >	3 KWAC
4 KRAB-F	4 KKBB-F	4 KWAC	4 KAFY	4 KKXX-F	KKBB-F>>	4 KKBB-F	4 KAFY	4 KKBB-F	KKXX-F
KERN-F	5 KWAC	5 KKBB-F>>	5 KWAC	5 KWAC	5 KBOS-F	5 KRAB-F	5 KWAC	5	KKBB-F
KAFY >	6	6 KBOS-F	6	6 KKBB-F	KERN-F>	6	KKBB-F>	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		89 (2)	89 (2)	18.3	23.7
AOR/CLASSIC		44 (2)	44 (2)	9.1	10.3
AC/OLDIES/SOFT ROCK	12 (1)	45 (4)	57 (5)	11.7	10.8
MOR/VARIETY	33 (3)		33 (3)	6.8	7.7
COUNTRY	41 (2)	73 (1)	114 (3)	23.5	21.3
BLACK/URBAN					
BEAUTIFUL/EASY		45 (1)	45 (1)	9.3	7.9
NEWS/TALK	4 (2)		4 (2)	0.8	
NOSTALGIA	2 (1)		2 (1)	0.4	
RELIGION/GOSPEL	3 (1)	6 (1)	9 (2)	1.9	2.6
SPANISH	72 (3)		72 (3)	14.8	12.5
CLASSICAL		9 (1)	9 (1)	1.9	2.4
JAZZ/NEW AGE					
UNKNOWN/OTHERS	5 (1)	3 (1)	8 (2)	1.6	0.9
	172 (14)	314 (13)	486 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBAD	1350	Bakersfield	0.9/2.5/ 5/ 90
KERI	1180	Wasco	0.5/2.9/ 6/ 157
KHIS-F	96.5	Bakersfield	1.1/4.4/ 6/ 156
KKRV-F	102.3	Kernville	1.1/2.7/ 6/ 96
KPMC	1560	Bakersfield	0.7/3.2/ 5/ 136
KTIE-F	107.1	Bakersfield	0.5/2.0/ 3/ 73
KVIL	1140	Lake Isabella	0.9/1.4/ 5/ 49
KXEM	1590	McFarland/Bkrsf	0.9/2.7/ 6/ 120
KFI	640	Los Angeles	0.4/1.6/ 5/ 128
KFRE	940	Fresno	0.5/0.0/ 28/ 346
KMJ	580	Fresno	0.4/1.8/ 30/ 332
KMPC	710	Los Angeles	0.4/2.3/ 2/ 92

RADIO STATIONS

KAFY, 970,	1 KW/5 KW (DA-1)	, HISPANIC	UPI	, $ 20.00	(Caballero)		Mary Helen Barro
KERN, 1410,	1 KW	, NEWS/TALK	ABC I ABC T	, $ 20.00	(Christal)	American General	Roger Brandon
KGEO, 1230,	1 KW	, OLDIES	UNISUP	, $ 16.00	(McGuild)		Gary Conrad
KUZZ, 550,	5 KW (DA-2)	— SEE KUZZ-F					
KWAC, 1490,	1 KW	, HISPANIC		, $ 28.00	(Lotus)		Ed Hopple
KERN-F, 94.1,	5 KW @ 1310,	OLDIES		, $ 24.00	(Christal)	American General	Roger Brandon
KGFM-F, 101.5,	5 KW @ 1280,	EZ/BTFL	UNISUP	, $ 29.00	(McGuild)		Gary Conrad
KIWI-F, 92.1,	3 KW @ 164,	CLASSICAL		, $ 21.00	(CMBS)		Bill Cartis
KKBB-F, 97.7,	3 KW @ 328,	CLASSIC AOR		, $ 30.00	(Republic)	(SHAFTER)	
KKXX-F, 105.3,	35 KW @ 584,	CHR		, $ 34.00	(Banner)	(DELANO)	Alan Hammera
KLLY-F, 95.3,	2 KW @ 394,	AC	APR	, $ 20.00	(HNWH)	Buckley	Randy Warwick
KRAB-F, 106.3,	2 KW @ 374,	AOR	UNISUP	, $ 15.00	(---)	(GREENACRES)	
KUZZ-F, 107.9,	6 KW @ 1358,	COUNTRY		, $ 59.00	(Katz)	Buck Owens	Mel Owens
KHIS-F, 96.5,	50 KW @ 500,	RELIGION		, $ N/A	(---)		Scott Williams
KTIE-F, 107.1,	3 KW @ 160,	??		, $ N/A	(---)		

BALTIMORE

Arbitron Rank/Pop (12+): 17/2,006,100

MSA Rank/Pop: 16/2,357,500
ADI # 22
Average Person Ratings: 18.2
Market TSL: 24.00 hours

Stations: 33/20
Diaries: 2047/980:1/56.5%
Sample Target: 1740
% Below Line: 12.7
% Not Listed: 11.5

1989 Revenue: $61,500,000
HH Inc.: $31,5280
Retail $: 16.0 Bil
Pop per Station: 100,305
#1 Biller: WWMX-F $10,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WBAL	(N/T)	322/ 8.8	7.8	7.5	9.7	9.6	8.4	337/4409	4214/21.0	18.3	23.7		6.6	249	3454	WBAL
2. WXYV-F	(B)	301/ 8.2	8.4	9.1	7.3	7.6	8.3	315/3363	3206/16.0	15.8	14.8		12.1	457	5259	WXYV-F
3. WPOC-F	(C)	250/ 6.8	6.7	5.3	6.4	6.5	6.3	283/3047	2638/13.1	11.7	12.3		5.1	194	2025	WPOC-F
4. WIYY-F	(AOR)	243/ 6.7	6.2	6.4	6.2	6.7	6.4	266/3458	3168/15.8	15.1	15.2		8.2	310	3244	WIYY-F
5. WLIF-F	(EZ)	239/ 6.5	8.0	7.9	9.1	8.6	7.9	255/3187	2973/14.8	16.3	16.7		6.6	248	2493	WLIF-F
6. WWMX-F	(AC)	224/ 6.1	6.5	7.5	6.1	7.3	6.6	234/3497	3305/16.5	19.4	17.4		6.4	242	2885	WWMX-F
7. WBSB-F	(CHR)	213/ 5.8	5.5	6.6	5.2	6.0	5.8	257/4338	3789/18.9	18.1	18.1		6.9	259	3759	WBSB-F
8. WQSR-F	(O)	181/ 5.0	4.8	5.3	4.1	2.8	4.8	190/2472	2335/11.6	14.1	10.1		4.6	174	2016	WQSR-F
9. WYST-F	(SAC)	122/ 3.3	2.8	3.1	2.3	2.3	2.9	124/1888	1818/ 9.1	9.5	8.5		1.5	55	1242	WYST-F
10. WCBM	(T)	109/ 3.0	3.3	3.2	2.9	2.6	3.1	109/1208	1208/ 6.0	5.8	5.5		2.8	106	953	WCBM
11. WBGR	(R/GOSP)	107/ 2.9	2.9	1.9	3.0	2.1	2.7	111/888	871/ 4.3	3.8	4.9		2.3	86	759	WBGR
12. WHFS-F	(AOR)	87/ 2.4	1.4	2.0	2.7	2.3	2.1	91/1614	1537/ 7.7	5.4	6.5		2.9	111	1677	WHFS-F
13. WWIN-F	(B)	80/ 2.2	2.9	2.1	2.0	2.0	2.3	80/1098	1093/ 5.4	6.8	7.8		1.9	73	1178	WWIN-F
WITH	(BB)	80/ 2.2	1.8	1.2	1.5	1.5	1.7	81/884	875/ 4.[illegible]	3.8	4.0		1.9	71	500	WITH
15. WWDC-F	(AOR)	66/ 1.8	1.4	1.6	1.3	1.6	1.5	77/1795	1525/ 7.6	6.7	7.4					WWDC-F
16. WGRX-F	(CL AOR)	65/ 1.8	2.4	2.0	3.2	2.0	2.3	97/2041	1462/ 7.3	6.9	7.8		2.8	106	1445	WGRX-F
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 74.09% (2394 of 3231) (SPG 89: 74.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBSB-F	1 WIYY-F	1 WXYV-F	1 WWMX-F	1 WWMX-F	1 WBAL >	1 WBAL >	1 WLIF-F	1 WXYV-F	1 WBAL	1 WBAL >
2 WXYV-F>>	2 WXYV-F	2 WIYY-F<	2 WXYV-F	2 WXYV-F	2 WPOC-F<	2 WPOC-F	2 WPOC-F<	2 WIYY-F	2 WXYV-F>	2 WXYV-F
3 WIYY-F	3 WWMX-F	3 WWMX-F>	3 WQSR-F	3 WQSR-F	3 WLIF-F>	3 WXYV-F	3 WWMX-F	3 WPOC-F<	3 WBSB-F	3 WCBM
4	4 WBSB-F>	4 WQSR-F	4 WPOC-F	4 WPOC-F	4 WQSR-F	4 WIYY-F	4 WXYV-F<	4 WWMX-F<	4 WIYY-F>	4 WIYY-F
5	5 WHFS-F>	5 WBSB-F<	5 WIYY-F<	5 WLIF-F	5 WCBM	5 WLIF-F<	5 WBAL <	5 WLIF-F	5 WPOC-F	5 WPOC-F
6	6 WPOC-F	6 WPOC-F	6 WLIF-F	6 WIYY-F	6 WXYV-F	6 WWMX-F	6 WIYY-F	6 WBSB-F	6 WCBM	6 WBSB-F
7	7 WQSR-F<	7 WLIF-F	7 WBSB-F	7 WBSB-F<	7 WWMX-F	7 WBSB-F<	7 WQSR-F	7 WBAL	7 WWMX-F	7 WWMX-F
8	8 WYST-F	8	8	8 WBAL	8 WBGR	8 WQSR-F	8	8 WQSR-F	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIYY-F<	1 WXYV-F	1 WWMX-F<	1 WXYV-F<	1 WWMX-F<	1 WIYY-F>	1 WIYY-F>	1 WIYY-F>	1 WIYY-F>	1 WPOC-F
2 WXYV-F	2 WWMX-F	2 WXYV-F>	2 WWMX-F>	2 WXYV-F>	2 WXYV-F>	2 WXYV-F	2 WWMX-F	2 WXYV-F	2 WQSR-F
3 WBSB-F	3 WIYY-F	3 WIYY-F	3 WBSB-F	3 WQSR-F	3 WHFS-F	3 WHFS-F	3 WXYV-F	3 WQSR-F<	3 WIYY-F
4 WWMX-F>	4 WBSB-F>	4 WBSB-F	4 WIYY-F	4 WLIF-F<	4 WWDC-F	4 WWMX-F	4 WBSB-F<	4 WPOC-F	4 WLIF-F
5 WYST-F	5 WYST-F	5 WQSR-F>	5 WQSR-F	5 WPOC-F<	5 WBSB-F	WBSB-F<	5 WHFS-F	5 WWMX-F<	5 WWMX-F
6 WHFS-F	6 WQSR-F	6 WYST-F	6 WYST-F<	6 WBSB-F	6 WPGC-F	6 WWDC-F>	6 WPOC-F	6 WLIF-F	6 WBAL <
7 WPGC-F	7 WHFS-F	7 WWIN-F	7 WPOC-F	7 WYST-F<	7 WGRX-F	7 WBAL	7 WWDC-F	7 WBAL	7 WXYV-F
8	8	WPOC-F	WLIF-F	8 WIYY-F	8	8	WBAL	8	8
9	9	9	9	9	9	9	9 WLIF-F	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		319 (4)	319 (4)	9.9	12.9
AOR/CLASSIC		461 (4)	461 (4)	14.3	14.0
AC/OLDIES/SOFT ROCK	35 (1)	567 (5)	602 (6)	18.6	20.3
MOR/VARIETY	11 (1)		11 (1)	0.3	0.4
COUNTRY	57 (1)	271 (2)	328 (3)	10.2	9.2
BLACK/URBAN	81 (2)	426 (4)	507 (6)	15.7	13.4
BEAUTIFUL/EASY		289 (2)	289 (2)	8.9	9.9
NEWS/TALK	466 (3)		466 (3)	14.4	14.1
NOSTALGIA	80 (1)		80 (1)	2.5	1.7
RELIGION/GOSPEL	107 (1)	49 (1)	156 (2)	4.8	3.5
SPANISH					
CLASSICAL		12 (1)	12 (1)	0.4	
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.6
	837 (10)	2394 (23)	3231 (33)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCAO	600	Baltimore	1.6/4.5/ 60/ 961
WEBB	1360	Baltimore	0.8/3.4/ 28/ 676
WRBS-F	95.1	Baltimore	1.3/2.9/ 53/ 660
WTTR	1470	Westminster	0.3/0.5/ 11/ 107
WWIN	1400	Baltimore	1.5/4.4/ 53/ 891
WYST	1010	Baltimore	1.0/2.5/ 35/ 508
WASH-F	97.1	Washington	0.5/2.0/ 23/ 441
WAVA-F	105.1	Arlington/Wash	0.4/3.0/ 22/ 767
WGAY-F	99.5	Washington	1.4/2.5/ 52/ 525
WGMS-F	103.5	Washington	0.3/0.7/ 16/ 193
WHUR-F	96.3	Washington	0.6/3.8/ 28/ 834
WKYS-F	93.9	Washington	0.6/2.0/ 26/ 468
WLTT-F	94.7	Bethesda/Washg	0.6/2.0/ 33/ 505
WMZQ-F	98.7	Washington	0.6/1.8/ 43/ 528
WPGC-F	95.5	Morningside	1.6/6.0/ 65/1343
WRQX-F	107.3	Washington	0.9/4.8/ 46/1148
WTOP	1500	Washington	1.0/4.3/ 38/ 927

RADIO STATIONS

AM STATIONS

WBAL, 1090, 50 KW (DA-N)	, NEWS/TALK	CBS, $ 135.00	(HNWH)	Hearst	Dave Barrett
WBGR, 860 ,2.5 KW/100 W (DA-1)	, GOSPEL/RELIGION	NBN, $ 45.00	(Roslin)	Mortenson	Sam Beasley
WCAO, 600, 5 KW (DA-1)	, COUNTRY	NBC, $ 52.00	(Mc-Guild)	Summit	Roy Deutschman
WCBM, 680, 10 KW/5 KW (DA-2)	, TALK	ABC I ABC T, $ 48.00	(Katz)		Myron Laufer
WEBB, 1360, 5 KW/1.7 KW (DA-1)	, BLACK	SBN, $ 33.00	(Roslin)		Dorothy Brunson
WITH, 1230, 1 KW	, NOSTALGIA	MBS UNISUP, $ 38.00	(K & P)		
WWIN, 1400, 1 KW	, BLACK	, $ 32.00	(Durpetti)	Almic (P)	Barry Smith
WYST, 1010, 1 KW (DAYS)	, OLDIES	APR, $ 30.00	(MMR)	United	Bill Hooper

FM STATIONS

WBSB, 104.3, 50 KW @ 420	, CHR	ABC C, $ 135.00	(Banner)	Scripps-Howard	Jim Fox
WGRX, 100.7, 16 KW @ 861	, CLASSIC AOR	ABC FM, $ 55.00	(Durpetti)	Shamrock-Lynett (WESTMINSTER)	Bill Hopkinson
WIYY, 97.9, 13 KW @ 946	, AOR	ABC R, $ 117.00	(HNWH)	Hearst	Dave Barrett
WLIF, 101.9, 13 KW @ 960	, EZ/SOFT AC	, $ 168.00	(Christal)	Infinity	Winnie Brugman
WPOC, 93.1, 16 KW @ 860	, COUNTRY	, $ 110.00	(Banner)	Nationwide	Jennifer Grimm
WQSR, 105.7, 50 KW @ 492	, OLDIES	, $ 102.00	(MMR)	Sconnix	James Murray
WRBS, 95.1, 50 KW @ 500	, RELIGION	, $ 20.00	(---)		Tom Bisset
WWIN, 95.9, 3 KW @ 300	, URBAN/CHR	UNISUP, $ 60.00	(Durpetti)	Alnic (P)	Barry Smith
WWMX, 106.5, 7 KW @ 1217	, AC	, $ 170.00	(Katz)	Capitol-Goodman	Bob Lind
WXYV, 102.7, 50 KW @ 437	, BLACK	, $ 138.00	(McGuild)	Summit	Roy Deutschman
WYST, 92.3, 10 KW @ 560	, AC	APR, $ 66.00	(MMR)	United	Scott Fey

OTHER RANKED STATIONS -- SEE WASHINGTON

BATON ROUGE

Arbitron Rank/Pop (12+): 80/435,400

MSA Rank/Pop: 92/534,300
ADI # 94
Average Person Ratings: 17.2
Market TSL: 22.75 hours

Stations: 22/16
Diaries: 943/462:1/50.0%
Sample Target: 840
% Below Line: 11.6
% Not Listed: 11.9

1989 Revenue: $12,800,000
HH Inc.: $26,846
Retail $: 3.6 Bil
Pop per Station: 27,212
#1 Biller: WYNK-AF $2,800,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WYNK-AF	(C)	94/12.6	14.6	8.7	14.7	14.8	12.6	224/2616	1083/24.9	21.3	25.1		14.9	111	187	WYNK-AF
2. KQXL-F	(B)	93/12.4	11.8	9.9	11.3	13.5	11.4	124/1289	885/20.3	16.6	21.9		13.6	102	1524	KQXL-F
3. WFMF-F	(CHR)	85/11.3	12.4	13.7	10.8	12.3	12.1	150/2009	1134/26.0	28.7	24.8		12.8	96	1488	WFMF-F
4. WXOK	(B)	74/ 9.9	8.5	5.7	7.4	8.2	7.9	76/729	656/15.1	14.8	17.3		5.9	44	707	WXOK
5. WTGE-F	(AC)	45/ 6.0	5.5	4.1	5.1	4.4	5.2	55/878	679/15.6	12.5	12.5		5.6	42	560	WTGE-F
6. WGGZ-F	(CHR)	40/ 5.3	4.9	6.7	7.9	6.9	6.2	91/1740	860/19.8	20.4	21.2		6.0	45	880	WGGZ-F
7. WKJN-F	(C)	36/ 4.8	4.6	5.4	6.5	6.7	5.3	69/1073	606/13.9	14.8	15.0		5.3	40	523	WKJN-F
8. KHOM-F	(O)	35/ 4.7	6.8	5.1	5.7	4.2	5.6	96/1264	617/14.2	12.4	9.9		4.5	34	342	KHOM-F
9. WJBO	(N/T)	26/ 3.5	4.3	6.3	3.2	4.7	4.3	30/450	411/ 9.4	13.6	11.7		4.7	35	458	WJBO
10. WCKW-F	(CL AOR)	22/ 2.9	3.5	3.6	4.0	2.9	3.5	63/976	412/ 9.5	8.6	6.6		6.1	46	606	WCKW-F
11. KIEZ-F	(EZ)	21/ 2.8	2.6	1.6	----	----	1.8	22/279	250/ 5.7	2.6	0.0		0.9	7	184	KIEZ-F
12. WLUX	(REL)	18/ 2.4	0.6	0.7	----	0.4	0.9	18/134	120/ 2.8	1.4	1.6		0.3	2	68	WLUX
13. WNDC	(GOSP)	12/ 1.6	5.5	5.6	4.2	4.2	4.2	18/228	189/ 4.3	9.2	6.6		3.7	28	277	WNDC
14. WTKL	(EZ)	11/ 1.5	1.0	0.7	1.8	1.1	1.3	11/154	154/ 3.5	2.0	2.9		0.4	3	72	WTKL

12+ FM SHARE (METRO): 74.13% (490 of 661) (SPG 89: 78.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFMF-F>>	1 KQXL-F	1 KQXL-F	1 KQXL-F<	1 WYNK-AF	1 WYNK-AF>>	1 WYNK-AF	1 WYNK-AF	1 WFMF-F	1 KQXL-F>	1 KQXL-F
2 KQXL-F>	2 WFMF-F>	2 WFMF-F	2 WYNK-AF<	KQXL-F	2 WXOK	2 KQXL-F	2 WFMF-F<	2 WYNK-AF<	2 WXOK	2 WFMF-F<
3 WXOK	3 WXOK <	3 WYNK-AF	3 WFMF-F	3 WFMF-F<	3 KQXL-F<	3 WFMF-F	3 KQXL-F>	3 KQXL-F>	3 WFMF-F>	3 WXOK >
4 WGGZ-F	4 WTGE-F	4 WXOK <	4 WTGE-F<	4 WXOK	4 WKJN-F<	4 WXOK	4 WXOK <	4 WXOK	4 WYNK-AF<	4 WYNK-F
5	5 WYNK-AF	5 WTGE-F	5 WXOK	5 WTGE-F	5 KIEZ-F	5 WKJN-F<	5 WTGE-F	5 WTGE-F	5 WGGZ-F	5 KHOM-F
6	6 WGGZ-F	6	6 KHOM-F	6 KHOM-F	6	6 WTGE-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KQXL-F<	1 KQXL-F<	1 WFMF-F<	1 KQXL-F	1 KQXL-F
2 WFMF-F>	2 WFMF-F>	2 KQXL-F	2 WFMF-F>	2 WFMF-F<
3 WGGZ-F	3 WXOK	3 WYNK-AF	3 WYNK-AF	3 WYNK-AF
4 WXOK >>	4 WYNK-AF	4 WXOK >	WXOK >	4 WXOK >
5 WYNK-AF	WGGZ-F	5 KHOM-F	5 WGGZ-F	5 KIEZ-F
WTGE-F>	6	6 WGGZ-F	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQXL-F>	1 WTGE-F<	1 WTGE-F>	1 WTGE-F<	1 WTGE-F
2 WXOK	2 KQXL-F	2 WFMF-F	2 KQXL-F	2 WYNK-AF
3 WYNK-AF	3 WFMF-F<	KQXL-F	3 WYNK-AF	3 KQXL-F
WTGE-F	4 WXOK	4 WCKW-F	4 WXOK	4 KHOM-F
WFMF-F	5 WYNK-AF	5 WXOK	WFMF-F	5 WXOK
6 WGGZ-F>	6 WCKW-F	WJBO	6	WJBO
7 WCKW-F>>		7 WYNK-AF		

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		125 (2)	125 (2)	18.9	20.8
AOR/CLASSIC		22 (1)	22 (1)	3.3	6.6
AC/OLDIES/SOFT ROCK		89 (3)	89 (3)	13.5	9.3
MOR/VARIETY					
COUNTRY	21 (2)	119 (2)	140 (4)	21.2	23.9
BLACK/URBAN	74 (1)	98 (2)	172 (3)	26.0	24.1
BEAUTIFUL/EASY	11 (1)	30 (2)	41 (3)	6.2	3.2
NEWS/TALK	35 (3)		35 (3)	5.3	5.9
NOSTALGIA					
RELIGION/GOSPEL	30 (2)	7 (1)	37 (3)	5.6	6.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	171 (9)	490 (13)	661 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WIBR	1300	Baton Rouge	0.4/2.6/ 4/ 165
WQCK-F	92.7	Clinton	0.9/2.5/ 8/ 154
WXLT-F	94.1	McComb	1.2/5.6/ 12/ 321
KDEA-F	99.1	New Iberia	1.2/4.3/ 50/ 765
WFPR	1400	Hammond	1.3/1.5/ 28/ 263
WQUE-F	93.3	New Orleans	0.7/1.6/ 30/ 441
WWL	870	New Orleans	0.8/3.2/ 24/ 436

RADIO STATIONS

WJBO ,	1150,	5 KW (DA-1) ,	Talk	CBS TALKNT, $20.00	(HNWH)	Jenne	George Jenne
WLUX ,	1550,	5 KW (DAYS) ,	Religion	, $10.00	(—)	Swaggert	Ted Saucemun
WNDC ,	910,	1 KW (DA-1) ,	Gospel	, $12.00	(—)		Don Capron
WTKL ,	1260,	1 KW (DAYS) ,	EZ	, $13.00	(—)		Louis Bathen
WXOK ,	1460,	5 KW/1 KW (DA-3) ,	Black	NBC, $20.00	(Torbet)		Dennis Lee
KIEZ-F,	96.3,	3 KW @ 328 ,	EZ	, $15.00	(—)	(BRUSLY)	Nancy David
KQXL-F,	106.5,	50 KW @ 484 ,	Black	SBN ABC FM, $25.00	(Banner)	(NEW ROADS)	Peter Moncreiffe
WFMF-F,	102.5,	100 KW @ 1250 ,	CHR	UNIPWR, $46.00	(HWNH)	Jenne	George Jenne
WGGZ-F,	98.1,	100 KW @ 1500 ,	CHR	RADRAD ABC C, $39.00	(Katz)		Mervyn Rhys
WKJN-F,	103.3,	100 KW @ 1003 ,	Country	MBS, $44.00	(Christal)	(HAMMOND)	Lew Campbell
WTGE-F,	100.7,	100 KW @ 690 ,	AC	, $32.00	(Republic)		Jim Thompson
WXLT-F,	94.1,	100 KW @ 983 ,	Soft AC	, $14.00	(Christal)	(McCOMB, MS)	Scott Jones
WYNK-F,	101.5,	100 KW @ 1500 ,	Country	ABC E, $64.00	(Katz)	Narragansett	John Peroyea

Misc: WXLT changes from AOR to Soft AC . . .WKJN changes calls to WIBR and format from Country to Talk (Jan) . . .
WTKL sold (debt assumption)

BEAUMONT

Arbitron Rank/Pop (12+): 118/306,900
MSA Rank/Pop: 132/360,700
ADI # 128
Average Person Ratings: 15.7
Market TSL: 21.50 hours

Stations: 19/13
Diaries: 750/409:1/47.8%
Sample Target: 710
% Below Line: 15.2
% Not Listed: 12.9

1989 Revenue: $6,900,000
HH Inc.: $30,135
Retail $: 2.6 Bil
Pop per Station: 23,607
#1 Biller: KYKR-F, KLVI $2,100,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KAYD-AF	(C)	63/13.1	11.0	11.7	10.5	10.6	----	70/859	737/24.0	21.7	18.8	9.5	50	463	KAYD-AF
2. KYKR-F	(C)	57/11.9	7.7	10.7	10.5	9.6	----	66/845	673/21.9	17.6	22.1	9.5	50	561	KYKR-F
3. KHYS-F	(B)	50/10.4	18.8	12.6	10.5	16.6	----	63/637	483/15.7	20.0	19.3	20.0	105	852	KHYS-F
4. KALO	(B)	47/ 9.8	6.9	5.4	6.4	4.0	----	54/491	374/12.2	9.5	7.8	5.9	31	270	KALO
5. KKMY-F	(AC)	40/ 8.3	9.2	5.6	7.0	6.4	----	47/759	604/19.7	18.2	16.6	7.4	39	508	KKMY-F
6. KIOC-F	(CHR)	27/ 5.6	5.2	7.4	5.2	11.0	----	42/718	471/15.3	14.8	18.1	10.1	53	751	KIOC-F
7. KQXY-F	(AC)	26/ 5.4	4.6	7.4	7.4	5.0	----	27/448	381/12.4	9.6	15.5	0.0	0	5	KQXY-F
8. KZZB-F	(CHR)	24/ 5.0	6.5	6.6	6.4	7.3	----	25/610	567/18.2	17.7	25.8	7.3	38	746	KZZB-F
9. KLVI	(C)	22/ 4.6	3.8	4.1	5.2	6.7	----	25/411	326/10.6	11.3	11.2	3.8	20	343	KLVI
10. KWIC-F	(AOR)	18/ 3.7	2.5	6.6	5.4	4.6	----	22/385	354/11.5	7.2	11.6	8.0	42	430	KWIC-F
11. KOLE	(AC)	13/ 2.7	0.8	1.4	1.6	1.3	----	14/179	162/ 5.3	3.9	1.8	2.7	14	159	KOLE
12. KTRH	(N/T)	9/ 1.9	5.4	4.3	4.1	2.3	----	10/250	190/ 6.2	11.0	8.9	0.6	3	213	KTRH

12+ FM SHARE (METRO): 77.57% (325 of 419) (SPG 89: 78.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIOC-F	1 KHYS-F	1 KAYD-AF	1 KAYD-AF	1 KAYD-AF	1 KYKR-F	1 KALO	1 KYKR-F	1 KAYD-AF	1 KHYS-F>	1 KYKR-F
2 KHYS-F>	2 KAYD-AF>	2 KHYS-F<	2 KKMY-F	2 KKMY-F	2 KAYD-AF	2 KAYD-AF	2 KAYD-AF	2 KYKR-F	2 KYKR-F	2 KKMY-F
3 KZZB-F	3 KYKR-F	3 KKMY-F	3 KYKR-F	3 KYKR-F	3 KALO >	3 KYKR-F	3 KKMY-F	3 KHYS-F>	3 KAYD-AF	KAYD-F
4	KKMY-F	4 KYKR-F>	4 KHYS-F>	4 KHYS-F	4 KKMY-F	4 KLVI	4 KQXY-F>	4 KKMY-F	KKMY-F	4 KHYS-F
5	5 KZZB-F	5 KALO	5 KQXY-F	5 KALO	5 KLVI	5 KKMY-F	5 KHYS-F	5 KIOC-F	5 KIOC-F	5 KLVI
6	KWIC-F	6 KQXY-F	6 KALO	6 KQXY-F	6 KQXY-F	6 KHYS-F	KALO	6	6 KZZB-F	6
7	KALO	7 KZZB-F	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIOC-F	1 KAYD-AF>	1 KAYD-AF>	1 KAYD-AF>	1 KAYD-AF>	1 KHYS-F>>	1 KHYS-F>	1 KHYS-F	1 KHYS-F	1 KKMY-F
2 KAYD-AF	2 KYKR-F	2 KYKR-F	2 KYKR-F	2 KYKR-F	2 KWIC-F	2 KWIC-F	2 KKMY-F>	2 KKMY-F	2 KAYD-AF
KZZB-F>>	3 KHYS-F	3 KHYS-F	3 KKMY-F	3 KKMY-F	KALO >>	3 KALO	3 KAYD-AF	3 KWIC-F	3 KYKR-F
4 KHYS-F	4 KZZB-F	4 KKMY-F	4 KHYS-F	4 KHYS-F	4 KAYD-AF	4 KAYD-AF	KWIC-F	4 KAYD-AF	4 KHYS-F
KYKR-F	KKMY-F	5 KQXY-F	5 KQXY-F	5 KQXY-F	KZZB-F	KKMY-F	5 KYKR-F	5 KYKR-F	5 KWIC-F
KQXY-F	6 KQXY-F	6 KZZB-F>	6	KALO	KIOC-F>>	6	KALO	KALO	KALO
KKMY-F>>	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		51 (2)	51 (2)	12.2	15.5
AOR/CLASSIC		21 (2)	21 (2)	5.0	8.2
AC/OLDIES/SOFT ROCK	13 (1)	69 (3)	82 (4)	19.6	9.5
MOR/VARIETY					
COUNTRY	23 (2)	125 (3)	148 (5)	35.3	28.9
BLACK/URBAN	47 (1)	52 (2)	99 (3)	23.6	15.7
BEAUTIFUL/EASY					9.1
NEWS/TALK	9 (1)		9 (1)	2.1	5.4
NOSTALGIA					
RELIGION/GOSPEL	2 (1)	7 (1)	9 (2)	2.1	7.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	94 (6)	325 (13)	419 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDLF	1150	Port Neches	0.4/1.6/ 2/ 49
KTFA-F	92.1	Groves	1.5/3.4/ 8/ 111
KLDE-F	94.5	Houston	0.6/2.6/ 3/ 91
KLOL-F	101.1	Houston	0.6/2.3/ 7/ 111
KMJQ-F	102.1	Clear Lake City	0.4/2.9/ 2/ 113
KYKZ-F	96.1	Lake Charles	1.2/5.1/ 74/ 751

RADIO STATIONS

KALO, 1250, 5 KW/1 KW (DA-N)	, BLACK	SBN, UNIULT,	$ 20.00	(Katz)	Clear Channel	Dale Mattison
KLVI, 560, 5 KW (DA-N)	, COUNTRY	ABC I,	$ 30.00	(Katz)	Hicks	Tom Boggess
KOLE, 1340, 1 KW	, NOSTALGIA	UNISUP, UNIULT,	$ 15.00	(Eastman)	UNO	John Garner
KAYD-F, 97.5, 100 KW @ 500,	COUNTRY	,	$ 30.00	(Banner)		Katie Wellman
KHYS-F, 98.5, 100 KW @ 1952,	BLACK	RADRAD, UNIPWR,	$ 80.00	(Katz)	Clear Channel	Dale Mattison
KIOC-F, 106.1, 100 KW @ 1060,	CHR	,	$ 26.00	(Banner)		Gary Teaney
KKMY-F, 104.5, 100 KW @ 440,	AC	UNISUP, UNIULT,	$ 29.00	(Eastman)	UNO	Roy Tenori
KQXY-F, 94.1, 100 KW @ 600,	SOFT AC	,	$ 22.00	(----)		Gene Teaney
KTFA-F, 92.1, 3 KW @ 312,	RELIGION	,	$ 14.00	(----)		Ralph McBride
KWIC-F, 107.9, 100 KW @ 392,	AOR	ABC R, UNIULT,	$ 22.00	(Banner)		Mike Hawkins
KYKR-F, 93.3, 100 KW @ 414,	COUNTRY	,	$ 46.00	(Katz)	Hicks	Tom Boggess
KZZB-F, 95.1, 100 KW @ 414,	CHR	,	$ 32.00	(Christal)		Jerry Condra

Miscellaneous Comments: KQXY-F changes from EZ to SOFT AC...KOLE now classified as NOSTALGIA...

BILLINGS

Arbitron Rank/Pop (12+): 235/96,100
MSA Rank/Pop: 298/119,200
ADI # 166 (w/Hardin)
Average Person Ratings: 17.6
Market TSL: 23.75 hours

Stations: 12/12
Diaries: 827/116:1/63.2%
Sample Target: 550
% Below Line: 0.0
% Not Listed: 13.0

1989 Revenue: $4,000,000
HH Inc.: $26,115
Retail $: 1.7 Bil
Pop per Station: 8,008
#1 Biller: KGHL $1,000,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KZLS-F	(CHR)	23/13.6	----	15.8	----	15.7	----	23/299	283/29.4		32.2		13.8	22	318	KZLS-F
2.	KCTR-F	(C)	21/12.4	----	11.7	----	6.5	----	26/288	210/21.9		17.4		16.9	27	235	KCTR-F
3.	KYYA-F	(CHR)	19/11.2	----	12.9	----	14.4	----	26/369	283/29.4		32.9		13.1	21	395	KYYA-F
	KGHL	(C)	19/11.2	----	12.9	----	22.2	----	51/502	211/22.0		25.7		11.9	19	239	KGHL
5.	KIDX-F	(AC)	18/10.7	----	11.7	----	9.2	----	20/218	204/21.2		19.6		6.3	10	120	KIDX-F
6.	KOHZ-F	(EZ)	17/10.1	----	8.8	----	7.2	----	17/168	159/16.5		17.0		6.9	11	187	KOHZ-F
7.	KRKX-F	(CL AOR)	14/ 8.3	----	----	----	----	----	17/181	145/15.1		0.0		12.5	20	168	KRKX-F
8.	KCTR	(C)	5/ 3.0	----	5.3	----	2.6	----	10/165	101/10.5		12.9		2.5	4	111	KCTR
9.	KBLG	(N/T)	4/ 2.4	----	1.2	----	3.3	----	6/111	80/ 8.3		10.1		5.0	8	74	KBLG
10.	KURL	(REL)	3/ 1.8	----	2.9	----	3.3	----	8/105	69/ 7.2		8.8		1.9	3	62	KURL
	KKUL-F	(O)	3/ 1.8	----	4.1	----	1.3	----	5/121	91/ 9.5		11.9		3.1	5	79	KKUL-F
12.	KUUS	(O)	1/ 0.6	----	2.3	----	5.2	----	1/61	61/ 6.3		9.1		1.9	3	61	KUUS
13.																	
14.																	
15.																	

12+ FM SHARE (METRO): 78.23% (115 of 147) (SPG 89: 72.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZLS-F>>	1 KZLS-F<	1 KIDX-F	1 KIDX-F	1 KIDX-F	1 KOHZ-F	1 KZLS-F	1 KIDX-F	1 KCTR-F	1 KZLS-F>	1 KCTR-F
2 KYYA-F>>	2 KYYA-F	2 KYYA-F	2 KCTR-F	2 KCTR-F	2 KGHL >	2 KGHL <	2 KOHZ-F	2 KIDX-F<	2 KYYA-F	2 KIDX-F
3 KRKX-F	3 KCTR-F	KCTR-F<	3 KYYA-F>	3 KYYA-F	3 KCTR-F	3 KCTR-F	3 KGHL <	3 KZLS-F	3 KCTR-F	KGHL
4	4 KRKX-F	4 KZLS-F	4 KZLS-F	4 KOHZ-F	4 KIDX-F	4 KIDX-F	4 KCTR-F	4 KYYA-F	4 KRKX-F	4
5	5 KIDX-F	5 KRKX-F	KRKX-F	KGHL	5	5 KYYA-F<	5 KZLS-F	5 KOHZ-F	KIDX-F	5
6	6	6	KOHZ-F	6	6	6 KOHZ-F	6 KYYA-F	6	6	6
			KGHL							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZLS-F	1 KZLS-F	1 KZLS-F	1 KYYA-F	1 KIDX-F>	1 KZLS-F	1 KRKX-F	1 KRKX-F	1 KRKX-F	1 KCTR-F
2 KYYA-F	2 KYYA-F	KYYA-F	KIDX-F<	2 KYYA-F	KRKX-F>	2 KZLS-F	KCTR-F	2 KIDX-F	2 KIDX-F
KCTR-F>>	3 KCTR-F	KIDX-F>	3 KZLS-F	KOHZ-F	3 KYYA-F>>	KYYA-F	3 KYYA-F	KCTR-F	3 KRKX-F
4 KRKX-F	4 KIDX-F>	4 KCTR-F>	KCTR-F>	KCTR-F	4	KCTR-F	KIDX-F>	4 KZLS-F	KGHL
KIDX-F>>	5 KRKX-F	5	5	5	5	5 KIDX-F	5 KZLS-F>	KYYA-F	5 KYYA-F
6	6	6	6	6	6	6	6 KGHL >>	6 KGHL	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		42 (2)	42 (2)	28.6	32.0		
AOR/CLASSIC		14 (1)	14 (1)	9.5			
AC/OLDIES/SOFT ROCK	1 (1)	21 (2)	22 (3)	15.0	20.3		
MOR/VARIETY							
COUNTRY	24 (2)	21 (1)	45 (3)	30.6	33.3		
BLACK/URBAN							
BEAUTIFUL/EASY		17 (1)	17 (1)	11.6	9.8		
NEWS/TALK	4 (1)		4 (1)	2.7	1.3		
NOSTALGIA							
RELIGION/GOSPEL	3 (1)		3 (1)	2.0	3.3		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	32 (5)	115 (7)	147 (12)				

RADIO STATIONS

KBLG ,	910,	1 KW/64 W	,	Talk	CBS ABC T, $ 9.00	(Mc-Guild)	Sunbrook	Dave Pederson
KCTR ,	970,	5 KW (DA-N)	—	See KCTR-F				
KGHL ,	790,	5 KW (DA-N)	,	Country	ABC I, $23.00	(Eastman)		Dick Elliot
KURL ,	730,	5 KW/235 W	,	Religion	, $ 7.00	(—)		Herm Elenbaas
KUUS ,	1240,	1 KW	,	Oldies	ABC D, $ 7.00	(Mc-Guild)		Ray McLean
KCTR-F,	102.9,	100 KW @ 500	,	Country	, $22.00	(Christal)	Citadel	Keith Tilkins
KIDX-F,	98.5,	85 KW @ 402	,	AC	, $17.00	(Eastman)		Dick Elliot
KKUL-F,	95.5,	100 KW @ 984	,	Oldies	UNISUP, $ 9.00	(Republic)	(HARDIN)	Andy Golding
KOHZ-F,	103.7,	100 KW @ 480	,	EZ	ABC E, $13.00	(Banner)		Dan Miller
KRKX-F,	94.1,	100 KW @ 1045	,	Classic AOR	, $16.00	(Mc-Guild)	Sunbrook	David Pederson
KYYA-F,	93.3,	100 KW @ 700	,	CHR	ABC C, $19.00	(Banner)	Mayar	Ron Jones
KZLS-F,	97.1,	35 KW @ 293	,	CHr	ABC FM, $19.00	(Mc-Guild)		Ray McLean

Misc: KRKX is a new station which signed on in July 1989 . . .

BINGHAMTON

Arbitron Rank/Pop (12+): 144/223,300	Stations: 14/12	1989 Revenue: $7,100,000
	Diaries: 692/323:1/56.7%	HH Inc.: $29,431
MSA Rank/Pop: 170/259,900	Sample Target: 700	Retail $: 1.7 Bil
ADI # 134	% Below Line: 1.4	Pop per Station: 18,608
Average Person Ratings: 16.5	% Not Listed: 13.6	#1 Biller: WAAL-F $1,600,000
Market TSL: 21.75 hours		

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WAAL-F	(CHR)	83/22.6	----	19.5	----	23.9	----	140/1707	945/42.3		41.4		24.7	92	1061	WAAL-F
2. WNBF	(MOR)	55/14.9	----	15.9	----	15.2	----	55/612	560/25.1		25.9		9.7	36	420	WNBF
3. WHWK-F	(C)	54/14.7	----	15.1	----	15.2	----	97/930	465/20.8		23.6		14.5	54	596	WHWK-F
4. WMRV-F	(AC)	34/ 9.2	----	10.7	----	12.1	----	45/635	468/21.0		24.4		7.5	28	441	WMRV-F
5. WKGB-F	(AOR)	23/ 6.3	----	6.0	----	----	----	35/445	287/12.9		12.4		10.5	39	463	WKGB-F
6. WMXW-F	(SAC)	21/ 5.7	----	1.9	----	----	----	25/330	296/13.3		2.1		4.3	16	167	WMXW-F
7. WINR	(BB)	15/ 4.1	----	5.5	----	9.1	----	17/298	266/11.9		12.1		6.7	25	271	WINR
8. WQXT-F	(O)	13/ 3.5	----	3.6	----	4.2	----	14/292	273/12.2		11.0		2.9	11	159	WQXT-F
9. WRSG	(O)	7/ 1.9	----	2.7	----	4.5	----	7/130	114/ 5.1		8.0		1.6	6	250	WRSG
10.																

12+ FM SHARE (METRO): 73.58% (234 of 318) (SPG 89: 67.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAAL-F	1 WAAL-F>>	1 WAAL-F>>	1 WAAL-F>	1 WAAL-F	1 WNBF >	1 WNBF	1 WAAL-F	1 WAAL-F>	1 WAAL-F>>	1 WAAL-F
2	2 WMRV-F	2 WHWK-F	2 WHWK-F	2 WHWK-F	2 WHWK-F>>	2 WAAL-F<	2 WHWK-F	2 WHWK-F	2 WNBF >	2 WNBF
3	3 WKGB-F	3 WMRV-F>	3 WMRV-F>	3 WMRV-F>	3 WAAL-F	3 WHWK-F>>	3 WMRV-F	3 WNBF	3 WHWK-F	3 WHWK-F
4	4 WHWK-F	4 WKGB-F	4 WMXW-F	4 WMXW-F	4 WMXW-F	4 WMRV-F	4 WNBF	4 WMRV-F	4 WKGB-F	4
5	5	5	5 WNBF	5 WNBF	5 WINR	5	5	5	5 WMRV-F	5
6	6	6	6	6	6 WMRV-F	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAAL-F>>	1 WAAL-F>>	1 WAAL-F>	1 WAAL-F>>	1 WAAL-F>	1 WKGB-F	1 WAAL-F>>	1 WAAL-F>>	1 WAAL-F>	1 WAAL-F
2 WHWK-F>	2 WMRV-F>	2 WMRV-F>>	2 WMRV-F	2 WMRV-F	WAAL-F>>	2 WKGB-F>	2 WMRV-F	2 WKGB-F	2 WHWK-F>
3 WMRV-F	3 WHWK-F>	3 WHWK-F>	3 WHWK-F>	WHWK-F	3 WMRV-F	3 WMRV-F>	3 WKGB-F	WHWK-F>	3 WMRV-F
WKGB-F>>	4 WKGB-F	4	4 WMXW-F	4 WMXW-F>	WHWK-F>>	4 WHWK-F	4 WHWK-F>	4 WMRV-F	4 WQXT-F
5	5		5	5 WNBF	5 WMXW-F	5	5 WQXT-F>>	5	WNBF
	6		6	6	6	6	6	6	WKGB-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		86 (2)	86 (2)	27.0	22.6
AOR/CLASSIC		23 (1)	23 (1)	7.2	11.1
AC/OLDIES/SOFT ROCK	12 (2)	68 (3)	80 (5)	25.2	15.6
MOR/VARIETY	57 (2)	1 (1)	58 (3)	18.2	20.1
COUNTRY		54 (1)	54 (1)	17.0	17.5
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA	15 (1)		15 (1)	4.7	6.4
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		2 (1)	2 (1)	0.6	6.7
	84 (5)	234 (9)	318 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WENE	1430	Endicott	1.4/7.9/ 7/ 202
WNYP-F	99.9	Cortland	0.8/2.9/ 24/ 274
WYXL-F	97.3	Ithica	0.5/1.6/ 7/ 139

RADIO STATIONS

WENE, 1430,	5 KW (DA-N) , OLDIES	ABC E , $	12.00 (Banner)	Command	Jack Devlin
WINR, 680,	1 KW/500 W (DA-2), NOSTALGIA	CBS , $	14.00 (Roslin)		Walt Adams
WNBF, 1290,	5 KW (DA-N) , MOR/FULL SER.	NBC , $	25.00 (Katz)	Stoner	Roger Conklin
WRSG, 1360,	5 KW/500 W (DA-2), OLDIES	ABC I , $	11.00 (Durpetti)	Regional	George Rossi
WAAL-F, 99.1,	7 KW @ 1090, CHR	ABC F , $	37.00 (Durpetti)	Regional	George Rossi
WHWK-F, 98.1,	10 KW @ 950, COUNTRY	, $	33.00 (Katz)	Stoner	Roger Conklin
WKGB-F, 92.5,	6 KW @ 531, AOR	SOURCE , $	17.00 (Banner)	(SUSQUEHANNA, PA)	Ben Smith
WMRV-F, 105.7,	35 KW @ 570, AC	UNIPWR , $	30.00 (Banner)	Command	Jack Devlin
WMXW-F, 103.3,	.4 KW @ 850, SOFT AC	, $	15.00 (---)	(VESTAL)	Dave Mitchell
WQXT-F, 101.7,	1 KW @ 558, OLDIES	CNN , $	12.00 (Torbet)	(OWEGO)	Tom Shiptenko

BIRMINGHAM

Arbitron Rank/Pop (12+): 52/773,000

MSA Rank/Pop: 57/925,400
ADI # 47
Average Person Ratings: 16.8
Market TSL: 22.50 hours

Stations: 23/19
Diaries: 1289/600:1/57.5%
Sample Target: 1100
% Below Line: 3.2
% Not Listed: 8.5

1989 Revenue: $24,500,000
HH Inc.: $23,096
Retail $: 5.3 Bil
Pop per Station: 40,684
#1 Biller: WZZK-AF $6,100,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WZZK-AF	(C)	205/15.7	16.3	16.2	14.4	18.7	15.6	286/3633	2209/28.6	30.0	30.7		13.7	156	2025	WZZK-AF
2. WENN-F	(B)	156/12.0	11.8	12.3	10.6	11.0	11.7	212/2007	1343/17.4	17.7	21.0		17.2	212	1866	WENN-F
3. WAPI-F	(CHR)	107/ 8.2	8.7	7.8	8.0	7.3	8.2	179/2849	1731/22.4	19.3	18.8		12.4	152	1959	WAPI-F
4. WZRR-F	(CL AOR)	103/ 7.9	9.1	8.2	8.6	8.2	8.4	138/1688	1242/16.1	16.3	14.1		13.9	171	1285	WZRR-F
WMJJ-F	(AC)	103/ 7.9	8.3	8.2	11.9	10.4	9.1	124/1872	1343/17.4	19.1	19.4		6.8	84	1127	WMJJ-F
6. WERC	(N/T)	79/ 6.1	5.0	5.2	6.3	5.6	5.7	84/1024	965/12.5	13.4	11.1		3.3	41	525	WERC
7. WATV	(B)	77/ 5.9	6.2	5.1	4.0	4.0	5.3	77/754	754/ 9.8	10.7	9.4		3.2	39	506	WATV
8. WKXX-F	(CHR)	66/ 5.1	5.3	7.0	5.8	7.1	5.8	87/1733	1182/15.3	18.3	21.2		5.6	69	1672	WKXX-F
9. WAPI	(BB)	62/ 4.8	4.9	4.6	4.2	3.7	4.6	63/856	807/10.4	10.1	8.5		2.0	25	418	WAPI
10. WAGG	(GOSP)	55/ 4.2	2.4	3.8	3.6	2.9	3.5	57/484	457/ 5.9	7.0	5.8		1.5	19	362	WAGG
11. WDJC-F	(REL)	50/ 3.8	3.1	2.6	3.1	2.8	3.1	66/1244	776/10.0	6.3	8.3		3.1	38	681	WDJC-F
12. WJLD	(B)	34/ 2.6	2.7	1.6	2.0	1.7	2.2	34/525	517/ 6.7	5.6	7.3		2.0	25	283	WJLD
13. WZBQ-F	(CHR)	25/ 1.9	1.9	2.0	1.4	1.0	1.8	99/1393	570/ 7.4	6.2	4.3		2.4	29	498	WZBQ-F
14. WAYE	(GOSP)	15/ 1.2	0.5	1.9	1.8	0.8	1.4	15/253	249/ 3.2	3.5	3.1		1.6	20	203	WAYE

12+ FM SHARE (METRO): 69.44% (827 of 1191) (SPG 89: 73.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WENN-F<	1 WENN-F	1 WZZK-AF	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>>	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF	1 WENN-F>>	1 WATV
2 WAPI-F>>	2 WZRR-F	2 WENN-F	2 WMJJ-F	2 WMJJ-F	2 WERC	2 WENN-F<	2 WMJJ-F	2 WENN-F	2 WZZK-AF<	2 WZZK-F
3	3 WAPI-F	3 WZRR-F<	3 WENN-F	3 WENN-F	3 WAPI	3 WERC	3 WENN-F	3 WZRR-F	3 WAPI-F<	3 WENN-F>
4	4 WZZK-AF	4 WMJJ-F	4 WZRR-F>	4 WZRR-F>	4 WATV	4 WMJJ-F<	4 WZRR-F	4 WAPI-F	4 WZRR-F	4 WZRR-F<
5	5 WMJJ-F	5 WAPI-F>	5 WAPI-F	5 WAPI-F	5 WMJJ-F	5 WATV <	5 WAPI-F	5 WMJJ-F>	5 WKXX-F	5 WAPI <
6	6 WKXX-F	6 WKXX-F	6	6 WERC	6 WENN-F	6 WAPI-F	6 WERC	6 WAPI	6	6 WKXX-F<
										7 WMJJ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WENN-F	1 WENN-F	1 WMJJ-F	1 WENN-F<	1 WZZK-AF<	1 WZRR-F	1 WZRR-F	1 WZRR-F>	1 WZZK-AF	1 WZZK-AF>
2 WAPI-F>	2 WAPI-F	WENN-F	2 WMJJ-F<	2 WMJJ-F>	WENN-F	2 WENN-F	2 WZZK-AF	2 WZRR-F	2 WZRR-F
3 WKXX-F>	3 WMJJ-F	3 WAPI-F	3 WZZK-AF	3 WENN-F>	3 WAPI-F>	3 WAPI-F	WENN-F>	3 WENN-F	3 WENN-F
4 WZZK-AF	4 WZZK-AF<	4 WZZK-AF	4 WAPI-F>	4 WAPI-F	4 WKXX-F>>	4 WZZK-AF>	4 WAPI-F	4 WAPI-F	4 WMJJ-F
WZRR-F	5 WZRR-F	5 WZRR-F	5 WQSB-F<	5 WZRR-F	5 WZZK-AF>	5 WKXX-F	5 WDJC-F	5 WMJJ-F	5 WERC >
WMJJ-F>>	WKXX-F	6 WKXX-F	6 WZRR-F	6 WATV <	6	6	6 WMJJ-F	6 WERC	6 WAPI-F
			7 WKXX-F	7 WKXX-F					

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		198 (3)	198 (3)	16.6	7.9
AOR/CLASSIC		103 (1)	103 (1)	8.6	8.9
AC/OLDIES/SOFT ROCK	11 (1)	109 (2)	120 (3)	10.1	13.5
MOR/VARIETY					
COUNTRY	27 (2)	204 (4)	231 (6)	19.4	23.7
BLACK/URBAN	111 (2)	156 (1)	267 (3)	22.4	25.8
BEAUTIFUL/EASY		7 (1)	7 (1)	0.6	0.5
NEWS/TALK	79 (1)		79 (1)	6.6	6.1
NOSTALGIA	62 (1)		62 (1)	5.2	4.0
RELIGION/GOSPEL	74 (3)	50 (1)	124 (4)	10.4	8.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.9
	364 (10)	827 (13)	1191 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCRT	1260	Birmingham	0.8/2.7/ 11/ 220
WFFN-F	92.9	Cordova	0.4/0.8/ 5/ 66
WKLD-F	97.7	Oneonta	0.5/0.8/ 6/ 63
WLPH	1480	Irondale	0.3/0.7/ 4/ 55
WVOK	690	Birmingham	0.8/5.2/ 14/ 534
WHMA-F	100.5	Anniston/Gadsdn	0.5/1.8/ 45/ 811
WQSB-F	105.1	Albertvl/Gadsdn	0.3/1.0/ 52/ 642
WRSA-F	96.9	Decatur/Hntsvle	0.5/1.7/ 41/ 482

RADIO STATIONS

WAGG ,	1320,	5 KW (DAYS) ,	Gospel	SBN, $ 30.00	(HNWH)		Kirkwood Balton
WAPI ,	1070,	50 KW/5 KW (DA-N),	Nostalgia	NBC, $ 27.00	(Christal)	Dittman	Bernie Barker
WATV ,	900,	1 KW ,	Black	ABC E, $ 30.00	(Roslin)		Erskine Faush
WAYE ,	1220,	1 KW (DAYS) ,	Gospel	UNIULT, $ 15.00	(——)	Willis	
WERC ,	960,	5 KW (DA-N) ,	News/Talk	ABC I, $ 42.00	(Mc-Guild)	Sun Group	Rice Baxter
WJLD ,	1400,	1 KW ,	Black	MBS SBN, $ 21.00	(K & P)		Gary Richardson
WVOK ,	690,	50 KW/30 W ,	Country	CBS, $ 19.00	(Republic)	Dick	Michael Hammond
WZZK ,	610,	5 KW/1 KW(DA-N),	—— See WZZK-F				
WAPI-F,	94.5,	100 KW @ 1214 ,	CHR	ABC C, $ 74.00	(Christal)	Dittman	Bernie Barker
WDJC-F,	93.7,	100 KW @ 1007 ,	Religion	, $ 22.00	(——)	Crawford	
WENN-F,	107.7,	100 KW @ 1037 ,	Black	SBN, $ 55.00	(HNWH)		Kirkwood Balton
WKXX-F,	106.9,	100 KW @ 1150 ,	CHR	ABC D, $ 40.00	(Mc-Guild)	Sun Group	Rice Baxter
WMJJ-F,	96.5,	100 KW @ 1026 ,	AC	, $109.00	(Banner)	Capitol Johnson	Bill Stoeffhuss
WZRR-F,	99.5,	100 KW @ 870 ,	Classic AOR	, $ 60.00	(Republic)	Dick	Michael Hammond
WZZK-F,	104.7,	100 KW @ 1300 ,	Country	, $140.00	(Katz)	NewCity	Jerdan Bullard

Miscellaneous Comments: WERC sold by Sungroup to Ameron (Joe Dorton) for $4,200,000 (Blackburn)...

BLOOMINGTON

Arbitron Rank/Pop (12+): 225/106,800

MSA Rank/Pop: 287/125,000
ADI # Peoria
Average Person Ratings: 16.9
Market TSL: 22.25 hours

Stations: 15/4
Diaries: 584/183.1/59.1%
Sample Target: 550
% Below Line: 26.1
% Not Listed: 18.3

1989 Revenue: $5,000,000
HH Inc.: $30,734
Retail $: 1.0 Bil
Pop per Station: 26,700
#1 Biller: WJBC $2,300,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WJBC	(MOR)	47/26.1	----	26.1	----	33.8	----	56/570	500/46.8		42.1					WJBC
2.	WBNQ-F	(CHR)	34/18.9	----	19.0	----	25.0	----	45/593	435/40.7		44.1					WBNQ-F
3.	WIHN-F	(AC)	13/ 7.2	----	10.3	----	6.3	----	13/183	167/15.6		22.9					WIHN-F
4.	WWCT-F	(AOR)	12/ 6.7	----	5.4	----	6.3	----	16/228	167/15.6		17.9					WWCT-F
5.	WSWT-F	(EZ)	11/ 6.1	----	5.4	----	2.5	----	15/199	103/ 9.6		12.7					WSWT-F
6.	WKZW-F	(CHR)	9/ 5.0	----	6.0	----	5.0	----	18/335	207/19.4		25.9					WKZW-F
7.	WMLA-F	(C)	6/ 3.3	----	4.3	----	5.6	----	6/97	90/ 8.4		10.9					WMLA-F
8.																	
9.																	
10.																	

12+ FM SHARE (METRO): 61.90% (91 of 147) (SPG 89: 62.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBNQ-F>>	1 WBNQ-F>>	1 WBNQ-F>	1 WJBC >	1 WJBC >>	1 WJBC	1 WJBC >>	1 WJBC	1 WJBC	1 WBNQ-F	1 WBNQ-F
2 WKZW-F	2 WWCT-F>	2 WJBC >	2 WIHN-F	2 WIHN-F	2	2 WBNQ-F>>	2 WBNQ-F>	2 WBNQ-F>	2 WJBC >>	2 WJBC
3	3 WKZW-F	3 WIHN-F	3 WBNQ-F	3 WBNQ-F>	3	3 WIHN-F	3 WIHN-F	3 WWCT-F	3 WWCT-F	3
4	WIHN-F	4 WWCT-F	4	4 WSWT-F	4	4 WKZW-F	4 WSWT-F	4 WIHN-F	4 WIHN-F	4
5	5	5	5	5	5	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBNQ-F>>	1 WBNQ-F>>	1 WBNQ-F>>	1 WBNQ-F>>	1 WJBC >>	1 WBNQ-F>>	1 WBNQ-F>>	1 WWCT-F	1 WBNQ-F>	1 WJBC >
2 WWCT-F>	2 WWCT-F	2 WIHN-F>	2 WJBC	2 WBNQ-F>	2 WWCT-F	2 WWCT-F>	2 WIHN-F>	2 WJBC	2 WIHN-F>
3 WSWT-F	3 WSWT-F	3 WWCT-F	3 WSWT-F	3 WSWT-F	WKZW-F>>	3 WKZW-F>	3 WMLA-F	3 WWCT-F	3 WWCT-F
WKZW-F>	WIHN-F	WSWT-F	WIHN-F	WIHN-F	4	4	WJBC	4 WIHN-F	WMLA-F
5 WIHN-F	5	WJBC >	5	5			WBNQ-F>	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		44 (3)	44 (3)	29.9	30.3
AOR/CLASSIC		12 (1)	12 (1)	8.2	6.6
AC/OLDIES/SOFT ROCK	3 (2)	17 (2)	20 (4)	13.6	13.2
MOR/VARIETY	47 (1)		47 (1)	32.0	31.6
COUNTRY		7 (2)	7 (2)	4.8	7.2
BLACK/URBAN					
BEAUTIFUL/EASY		11 (1)	11 (1)	7.5	7.2
NEWS/TALK	5 (2)		5 (2)	3.4	3.3
NOSTALGIA					
RELIGION/GOSPEL	1 (1)		1 (1)	0.7	0.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	56 (6)	91 (9)	147 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGLO-F	95.5	Pekin/Peoria	2.2/9.0/ 8/ 165
WGN	720	Chicago	1.7/9.2/ 14/ 249
WIRL	1290	Peoria	0.6/1.7/ 2/ 55
WLRW-F	94.5	Champaign/Urb.	0.6/3.8/ 3/ 66
WLS	890	Chicago	1.1/4.2/ 4/ 106
WLUP	1000	Chicago	1.1/2.6/ 4/ 57
WPEO	1020	Peoria	0.6/1.3/ 3/ 55
WZRO-F	98.3	Farmer Cty/Chmp	0.6/1.7/ 1/ 40

RADIO STATIONS

WJBC, 1230, 1 KW , MOR/FULL SERVICE ABC I, $ 50.00 (McGuild) Bloomington Richard Johnson

WBNQ-F, 101.5, 50 KW @ 460, CHR , $ 40.00 (McGuild) Bloomington Richard Johnson
WIHN-F, 96.7, 3 KW @ 300, AC UNIULT , $ 20.00 (---) Paul Chasteen
WMLA-F, 92.7, 3 KW @ 300, COUNTRY ABC D, $ 12.00 (Roslin) Keister (LEROY) Jeff Hancock

OTHER RANKED STATIONS: See Peoria

BOISE

Arbitron Rank/Pop (12+): 137/239,700
MSA Rank/Pop: 204/201,100
ADI # 135
Average Person Ratings: 16.4
Market TSL: 22.50 hours

Stations: 20/19
Diaries: 702/341:1/52.4%
Sample Target: 620
% Below Line: 1.0
% Not Listed: 10.2

1989 Revenue: $8,000,000
HH Inc.: $24,884
Retail $: 1.9 Bil
Pop per Station: 12,615
#1 Biller: KCIX-F $2,000,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KCIX-F	(AC)	48/12.2	----	19.6	----	16.3	----	62/726	563/23.5		26.7		13.6	52	662	KCIX-F
2. KFXD-F	(CHR)	39/ 9.9	----	9.4	----	10.0	----	55/719	519/21.7		21.7		0.3	1	21	KFXD-F
3. KQFC-F	(C)	37/ 9.4	----	6.1	----	4.3	----	47/564	418/17.4		12.8		10.7	41	429	KQFC-F
4. KJOT-F	(AOR)	27/ 6.9	----	10.2	----	9.7	----	37/425	317/13.2		20.1		13.8	53	510	KJOT-F
KBOI	(MOR)	27/ 6.9	----	8.9	----	11.4	----	56/814	424/17.7		20.3		4.4	17	381	KBOI
6. KHEZ-F	(EZ)	26/ 6.6	----	5.1	----	5.7	----	30/387	287/12.0		8.9		2.3	9	250	KHEZ-F
7. KLTB-F	(O)	25/ 6.3	----	4.1	----	3.7	----	46/573	381/15.9		11.6		3.7	14	349	KLTB-F
8. KLCI-F	(AOR)	22/ 5.6	----	5.6	----	2.9	----	27/406	317/13.2		13.9		6.0	23	399	KLCI-F
9. KIDO	(N/T)	20/ 5.1	----	5.3	----	5.1	----	24/348	295/12.3		12.9		3.4	13	207	KIDO
10. KIZN-F	(C)	17/ 4.3	----	2.8	----	4.9	----	24/403	257/10.7		8.5		9.1	35	314	KIZN-F
11. KZMG-AF	(O)	16/ 4.1	----	6.9	----	6.3	----	24/367	271/11.3		17.2		8.0	31	458	KZMG-AF
12. KGEM	(BB)	13/ 3.3	----	3.1	----	3.1	----	14/241	194/ 8.1		8.2		2.3	9	118	KGEM
13. KBXL-F	(EZ)	11/ 2.8	----	2.0	----	4.9	----	21/277	188/ 7.8		6.7		1.3	5	146	KBXL-F

12+ FM SHARE (METRO): 77.68% (275 of 354) (SPG 89: 76.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KFXD-F>>	1 KCIX-F>	1 KCIX-F>	1 KCIX-F>	1 KCIX-F>	1 KHEZ-F	1 KCIX-F>	1 KCIX-F>	1 KCIX-F>	1 KFXD-F>	1 KIDO >
2 KIZN-F>>	2 KJOT-F	2 KQFC-F	2 KLTB-F<	2 KQFC-F<	2 KQFC-F	2 KBOI	2 KQFC-F	2 KFXD-F	2 KIDO	2 KLTB-F
3 KJOT-F	KFXD-F	3 KJOT-F	3 KBOI	3 KLTB-F	KCIX-F	3 KFXD-F	KHEZ-F	3 KQFC-F	KHEZ-F	KJOT-F
4	4 KLCI-F	4 KLTB-F	4 KQFC-F	KBOI	KBOI	4 KQFC-F	4 KBOI <	4 KLTB-F<	4 KLCI-F	4 KIZN-F
5	5 KQFC-F	5 KLCI-F	5 KJOT-F	5 KJOT-F	5 KIDO	KIDO	5 KJOT-F	5 KJOT-F<	5 KQFC-F	KCIX-F
6	6	KFXD-F	6	6 KHEZ-F	6 KLTB-F	6	6	6 KHEZ-F	KCIX-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KFXD-F>>	1 KCIX-F>	1 KCIX-F>>	1 KCIX-F>>	1 KCIX-F>>	1 KFXD-F	1 KJOT-F	1 KJOT-F	1 KJOT-F	1 KQFC-F
2 KCIX-F	2 KFXD-F>	2 KLCI-F>	2 KFXD-F	2 KHEZ-F	2 KLCI-F>	2 KQFC-F	2 KQFC-F	2 KCIX-F	KJOT-F
3 KQFC-F	3 KLCI-F>	3	3 KLTB-F	KBOI	3 KJOT-F>>	KLCI-F	3 KCIX-F	3 KQFC-F	KCIX-F
4 KLCI-F	4 KQFC-F		KBOI	4 KLTB-F	4 KQFC-F	4 KCIX-F	4 KZMG-AF	4 KLCI-F	4 KLTB-F
KIZN-F>	KJOT-F		5 KHEZ-F	5 KQFC-F	KCIX-F>>	5 KFXD-F	5	5 KLTB-F	5 KBOI

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		39 (1)	39 (1)	11.0	13.1
AOR/CLASSIC		49 (2)	49 (2)	13.8	16.9
AC/OLDIES/SOFT ROCK	5 (2)	88 (3)	93 (5)	26.3	30.3
MOR/VARIETY	29 (2)		29 (2)	8.2	9.6
COUNTRY		58 (3)	58 (3)	16.4	13.9
BLACK/URBAN					
BEAUTIFUL/EASY		37 (2)	37 (2)	10.5	7.7
NEWS/TALK	20 (1)		20 (1)	5.6	5.7
NOSTALGIA	13 (1)		13 (1)	3.7	
RELIGION/GOSPEL	12 (2)		12 (2)	3.4	1.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		4 (1)	4 (1)	1.1	0.8
	79 (8)	275 (12)	354 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBGN	1060	Caldwell/Boise	1.8/3.1/ 13/ 149
KCID	1490	Caldwell/Nampa	0.5/2.2/ 2/ 65
KCID-F	107.1	Caldwell/Nampa	1.0/2.4/ 4/ 57
KSGR	1340	Nampa/Boise	1.0/3.7/ 4/ 96
KSPD	790	Boise	1.3/5.1/ 5/ 152
KJHY-F	101.7	Emmet	1.0/2.3/ 4/ 54

RADIO STATIONS

KBOI, 670,	50 KW (DA-N)	, MOR/FULL SER.	MBS,ABC I,	$ 23.00 (Katz)	Pacific NW		Al Vuylsteke
KGEM, 1140,	10 KW (DA-2)	, NOSTALGIA	,	$ 13.00 (MMR)			R. Weisenberger
KIDO, 630,	5 KW (DA-2)	, NEWS/TALK	NBC ,	$ 16.00 (Christal)	Sundance		Curt Peterson
KBXL-F, 94.1,	40 KW @ 2574,	EZ	,	$ 12.00 (---)		(CALDWELL)	Nelson Wilson
KCIX-F, 105.9,	49 KW @ 2700,	AC	APR ,	$ 42.00 (McGuild)			Kip Guth
KFXD-F, 94.9,	49 KW @ 2694,	CHR	,	$ 23.00 (Roslin)		(NAMPA)	Dave Obenauf
KHEZ-F, 103.3,	54 KW @ 2588,	EZ	NBC ,	$ 14.00 (Republic)	John Price	(CALDWELL)	Ken Stice
KIZN-F, 92.3,	44 KW @ 2500,	COUNTRY	,	$ 15.00 (Torbet)	Pacific Telecom		Dan Melvin
KJOT-F, 105.1,	53 KW @ 2588,	AOR	ABC R ,	$ 22.00 (MMR)			Ken Koch
KLCI-F, 96.9,	44 KW @ 2520,	AOR	UNISUP ,	$ 15.00 (---)		(NAMPA)	Jeff Langan
KLTB-F, 104.3,	52 KW @ 2579,	OLDIES	,	$ 21.00 (Christal)	Sundance		Curt Peterson
KQFC-F, 97.9,	47 KW @ 2500,	COUNTRY	ABC E ,	$ 24.00 (Katz)	Pacific NW		Al Vuylsteke
KZMG-F, 93.1,	50 KW @ 2600,	AC	,	$ 15.00 (Durpetti)		(NEW PLYMOUTH)	

Miscellaneous Comments: KIYS-F changes to KIZN-F and from CHR to COUNTRY (May)...KIZN-F (93.1) changes to KZMG-F and from COUNTRY to AC...KGEM now classified as NOSTALGIA...

BOSTON

Arbitron Rank/Pop (12+): 8/3,184,100
MSA Rank/Pop: 7/3,759,100
ADI # 6
Average Person Ratings: 17.9
Market TSL: 23.50 hours

Stations: 41/29
Diaries: 2219/1435:1/45.0%
Sample Target: 2190
% Below Line: 6.2
% Not Listed: 11.0

1989 Revenue: $111,800,000
HH Inc.: $35,763
Retail $: 32.2 Bil
Pop per Station: 109,796
#1 Biller: WXKS-F $15,200,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WZOU-F	(CHR)	421/ 7.4	7.1	5.5	5.6	6.6	6.4	546/8835	6329/19.9	18.2	18.8	9.9	554	6637	WZOU-F
2. WXKS-F	(CHR)	409/ 7.2	5.9	6.2	8.0	7.7	6.8	472/8008	6504/20.4	18.5	20.3	8.7	487	6827	WXKS-F
3. WBCN-F	(AOR)	404/ 7.1	4.6	5.3	5.5	5.8	5.6	492/6803	5187/16.3	14.8	15.4	6.3	349	4908	WBCN-F
4. WRKO	(T)	396/ 6.9	7.8	6.6	6.6	6.5	7.0	491/6188	4887/15.3	13.8	14.8	5.8	322	4323	WRKO
5. WBZ	(MOR)	337/ 5.9	7.3	5.9	5.4	5.9	6.1	448/6484	4673/14.7	15.4	16.0	5.1	285	3854	WBZ
6. WJIB-F	(EZ)	263/ 4.6	4.8	5.1	5.2	6.3	4.9	365/4452	3146/ 9.9	12.2	13.3	3.4	192	2309	WJIB-F
7. WODS-F	(O)	235/ 4.1	4.1	5.1	4.8	3.7	4.5	351/5754	3801/11.9	14.3	13.1	3.6	203	3537	WODS-F
8. WMJX-F	(AC)	230/ 4.0	4.1	4.6	4.5	4.7	4.3	256/4888	4192/13.2	14.2	14.0	3.8	213	2956	WMJX-F
9. WHDH	(T)	222/ 3.9	4.6	4.7	4.4	4.6	4.4	249/4561	3920/12.3	14.7	11.6	4.4	245	3415	WHDH
10. WZLX-F	(CL AOR)	220/ 3.9	3.0	3.1	3.5	3.6	3.4	299/4711	3571/11.2	10.6	11.5	3.5	193	2841	WZLX-F
11. WSSH-F	(SAC)	208/ 3.6	4.3	3.5	4.6	3.9	4.0	297/4586	3127/ 9.8	10.4	10.8	4.2	232	2790	WSSH-F
12. WEEI	(N)	191/ 3.4	4.1	4.5	3.8	3.6	4.0	217/4786	4239/13.3	15.0	13.0	3.4	188	3683	WEEI
13. WROR-F	(AC)	147/ 2.6	3.7	2.2	2.8	3.0	2.8	210/4672	3514/11.0	9.9	11.8	3.0	166	3200	WROR-F
14. WVBF-F	(AC)	127/ 2.2	2.4	2.3	2.4	2.4	2.3	146/2819	2282/ 7.2	6.9	7.2	2.5	139	1919	WVBF-F
15. WILD	(B)	125/ 2.2	2.9	2.5	2.1	2.1	2.4	127/1061	1047/ 3.3	3.1	3.3	1.9	104	991	WILD
16. WBOS-F	(SAC)	116/ 2.0	2.0	1.6	2.2	1.3	2.0	142/2807	2214/ 7.0	5.7	5.3	1.6	88	1427	WBOS-F
17. WFNX-F	(AOR)	115/ 2.0	1.6	1.9	1.9	2.2	1.9	126/2074	1852/ 5.8	5.2	6.4	2.2	121	1684	WFNX-F
18. WAAF-F	(AOR)	103/ 1.8	1.5	1.8	1.2	0.9	1.6	275/4402	2075/ 6.5	6.7	5.4	3.4	188	2561	WAAF-F
19. WPLM-F	(BB)	90/ 1.6	1.0	2.1	1.2	1.9	1.5	203/2849	1445/ 4.5	4.2	6.2	1.4	76	1441	WPLM-F
WCRB-F	(CL)	90/ 1.6	1.7	2.1	1.7	1.9	1.8	130/2873	2147/ 6.7	6.7	5.9	1.4	79	1230	WCRB-F
21. WXKS	(BB)	84/ 1.5	1.7	1.4	2.1	2.1	1.7	88/1198	1173/ 3.7	3.4	4.1	0.8	42	580	WXKS
22. WCGY-F	(AOR)	80/ 1.4	1.8	1.9	1.9	1.4	1.8	106/2111	1448/ 4.5	5.4	5.6	2.6	147	1434	WCGY-F
23.															
24.															
25.															

12+ FM SHARE (METRO): 70.47% (3575 of 5073) (SPG 89: 68.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F>>	1 WBCN-F	1 WBCN-F	1 WBCN-F>	1 WBCN-F>	1 WRKO	1 WBZ	1 WBCN-F	1 WZOU-F	1 WZOU-F>	1 WBZ >
2 WXKS-F	2 WXKS-F	2 WXKS-F>	2 WXKS-F	2 WXKS-F	2 WBZ	2 WXKS-F	2 WXKS-F<	2 WBCN-F	2 WBZ	2 WHDH
3	3 WZOU-F	3 WZOU-F	3 WZLX-F	3 WODS-F	3 WJIB-F	3 WRKO	3 WRKO	3 WXKS-F	3 WBCN-F<	3 WRKO
4	4 WZLX-F>	4 WZLX-F	4 WODS-F<	4 WZLX-F	4 WHDH	4 WBCN-F	4 WZOU-F<	WRKO >	4 WHDH <	4 WMJX-F
5	5 WFNX-F	5 WODS-F	5 WMJX-F	WMJX-F	5 WSSH-F	5 WEEI <	5 WSSH-F	5 WJIB-F	5 WXKS-F	5 WXKS-F
6	6 WMJX-F	WMJX-F>	6 WZOU-F	6 WZOU-F	6 WODS-F	6 WZOU-F	6 WJIB-F	6 WZLX-F	6 WRKO	6 WJIB-F
7	7 WAAF-F	7 WROR-F	7 WROR-F	7 WBZ	WEEI	7 WODS-F	7 WMJX-F	7 WMJX-F	7 WMJX-F	7 WEEI <
8	8 WODS-F	8 WVBF-F<	8 WVBF-F	8 WSSH-F	8 WMJX-F	WHDH	8	WODS-F	8	8 WBCN-F
9	9	9 WFNX-F	WBZ	9	9	9	9	9	9	9 WODS-F
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXKS-F	1 WXKS-F	1 WXKS-F>	1 WXKS-F	1 WXKS-F	1 WBCN-F	1 WBCN-F>	1 WBCN-F>	1 WBCN-F>	1 WBCN-F>
2 WZOU-F>>	2 WZOU-F>	2 WZOU-F<	2 WZOU-F>	2 WMJX-F>	2 WXKS-F>	2 WZLX-F<	2 WZLX-F>	2 WZLX-F	2 WZLX-F
3 WBCN-F	3 WBCN-F	3 WBCN-F	3 WMJX-F	3 WZOU-F<	3 WZOU-F	3 WXKS-F>	3 WXKS-F	3 WXKS-F	3 WODS-F
4 WFNX-F<	4 WMJX-F	4 WMJX-F	4 WBCN-F	4 WSSH-F	4 WAAF-F	4 WZOU-F<	4 WFNX-F	4 WODS-F	4 WRKO <
5 WILD	5 WZLX-F	5 WVBF-F	5 WODS-F<	WODS-F	5 WZLX-F	5 WAAF-F	5 WAAF-F<	5 WZOU-F	5 WXKS-F
6 WZLX-F	6 WVBF-F	6 WBOS-F<	6 WVBF-F	6 WVBF-F	6 WCGY-F	6 WCGY-F<	6 WCGY-F	6 WRKO	6 WHDH
7 WMJX-F>	WFNX-F	7 WZLX-F	7 WZLX-F	7 WBZ	7 WODS-F<	7 WFNX-F	7 WODS-F	7 WAAF-F	WBZ
8 WVBF-F	8 WROR-F	8 WROR-F	WSSH-F	WBCN-F	8 WMJX-F	8 WODS-F	8 WZOU-F	WCGY-F	8
WCGY-F	WBOS-F	9 WFNX-F	WROR-F	9	9 WFNX-F	9	9 WRKO	9	9
10	10	10	10	10	10	10	WILD	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		886 (5)	886 (5)	17.5	16.7
AOR/CLASSIC		963 (7)	963 (7)	19.0	17.8
AC/OLDIES/SOFT ROCK		1120 (8)	1120 (8)	22.1	21.1
MOR/VARIETY	378 (2)		378 (2)	7.5	7.4
COUNTRY	29 (1)	86 (3)	115 (4)	2.3	1.3
BLACK/URBAN	125 (1)		125 (1)	2.5	2.3
BEAUTIFUL/EASY		320 (4)	320 (4)	6.3	7.5
NEWS/TALK	809 (3)		809 (3)	15.9	17.3
NOSTALGIA	84 (1)	90 (1)	174 (2)	3.4	4.8
RELIGION/GOSPEL	32 (1)		32 (1)	0.6	1.4
SPANISH					
CLASSICAL		110 (2)	110 (2)	2.2	2.6
JAZZ/NEW AGE					
UNKNOWN/OTHERS	41 (2)		41 (2)	0.8	
	1498 (11)	3575 (30)	5073 (41)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBET	1460	Brockton	0.4/1.0/ 22/ 396
WBOQ-F	104.9	Gloucester	0.4/1.1/ 22/ 369
WCAV-F	97.7	Brockton	0.4/0.9/ 25/ 370
WESX	1230	Salem	0.4/1.4/ 20/ 439
WJDA	1300	Quincy	0.7/1.2/ 41/ 397
WKKU	1510	Boston	0.5/1.7/ 33/ 584
WLYT-F	92.5	Haverhill/Bstn	0.4/1.3/ 48/ 800
WROL	950	Boston	0.6/1.6/ 37/ 666
WCTK-F	98.1	New Bedford	0.5/1.3/123/1646
WGIR-F	101.1	Manchester	0.3/1.4/120/1972
WHJY-F	94.1	Providence	0.4/1.6/189/3060
WHOB-F	106.3	Nashua	0.4/1.3/ 98/1308
WKPE-F	104.7	Orleans	0.3/0.6/ 47/ 588
WOKQ-F	97.5	Dover/Portsmth	0.7/1.7/176/2249
WPRO-F	92.3	Providence	0.3/1.8/269/4393
WQRC-F	99.9	Barnstable/Hyns	0.3/0.6/ 99/ 906
WSRS-F	96.1	Worcester	0.4/0.8/137/1684
WXLO-F	104.5	Fitchbrg/Worcst	0.6/1.7/111/1788
WZID-F	95.7	Manchester	0.3/0.9/117/1502

RADIO STATIONS

AM STATIONS

WBZ ,	1030,	50 KW (DA-1)	, FULL SERVICE	ABC I,	$ 220.00	(Group W)		John Irwin
WEEI,	590,	5 KW (DA-1)	, NEWS	CBS,	$ 138.00	(CBS)		Michael Wheeler
WHDH,	850,	50 KW (DA-2)	, TALK	NBC TALKNT,	$ 130.00	(Banner)		Dan Griffin
WILD,	1090,	5 KW (DAYS)	, BLACK	SBN,	$ 40.00	(Roslin)		Monte Bowens
WKKU,	1510,	50 KW (DA-2)	, COUNTRY	UNISUP UNIULT,	$ 30.00	(HNWH)	Noble	Jennifer McCann
WMEX,	1150,	5 KW (DA-2)	, BUSINESS NEWS	,	$ 36.00	(McGuild)	Greater Media	Peter Smyth
WRKO,	680,	50 KW (DA-2)	, TALK	MBS UNIULT,	$ 178.00	(Republic)	Atlantic Ventures	Mark Renier
WROL,	950,	5 KW (DAYS)	, RELIGION	2	$ 21.00	(—)		Ken Carter
WXKS,	1430,	5 KW/1 KW (DA-N)	, NOSTALGIA	UNISUP UNIULT,	$ N/A	(MMR)	Pyramid	Lisa Fell

FM STATIONS

WBCN,	104.1,	22 KW @ 740,	AOR	,	$ 300.00	(Torbet)	Infinity	Tony Berardini
WBOS,	92.9,	9 KW @ 1152,	CL. AOR/VARIOUS	NBC,	$ 80.00	(Katz)	Ackerly	Mary Cashman
WCGY,	93.7,	50 KW @ 430,	AOR/CLASSIC AOR	ABC R,	$ 60.00	(K & P)	Curt Gowdy	Jim Murphy
WCRB,	102.5,	15 KW @ 920,	CLASSICAL	,	$ 90.00	(CMBS)		Lynn Nathanson
WFNX,	101.7,	1.6 KW @ 441,	AOR	,	$ 58.00	(—)		Dave Crowley
WHRB,	95.3,	3 KW @ 110,	VARIOUS	,	$ 30.00	(—)		Marc Peters
WJIB,	96.9,	12 KW @ 1010,	EZ	,	$ 90.00	(McGuild)	Emmis	Margaret Murphy
WMJX,	106.7,	24 KW @ 719,	SOFT AC	,	$ 145.00	(McGuild)	Greater Media	Peter Smyth
WODS,	103.3,	16 KW @ 887,	OLDIES	RADRAD,	$ 165.00	(CBS)	CBS	Dave Van Dyke
WPLM,	99.1,	50 KW @ 430,	NOSTALGIA	UNIULT,	$ 45.00	(Kadetsky)	(PLYMOUTH)	Jane Day
WROR,	98.5,	8 KW @ 1190,	AC	UNIPWR,	$ 125.00	(Republic)	Atlantic Ventures	Mark Renier
WSSH,	99.5,	39 KW @ 550,	SOFT AC	UNISUP,	$ 170.00	(HNWH)	Noble	Jennifer McCann
WVBF,	105.7,	14 KW @ 954,	AC	,	$ 80.00	(Banner)	Fairbanks	Jim Hilliard
WXKS,	107.9,	23 KW @ 722,	CHR	,	$ 280.00	(MMR)	Pyramid	John Madison
WZLX,	100.7,	20 KW @ 724,	CLASSIC AOR	,	$ 156.00	(Christal)	Cook Inlet	Gerald Charm
WZOU,	94.5,	12 KW @ 1053,	CHR	,	$ 150.00	(Eastman)	Ardman	Alan Chartrand

WAAF — SEE WORCESTER

BRIDGEPORT

Arbitron Rank/Pop (12+): 93/373,200	Stations: 32/4	1989 Revenue: $23,000,000
	Diaries: 738/506:1/49.4%	HH Inc.: $42,595
MSA Rank/Pop: 64/822,100 (county)	Sample Target: 780	Retail $: 4.1 Bil
New York ADI	% Below Line: 54.7	Pop per Station: 93,300
Average Person Ratings: 18.6	% Not Listed: 14.1	#1 Biller: WEBE-F $5,400,000
Market TSL: 24.25 hours		

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WICC (MOR)	105/15.1	11.0	10.3	10.7	13.3	----		1147/30.7	30.4	30.0					WICC
2. WEZN-F (SAC)	94/13.5	15.7	16.6	14.7	13.5	----		1041/27.9	31.2	32.5					WEZN-F
3. WKCI-F (CHR)	68/ 9.8	9.8	9.3	7.7	9.3	----		1031/27.6	25.7	24.7					WKCI-F
4. WEBE-F (AC)	59/ 8.5	9.1	8.6	8.9	10.5	----		771/20.7	21.6	22.4					WEBE-F
5. WPLR-F (AOR)	42/ 6.0	7.6	7.0	8.4	9.2	----		635/17.0	18.5	20.1					WPLR-F
6. WFAN (T)	28/ 4.0	3.3	2.9	1.3	1.3	----		545/14.6	11.5	9.9					WFAN
7. WRKS-F (B)	19/ 2.7	1.7	1.3	2.7	3.4	----		198/ 5.3	4.2	4.9					WRKS-F
8. WCBS (N)	17/ 2.4	3.3	2.7	2.8	3.3	----		457/12.2	15.0	12.0					WCBS
9. WWYZ-F (C)	15/ 2.2	1.6	1.7	0.7	----	----		184/ 4.9	3.9	5.4					WWYZ-F
10. WEFX-F (CL AOR)	14/ 2.0	1.3	0.8	0.7	0.7	----		261/ 7.0	5.7	2.9					WEFX-F

NOTE: This market's MSA and TSA are the same.

12+ FM SHARE (METRO): 64.15% (383 of 597) (SPG 89: 71.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F>>	1 WKCI-F	1 WKCI-F<	1 WICC <	1 WICC	1 WICC	1 WICC >>	1 WEZN-F	1 WICC <	1 WEZN-F<	1 WICC <
2 WPLR-F	2 WEBE-F<	2 WEBE-F	2 WEZN-F	2 WEZN-F	2 WEZN-F>>	2 WEZN-F	2 WICC	2 WEZN-F	2 WKCI-F	2 WEZN-F>
3 WQHT-F>	3 WPLR-F>	WICC <	3 WEBE-F	3 WEBE-F	3 WEBE-F	3 WEBE-F	3 WEBE-F	3 WKCI-F	3 WICC >>	3 WKCI-F
4 WRKS-F	4 WICC	4 WEZN-F	4 WKCI-F	4 WKCI-F	4 WKCI-F	4 WKCI-F	4 WKCI-F>	4 WEBE-F	4 WRKS-F	WCBS
5	5 WEZN-F	5 WPLR-F	5 WPLR-F	5 WPLR-F	5 WFAN	5 WFAN	5 WPLR-F	5 WPLR-F	WPLR-F	5
6	6 WEFX-F	6	6	6 WFAN	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKCI-F>>	1 WKCI-F<	1 WEBE-F>	1 WEZN-F<	1 WEZN-F	1 WPLR-F	1 WPLR-F>>	1 WPLR-F>>	1 WPLR-F	1 WICC
2 WEBE-F>>	2 WEBE-F>>	2 WKCI-F	2 WKCI-F	2 WICC >	WKCI-F	2 WKCI-F	2 WFAN	2 WICC	2 WPLR-F
3 WPLR-F	3 WEZN-F	3 WEZN-F	3 WEBE-F	3 WEBE-F	3 WEFX-F>	WEFX-F	WEBE-F>	3 WKCI-F	WFAN
4	4 WRKS-F	4 WICC	4 WICC >	4 WKCI-F	4 WICC >	4 WICC	4 WICC	WEBE-F	4 WEBE-F
5	WPLR-F	5 WRKS-F	5	5	5 WEZN-F	5 WEBE-F	5 WEFX-F	5 WFAN	5 WEZN-F
	WICC	6 WPLR-F	6	6	6	6 WFAN	6	6	6 WKCI-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		90 (6)	90 (6)	15.1	16.3
AOR/CLASSIC		78 (5)	78 (5)	13.1	13.4
AC/OLDIES/SOFT ROCK		169 (6)	169 (6)	28.3	33.3
MOR/VARIETY	112 (3)		112 (3)	18.8	12.5
COUNTRY		25 (2)	25 (2)	4.2	3.9
BLACK/URBAN	8 (1)	21 (2)	29 (3)	4.9	1.9
BEAUTIFUL/EASY					1.6
NEWS/TALK	65 (4)		65 (4)	10.9	11.0
NOSTALGIA	29 (3)		29 (3)	4.9	2.9
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					1.1
UNKNOWN/OTHERS					1.9
	214 (11)	383 (21)	597 (32)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WADS	690	Ansonia	1.2/2.7/
WDJZ	1530	Bridgeport	1.4/4.4/
WABC	770	New York	1.0/3.3/
WAVZ	1300	New Haven	1.2/3.4/
WBLI-F	106.1	Patchogue	0.3/2.9/
WBLS-F	107.5	New York	0.3/1.4/
WCBS-F	101.1	New York	0.4/1.5/
WDRC-F	102.9	Hartford	1.0/4.8/
WELI	960	New Haven	0.7/2.8/
WGSM	740	Huntington	1.6/3.0/
WHTZ-F	100.3	Newark/New York	0.4/3.7/
WIOF-F	104.1	Waterbury	0.4/1.6/
WKSS-F	95.7	Hartford-Meridn	0.4/3.1/
WNEW-F	102.7	New York	0.9/2.9/
WNSR-F	105.1	New York	0.4/1.7/
WOR	710	New York	1.9/6.5/
WPLJ-F	95.5	New York	0.4/4.9/
WQHT-F	97.1	New York	1.6/6.1/
WRKI-F	95.1	Brookfield	1.3/6.6/
WTIC	1080	Hartford	0.3/1.9/
WXRK-F	92.3	New York	1.0/5.1/
WYNY-F	103.5	Lk Success/NY	1.4/4.9/

RADIO STATIONS

WADS ,	690,	1 KW (DAYS) ,	Ethnic	APR, $ 14.00	(----)			Manual Santos
WCUM ,	1450,	1 KW ,	Hispanic	, $ 15.00	(----)			Jose Lugo
WDJZ ,	1530,	5 KW (DAYS, DA) ,	Nostalgia	APR, $ 19.00	(K & P)			Russ Knight
WICC ,	600,	1 KW/500W (DA-2) ,	MOR/Full Service	, $ 70.00	(Banner)	ML/WIN		Vince Cremona
WEZN-F,	99.9,	25 KW @ 680 ,	Soft AC	, $103.00	(Katz)	NewCity		Jim Morley
WEBE-F,	107.9,	50 KW @ 483 ,	AC	, $115.00	(Banner)	ML/WIN	(WESTPORT)	Vince Cremona
WEFX-F,	95.9,	3 KW @ 300 ,	Classic AOR	, $ 49.00	(Christal)	CRB	(NORWALK)	Don Lacerenza
WRKI-F,	95.1,	50 KW @ 500 ,	AOR	, $ 70.00	(Eastman)	Home News	(BROOKFIELD)	John Fullam

Other ranked stations - See New York, Hartford or New Haven

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 39/992,000

MSA Rank/Pop: 54/949,400 (Buffalo)
ADI # 38 198/215,200 (Niagara Falls)
Average Person Ratings: 17.9
Market TSL: 23.25 hours

Stations: 26/22
Diaries: 1240/800.1/53.1%
Sample Target: 1290
% Below Line: 3.1
% Not Listed: 8.9

1989 Revenue: $28,100,000
HH Inc.: $27,650
Retail $: 7.2 Bil
Pop per Station: 45,090
#1 Biller: WBEN $4,700,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WKSE-F	(CHR)	191/10.7	8.1	9.1	11.3	9.5	9.8	197/2747	2579/26.0	24.4	25.9		12.9	243	3245	WKSE-F
2. WYRK-F	(C)	156/ 8.8	8.2	8.8	8.8	8.5	8.6	186/2031	1661/16.7	16.2	17.3		7.3	138	1337	WYRK-F
3. WBEN	(MOR)	147/ 8.3	7.8	10.7	6.8	7.9	8.4	164/2337	2099/21.2	31.2	20.4		8.1	153	2061	WBEN
4. WBUF-F	(AC)	133/ 7.5	8.6	5.4	6.3	8.6	7.0	150/1759	1505/15.2	12.3	17.2		5.5	104	1158	WBUF-F
5. WGR -F	(AOR)	130/ 7.3	7.7	9.1	7.6	9.4	7.9	171/2276	1854/18.7	17.2	17.6		9.3	174	1540	WGR -F
6. WJYE-F	(EZ)	127/ 7.1	8.8	7.9	9.1	11.2	8.2	140/2074	1855/18.7	18.4	23.5		4.6	87	1237	WJYE-F
7. WMJQ-F	(CHR)	116/ 6.5	6.6	5.1	5.9	4.2	6.0	200/3107	2137/21.5	19.1	18.2		7.8	146	2218	WMJQ-F
8. WHTT-F	(O)	109/ 6.1	5.4	6.1	6.0	5.2	5.9	118/1811	1590/16.0	17.3	14.3		7.0	131	1335	WHTT-F
9. WUFX-F	(CL AOR)	95/ 5.3	3.6	4.9	4.4	2.9	4.6	100/1591	1486/15.0	14.2	12.9		5.7	107	1254	WUFX-F
10. WECK	(BB)	79/ 4.4	3.9	3.2	3.8	5.8	3.8	80/858	849/ 8.6	7.1	9.7		2.1	39	633	WECK
WBLK-F	(B)	79/ 4.4	7.6	4.7	6.6	5.7	5.8	80/941	894/ 9.0	10.1	10.1		6.7	125	1398	WBLK-F
12. WGR	(N/T)	49/ 2.8	3.0	3.5	4.0	1.6	3.3	68/1448	1112/11.2	11.7	9.4		3.2	60	729	WGR
13. WWKB	(N/T)	32/ 1.8	1.0	1.9	1.0	1.7	1.4	38/672	557/ 5.6	5.5	5.2		2.5	47	603	WWKB
14. CJFT	(MOR)	26/ 1.5	1.8	1.6	1.2	1.1	1.5	27/305	289/ 2.9	2.6	3.0		1.0	18	233	CJFT
15. WDCX-F	(REL)	24/ 1.3	1.1	1.5	1.0	1.5	1.2	25/568	459/ 4.6	4.4	4.0		1.1	20	426	WDCX-F
16. WBMW-F	(J/NA)	21/ 1.2	1.3	1.3	1.4	0.6	1.3	24/500	408/ 4.1	3.9	2.7		1.3	25	380	WBMW-F
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 74.65% (1210 of 1621) (SPG 89: 75.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSE-F<	1 WKSE-F	1 WKSE-F	1 WHTT-F	1 WHTT-F	1 WBEN	1 WBEN >	1 WKSE-F	1 WKSE-F>	1 WKSE-F>	1 WBEN >>
2 WMJQ-F	2 WGR -F	2 WGR -F	2 WYRK-F	2 WYRK-F<	2 WYRK-F	2 WKSE-F	2 WJYE-F	2 WGR -F<	2 WBEN <	2 WHTT-F
3	3 WUFX-F>	3 WYRK-F	3 WGR -F<	3 WBUF-F	3 WJYE-F	3 WYRK-F	3 WBUF-F	3 WYRK-F	3 WMJQ-F	WGR -F
4	4 WMJQ-F	4 WHTT-F	4 WKSE-F<	4 WKSE-F<	4 WBUF-F	4 WBUF-F	4 WYRK-F	WJYE-F	4 WYRK-F	4 WYRK-F
5	5 WBUF-F	5 WUFX-F	5 WBUF-F>	5 WGR -F	5 WECK	5 WGR -F<	5 WGR -F	5 WBUF-F	5 WUFX-F<	WBLK-F
6	6	WBUF-F	6 WJYE-F	6 WJYE-F	6 WHTT-F	6 WHTT-F	6 WBEN <	6 WMJQ-F	6 WHTT-F	6 WWKB <
7	7	7 WMJQ-F	7 WMJQ-F	7	7	7 WMJQ-F	7 WUFX-F	7	7 WGR-F	7 WUFX-F
8	8	8	8 WUFX-F	8	8	8	WHTT-F	8	8	8
9	9	9	9	9	9	9		9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKSE-F>>	1 WKSE-F>	1 WKSE-F	1 WKSE-F>	1 WBUF-F	1 WKSE-F<	1 WGR -F	1 WGR -F>	1 WGR -F>	1 WHTT-F
2 WGR -F	2 WGR -F	2 WBUF-F	2 WBUF-F	2 WKSE-F	2 WUFX-F	2 WUFX-F<	2 WUFX-F	2 WUFX-F<	2 WYRK-F
3 WUFX-F	WBUF-F	3 WMJQ-F	3 WYRK-F	3 WJYE-F	3 WGR -F>	3 WKSE-F>>	3 WKSE-F>	3 WKSE-F	3 WBUF-F
WBLK-F	4 WMJQ-F	4 WHTT-F	4 WHTT-F	WHTT-F<	4 WMJQ-F>	4 WMJQ-F	4 WMJQ-F	4 WYRK-F<	4 WUFX-F<
5 WMJQ-F	5 WUFX-F	WGR -F	5 WMJQ-F	5 WYRK-F>	5 WYRK-F>	5	WHTT-F	5 WHTT-F>	5 WKSE-F
6 WBUF-F	6 WBLK-F	6 WJYE-F	6 WJYE-F	6 WMJQ-F	6 WJYE-F	6	6 WBUF-F	6 WBUF-F	6 WBEN
7 WYRK-F>>	7 WYRK-F	7 WYRK-F	7 WGR -F	7	WBLK-F	7	7 WJYE-F	7 WMJQ-F	7
8	8	8 WUFX-F>	WBLK-F	8	8 CILQ-F	8	8 WBLK-F	8	8
9	9	9	9	9	CHTZ-F>	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		307 (2)	307 (2)	18.9	15.1
AOR/CLASSIC		254 (5)	254 (5)	15.7	14.4
AC/OLDIES/SOFT ROCK	30 (3)	242 (2)	272 (5)	16.8	17.0
MOR/VARIETY	178 (3)		178 (3)	11.0	11.2
COUNTRY	10 (1)	156 (1)	166 (2)	10.2	10.1
BLACK/URBAN	18 (1)	79 (1)	97 (2)	6.0	7.3
BEAUTIFUL/EASY		127 (1)	127 (1)	7.8	12.3
NEWS/TALK	81 (2)		81 (2)	5.0	1.9
NOSTALGIA	94 (2)		94 (2)	5.8	6.3
RELIGION/GOSPEL		24 (1)	24 (1)	1.5	1.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		21 (1)	21 (1)	1.3	0.7
UNKNOWN/OTHERS					2.0
	411 (12)	1210 (14)	1621 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGKT	1400	Buffalo	0.6/2.1/ 11/ 206
WHLD	1270	Niagara Falls	0.8/3.2/ 15/ 320
WHTT	1120	Buffalo	0.5/2.4/ 13/ 272
WJJL	1440	Niagara Falls	0.3/1.1/ 5/ 108
WLVL	1340	Lockport	0.6/2.1/ 10/ 211
WUFO	1080	Amherst	1.0/3.1/ 18/ 305
WXRL	1300	Lancaster/Buffl	0.6/2.9/ 10/ 319
CFNY-F	102.1	Brampton ON	0.7/3.0/ 13/ 299
CHTZ-F	97.7	St. Catherines	0.6/2.5/ 10/ 252
CILQ-F	107.1	Toronto	0.3/1.1/ 6/ 150

RADIO STATIONS

AM STATIONS

WBEN,	930,	50 KW (DA-N) ,	Full Service	CBS UNIULT,	$ 80.00	(Eastman)		Tom Van Nortwick
WECK,	1230,	1 KW ,	Nostalgia	NBS UNISUP,	$ 28.00	(HNWH)	Williams	Rob Williams
WGKT,	1400,	1 KW ,	Oldies	,	$ 20.00	(Torbet)	Metroplex	Peter Coughlin
WGR ,	550,	5 KW (DA-N) ,	News/Talk	ABC E,	$ 50.00	(Katz)		Charles Banta
WHTT,	1120,	1 KW (DAYS) ,	See WHTT-F					
WUFO,	1080,	1 KW (DAYS) ,	Black	SBN,	$ 18.00	(---)	Sheridan	Jesse Key
WWKB,	1520,	50 KW (DA-1) ,	Business News	UNIULT,	$ 35.00	(HNWH)	Price	Jim Meltzer
WXRL,	1300,	2.4 KW/2.5KW (DA-2,	Country	MBS,	$ 24.00	(---)		Louis Schriver
WBLK-F,	93.7,	50 KW @ 400,	Black	RADRAD,	$ 40.00	(Durpetti)		Fred Patrick
WBMW-F,	107.7,	12 KW @ 800,	Jazz/NAC	SMN UNIPWR,	$ 32.00	(---)	(WETHERSFIELD)	John Casciani
WBUF-F,	92.9,	91 KW @ 580,	AC	,	$ 80.00	(McGuild)	Lincoln	Larry White
WDCX-F,	99.5,	110 KW @ 640,	Religion	,	$ 21.00	(---)	Crawford	Nevin Larson
WGR-F ,	96.9,	16 KW @ 890,	AOR	,	$ 66.00	(Katz)		Charles Banta
WHTT-F,	104.1,	50 KW @ 390,	Oldies	,	$ 60.00	(MMR)	Pyramid	Ron Rice
WJYE-F,	96.1,	50 KW @ 475,	EZ/Soft AC	UNISUP,	$ 58.00	(HNWH)	Williams	Rob Williams
WKSE-F,	98.5,	46 KW @ 420,	CHR	ABC R,	$ 57.00	(HNWH)	Price	Jim Meltzer
WMJQ-F,	102.5,	110 KW @ 1340,	CHR	SOURCE,	$ 52.00	(Eastman)		Tom VanNortwick
WUFX-F,	103.3,	49 KW @ 340,	Classic AOR	CBS,	$ 48.00	(Torbet)	Metroplex	Peter Coughlin
WYRK-F,	106.5,	50 KW @ 390,	Country	,	$ 68.00	(McGuild)	Stoner	Kitty Bocock

Miscellaneous Comments: WECK/WJYE-F sold to Ralph Guild for $12,000,000...

CANTON

Arbitron Rank/Pop (12+): 108/332,400

MSA Rank/Pop: 121/398,000
Cleveland ADI
Average Person Ratings: 18.1
Market TSL: 24.00 hours

Stations: 29/7
Diaries: 703/473:1/57.8%
Sample Target: 730
% Below Line: 44.5
% Not Listed: 10.8

1989 Revenue: $7,900,000
HH Inc.: $26,594
Retail $: 2.4 Bil
Pop per Station: 47,485
#1 Biller: WHBC $2,400,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WHBC-F	(EZ)	92/15.3	12.7	14.7	12.8	11.8	----	102/920	751/22.6	24.2	24.4					WHBC-F
2. WQXK-F	(C)	67/11.1	6.9	9.0	7.5	10.9	----	96/917	561/16.9	13.9	17.6					WQXK-F
3. WHBC	(MOR)	54/ 9.0	9.9	11.6	11.8	10.7	----	57/836	779/23.4	24.4	23.1					WHBC
4. WRQK-F	(AOR)	51/ 8.5	7.6	4.6	8.2	8.6	----	77/781	543/16.3	15.6	13.7					WRQK-F
5. WDJQ-F	(CHR)	48/ 8.0	10.1	8.1	11.1	10.9	----	58/852	695/20.9	19.5	19.9					WDJQ-F
6. WKDD-F	(CHR)	41/ 6.8	7.1	6.2	7.4	7.4	----	68/971	629/18.9	18.7	18.5					WKDD-F
7. WONE-F	(AOR)	22/ 3.7	4.9	4.6	2.9	1.8	----	38/517	299/ 9.0	9.8	9.7					WONE-F
8. WQMX-F	(AC)	16/ 2.7	3.3	2.3	1.9	0.7	----	30/350	217/ 6.5	6.8	6.9					WQMX-F
9. WNPQ-F	(CHR)	15/ 2.5	2.3	2.4	0.9	1.6	----	25/392	262/ 7.9	7.2	9.8					WNPQ-F
10. WNIR-F	(T)	14/ 2.3	2.9	4.1	1.9	3.5	----	20/212	166/ 5.0	5.8	5.1					WNIR-F
WDOK-F	(SAC)	14/ 2.3	1.7	1.1	1.2	1.2	----	18/308	245/ 7.4	6.7	4.4					WDOK-F

12+ FM SHARE (METRO): 84.36% (453 of 537) (SPG 89: 79.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJQ-F	1 WRQK-F>	1 WRQK-F	1 WQXK-F	1 WQXK-F>	1 WNPQ-F>	1 WHBC-F	1 WHBC-F>	1 WHBC-F	1 WDJQ-F	1 WHBC-F
2 WPHR-F<	2 WKDD-F<	2 WDJQ-F	2 WDJQ-F	2 WHBC-F	2 WQXK-F	2 WHBC >	2 WQXK-F<	2 WQXK-F	2 WQXK-F	2 WQXK-F
3 WKDD-F	3 WDJQ-F	3 WQXK-F<	3 WHBC-F	3 WDJQ-F	3 WHBC-F	3 WQXK-F	3 WRQK-F	3 WRQK-F	WRQK-F	WDJQ-F
4 WRQK-F	4 WONE-F	4 WKDD-F>	4 WKDD-F	4 WHBC	4	4 WKDD-F<	4 WHBC	4 WKDD-F	4 WHBC	4 WRQK-F
5 WNPQ-F	5 WQXK-F	5 WHBC-F<	5 WRQK-F	5 WKDD-F	5	5 WRQK-F	5 WDJQ-F	WDJQ-F	5 WKDD-F	5
6	6	6 WHBC	WHBC	6 WRQK-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRQK-F>>	1 WRQK-F>	1 WDJQ-F	1 WDJQ-F<	1 WQXK-F>	1 WRQK-F>	1 WRQK-F>	1 WRQK-F>	1 WRQK-F>	1 WRQK-F
2 WKDD-F	2 WKDD-F	2 WQXK-F	2 WQXK-F	2 WDJQ-F	2 WDJQ-F	2 WONE-F	2 WONE-F	2 WONE-F	2 WQXK-F
3 WDJQ-F>	WDJQ-F>	WKDD-F>	WTIG	3 WHBC-F	3 WONE-F	3 WKDD-F	WKDD-F>	WKDD-F	3 WHBC-F
4 WONE-F>	4 WQXK-F>	4 WHBC-F	4 WKDD-F	4 WHBC	4 WKDD-F	4 WDJQ-F>	4 WMMS-F	4 WDJQ-F	4 WKDD-F
5 WPHR-F>	5 WONE-F	5 WHBC	5 WNPQ-F	5 WKDD-F	5 WQXK-F	5 WHBC	5 WQMX-F	5 WQXK-F	WHBC
6	6	6 WONE-F	6 WHBC-F	6	WHBC >	6	WNCX-F	6 WHBC	6
							WDJQ-F		

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		113 (4)	113 (4)	21.0	20.7
AOR/CLASSIC		90 (4)	90 (4)	16.8	14.5
AC/OLDIES/SOFT ROCK		51 (5)	51 (5)	9.5	8.5
MOR/VARIETY	63 (3)		63 (3)	11.7	13.2
COUNTRY	9 (3)	81 (3)	90 (6)	16.8	13.4
BLACK/URBAN		9 (1)	9 (1)	1.7	2.4
BEAUTIFUL/EASY		95 (2)	95 (2)	17.7	16.7
NEWS/TALK	3 (1)	14 (1)	17 (2)	3.2	6.4
NOSTALGIA	5 (1)		5 (1)	0.9	1.3
RELIGION/GOSPEL	4 (1)		4 (1)	0.7	2.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					0.4
UNKNOWN/OTHERS					
	84 (9)	453 (20)	537 (29)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFAH	1310	Alliance	0.8/3.0/ 5/ 101
IG	990	Massillion	0.7/2.4/ 5/ 89
WAKR	1590	Akron	0.7/2.0/ 4/ 82
WBBG-F	93.3	Youngstown	0.3/2.2/ 12/ 165
WGAR	1220	Cleveland	0.3/2.1/ 3/ 110
WGAR-F	99.5	Cleveland	0.7/2.5/ 7/ 150
WHLO	640	Akron/Cleveland	0.7/2.5/ 9/ 259
WLTF-F	106.5	Cleveland	1.0/5.4/ 21/ 344
WMJI-F	105.7	Cleveland	2.2/9.3/ 17/ 456
WMMS-F	100.7	Cleveland	1.5/5.5/ 13/ 326
WNCX-F	98.5	Cleveland	1.3/6.5/ 12/ 344
WPHR-F	107.9	Cleveland	1.5/4.6/ 14/ 189
WQAL-F	104.1	Cleveland	0.5/2.0/ 3/ 66
WQKT-F	104.5	Wooster	1.7/3.9/ 41/ 404
WRMR	850	Cleveland	0.8/2.6/ 7/ 133
WSLR	1350	Akron	0.5/1.7/ 3/ 62
WWWE	1100	Cleveland	0.5/3.5/ 14/ 259
WZAK-F	93.1	Cleveland	1.5/2.9/ 9/ 95

RADIO STATIONS

WFAH, 1310, 1 KW/18 W (DA-1)	, NOSTALGIA	ABC I	, $ 13.00 (HNWH)	(ALLIANCE)	Dick Elliott
WHBC, 1480, 5 KW (DA-N)	, MOR/FULL SER.	ABC E	, $ 55.00 (Christal)		Bill Chambers
WDJQ-F, 92.5, 50 KW @ 500,	CHR		, $ 40.00 (HNWH)		Dick Elliott
WHBC-F, 94.1, 46 KW @ 515,	EZ/BTFL	ABC E	, $ 36.00 (Christal)		Bill Chambers
WNPQ-F, 95.9, 1.6 KW @ 400,	CHR		, $ 15.00 (Regional)	(NEW PHILADELPHIA)	Dennis Newell
WRQK-F, 106.9, 28 KW @ 340,	AOR	UNISUP	, $ 31.00 (Eastman)		Larry Gawthrop
WTOF-F, 98.1, 36 KW @ 570,	RELIGION		, $ 15.00 (---)	Mortenson	Tom Bishop

OTHER RANKED STATIONS -- See Akron & Cleveland

CASPER

Arbitron Rank/Pop (12+): 260/52,800
MSA Rank/Pop: 348/61,300
ADI # 193 (w/Riverton)
Average Person Ratings: 17.4
Market TSL: 23.75 hours

Stations: 6/6
Diaries: 552/96:1/56.0%
Sample Target: 550
% Below Line: 0.0
/% Not Listed: 18.5

1989 Revenue: $2,500,000
HH Inc.: $29,577
Retail $: .53 Bil
Pop per Station: 8,800
#1 Biller: KTRS-F $850,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KTRS-F	(CHR)	27/29.3	----	48.9	----	43.8	----	40/452	266/50.4		59.3					KTRS-F
2.	KQLT-F	(EZ)	16/17.4	----	11.4	----	13.5	----	19/202	165/31.3		21.4					KQLT-F
3.	KVOC	(C)	13/14.1	----	17.0	----	15.7	----	13/180	169/32.0		26.3					KVOC
4.	KTWO	(C)	9/ 9.8	----	11.4	----	20.2	----	10/195	121/22.9		29.2					KTWO
5.	KMGW-F	(AC)	8/ 8.7	----	----	----	----	----	8/148	132/25.0		0.0					KMGW-F
6.	KUYO	(REL)	2/ 2.2	----	1.1	----	----	----	4/44	22/ 4.2		3.7					KUYO
7.																	
8.																	
9.																	
10.																	

12+ FM SHARE (METRO): 68.00% (51 of 75) (SPG 89: 67.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F	1 KQLT-F	1 KVOC	1 KTRS-F>>	1 KTRS-F	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F
2	2 KQLT-F>	2 KQLT-F>>	KQLT-F>>	2 KTRS-F>>	2 KQLT-F	2 KVOC	2 KQLT-F>	2 KQLT-F	2	2 KVOC
3	3 KMGW-F	3 KMGW-F	3 KMGW-F	3 KMGW-F	3 KTWO >	KQLT-F	3 KVOC	3 KVOC >	3	3
4	4	4	4	4 KVOC	4 KMGW-F	4 KTWO	KMGW-F	4 KTWO	4	4
5	5	5	5	5	5	5 KMGW-F	5 KTWO	KMGW-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F	1 KQLT-F
2	2 KQLT-F>	2 KQLT-F>	2 KQLT-F>	2 KQLT-F>>	2 KVOC	2 KQLT-F>>	2 KQLT-F>>	2 KQLT-F>>	2 KTRS-F>
3	3 KMGW-F>	3 KMGW-F>>	3 KMGW-F>	3 KMGW-F>	3	3 KVOC	3 KTWO	3 KMGW-F>	3 KVOC
4	4 KUYO	4 KUYO	4	4 KVOC	4	KTWO	KMGW-F>>	4 KVOC	KMGW-F
5	5	5	5	5	5	KMGW-F	5 KVOC	KTWO	5 KTWO

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		27 (1)	27 (1)	36.0	53.1		
AOR/CLASSIC					2.5		
AC/OLDIES/SOFT ROCK		8 (1)	8 (1)	10.7			
MOR/VARIETY							
COUNTRY	22 (2)		22 (2)	29.3	30.9		
BLACK/URBAN							
BEAUTIFUL/EASY		16 (1)	16 (1)	21.3	12.3		
NEWS/TALK							
NOSTALGIA							
RELIGION/GOSPEL	2 (1)		2 (1)	2.7	1.2		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	24 (3)	51 (3)	75 (6)				

RADIO STATIONS

KTWO ,	1030,	50 KW (DA-2) ,	Country	CBS,	$15.00	(Katz)	Bob Price
KUYO ,	830,	10 KW (DAYS) ,	Religion	,	$ 6.00	(---)	Jon Buckley
KVOC ,	1230,	1 KW ,	Country	I,	$16.00	(Eastman)	Ray Ebert
KMGW-F,	94.5,	63 KW @ 1910 ,	AC	,	$13.00	(Katz)	Bob Price
KQLT-F,	103.7,	59 KW @ 1909 ,	EZ/Soft AC	,	$15.00	(Mc-Guild)	Dan Roberts
KTRS-F,	95.5,	94 KW @ 1920 ,	CHR	ABC C,	$21.00	(Torbet)	Bill Hart

CEDAR RAPIDS

Arbitron Rank/Pop (12+): 193/138,400
Stations: 14/10
1989 Revenue: $7,500,000
Diaries: 628/220:1/58.5%
HH Inc.: $31,520
MSA Rank/Pop: 228/171,300
Sample Target: 575
Retail $: 1.2 Bil
ADI # 81 (w/Waterloo & Dubq.)
% Below Line: 6.6
Pop per Station: 13,840
Average Person Ratings: 15.3
% Not Listed: 13.7
#1 Biller: WMT $2,000,000
Market TSL: 20.00 hours

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WMT	(MOR)	34/16.0	——	16.4	——	20.8	——	87/1085	384/27.7		25.7	13.8	32	373	WMT
2. KHAK-AF	(C)	33/15.6	——	17.3	——	13.1	——	65/752	381/27.5		34.7	13.8	32	469	KHAK-AF
3. KKRQ-F	(AC)	31/14.6	——	5.0	——	4.5	——	57/855	390/28.2		16.1	10.3	24	313	KKRQ-F
4. KQCR-F	(CHR)	23/10.8	——	8.6	——	7.7	——	39/711	403/29.1		24.0	15.1	35	402	KQCR-F
5. WMT -F	(AC)	18/ 8.5	——	10.9	——	12.7	——	43/551	280/20.2		24.3	9.1	21	261	WMT -F
6. KRNA-F	(AOR)	16/ 7.5	——	11.4	——	12.2	——	45/616	204/14.7		22.2	12.1	28	354	KRNA-F
7. KFMW-F	(CHR)	9/ 4.2	——	3.6	——	3.6	——	48/677	183/13.2		14.2	2.2	5	159	KFMW-F
KMRY	(BB)	9/ 4.2	——	2.7	——	4.5	——	9/143	105/ 7.6		6.5	4.3	10	85	KMRY
9. KOKZ-F	(CHR)	3/ 1.4	——	5.9	——	5.4	——	15/483	162/11.7		19.5	4.3	10	223	KOKZ-F
KCRG	(C)	3/ 1.4	——	2.3	——	4.1	——	9/294	170/12.3		10.3	2.6	6	137	KCRG

12+ FM SHARE (METRO): 72.13% (132 of 183) (SPG 89: 74.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQCR-F>>	1 KRNA-F	1 KKRQ-F>	1 KKRQ-F>	1 KKRQ-F	1 WMT	1 WMT >	1 KHAK-AF	1 KKRQ-F<	1 KQCR-F	1 WMT >
2 KOKZ-F	2 KKRQ-F	2 KHAK-AF	2 KHAK-AF	2 KHAK-AF>	2 KHAK-AF>	2 KHAK-AF>	2 KKRQ-F	2 KHAK-AF	KKRQ-F>	2 KKRQ-F>
KKRQ-F	3 KQCR-F	3 WMT -F	3 WMT -F	3 WMT -F	3 KKRQ-F>	3 KQCR-F	3 WMT	3 KQCR-F	3 KHAK-AF	3 KHAK-F
4	4 WMT -F>	4 KRNA-F	4 KQCR-F>	4 KQCR-F>	4 KMRY	KKRQ-F	4 WMT -F	4 WMT	WMT	4
5	5 KHAK-AF	KQCR-F	5 KRNA-F	5 KRNA-F	5 WMT -F	5 WMT -F	5 KQCR-F	5 WMT -F	5 KRNA-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRQ-F>	1 KQCR-F	1 KQCR-F	1 KKRQ-F>	1 KKRQ-F>	1 KRNA-F>>	1 KRNA-F>>	1 KRNA-F>	1 KRNA-F	1 KHAK-AF
2 KHAK-AF	KKRQ-F>	2 KKRQ-F	2 KQCR-F	2 KHAK-AF	2 KFMW-F>>	2 WMT -F	2 KHAK-AF	KKRQ-F	2 KKRQ-F>
KFMW-F	3 WMT -F>	3 WMT -F>>	3 KHAK-AF	3 KQCR-F	3 WMT -F	3 KHAK-AF	WMT -F>	3 KHAK-AF>	3 KRNA-F
KQCR-F>>	4 KHAK-AF	4	4 WMT -F	4 WMT -F>	KQCR-F	KKRQ-F>	4 KKRQ-F>	4 WMT -F>	4 WMT -F
5	KFMW-F		5	5 WMT	KKRQ-F	5 KFMW-F	5 KQCR-F>>	5 KQCR-F	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		35 (3)	35 (3)	19.1	26.8
AOR/CLASSIC		16 (1)	16 (1)	8.7	13.2
AC/OLDIES/SOFT ROCK		49 (2)	49 (2)	26.8	15.3
MOR/VARIETY	35 (2)		35 (2)	19.1	19.5
COUNTRY	6 (2)	30 (1)	36 (3)	19.7	20.5
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK	1 (1)		1 (1)	0.5	
NOSTALGIA	9 (1)		9 (1)	4.9	3.2
RELIGION/GOSPEL		2 (1)	2 (1)	1.1	1.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	51 (6)	132 (8)	183 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KTOF-F	104.5	Cedar Rapids	0.9/5.6/ 7/ 178
WGN	720	Des Moines	0.5/2.0/ 3/ 134
WHO	1040	Des Moines	0.5/4.7/ 12/ 272

RADIO STATIONS

KCRG,	1600,	5 KW (DA-N)	, COUNTRY	ABC I ,	$ 10.00	(K & P)			Bob Allen
KHAK,	1360,	1 KW	, SEE KHAK-F						
KMRY,	1450,	1 KW (DA-1)	, NOSTALGIA	SMN ,	$ 13.00	(Christal)			Mike Dulaney
WMT ,	600,	5 KW (DA-N)	, MOR/FULL SER.	ABC D,MBS,	$ 40.00	(Katz)			Frosty Mitchell
KHAK-F,	98.1,	100 KW @ 485,	COUNTRY	ABC E ,	$ 40.00	(Christal)			Mary Quass
KKRQ-F,	100.7,	100 KW @ 532,	OLDIES	ABC C ,	$ 28.00	(Banner)	Ingstad	(IOWA CITY)	Steve Winkey
KQCR-F,	102.9,	100 KW @ 350,	CHR	,	$ 22.00	(HNWH)			Bill Clyner
KRNA-F,	93.9,	100 KW @ 590,	AOR	UPI ,	$ 30.00	(Roslin)		(IOWA CITY)	Eliot Keller
KTOF-F,	104.5,	100 KW @ 550,	RELIGION	,	$ 10.00	(—)			Jim Young
WMT-F ,	96.5,	100 KW @ 540,	AC	ABC D, MBS,	$ 28.00	(Katz)			Frosty Mitchell

OTHER RANKED STATIONS — See Waterloo   Miscellaneous Comments: KKRQ-F changed from CHR to OLDIES...

CHARLESTON, SC

Arbitron Rank/Pop (12+): 82/419,600

MSA Rank/Pop: 98/501,200
ADI # 110
Average Person Ratings: 17.3
Market TSL: 23.00 hours

Stations: 23/19
Diaries: 811/517:1/45.6%
Sample Target: 810
% Below Line: 4.7
% Not Listed: 12.1

1989 Revenue: $11,300,000
HH Inc.: $23,092
Retail $: 3.0 Bil
Pop per Station: 22,084
#1 Biller: WEZL-F $2,300,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WEZL-F	(C)	98/13.5	----	11.2	11.5	12.1	----	108/968	857/20.4		19.7		10.1	76	957	WEZL-F
2. WSSX-F	(CHR)	60/ 8.3	----	7.4	6.9	6.0	----	75/1076	947/22.6		20.5		8.8	66	976	WSSX-F
3. WWWZ-F	(B)	51/ 7.0	----	7.8	9.5	7.4	----	51/760	730/17.4		17.4		6.7	50	807	WWWZ-F
4. WPAL	(B)	48/ 6.6	----	4.9	6.5	6.8	----	51/575	537/12.8		9.5		4.4	33	522	WPAL
WKQB-F	(CHR)	48/ 6.6	----	8.0	7.8	9.0	----	76/1188	819/19.5		19.6		8.7	65	1136	WKQB-F
6. WAVF-F	(AOR)	43/ 5.9	----	7.7	6.5	5.4	----	45/662	615/14.7		15.4		8.7	65	791	WAVF-F
7. WUJM-F	(B)	40/ 5.5	----	2.4	1.0	2.8	----	42/536	498/11.9		7.3		9.3	70	850	WUJM-F
8. WXTC-F	(AC)	32/ 4.4	----	6.6	6.9	6.8	----	45/705	627/14.9		14.8		5.6	42	551	WXTC-F
9. WXLY-F	(O)	29/ 4.0	----	3.8	4.6	4.7	----	33/552	491/11.7		9.8		4.1	31	467	WXLY-F
10. WYBB-F	(CL AOR)	27/ 3.7	----	1.3	1.7	----	----	32/487	410/ 9.8		6.0		3.6	27	348	WYBB-F
11. WDXZ-F	(EZ)	24/ 3.3	----	4.9	4.5	3.8	----	24/370	358/ 8.5		10.9		2.5	19	245	WDXZ-F
12. WSUY-F	(AC)	20/ 2.8	----	----	----	----	----	20/253	253/ 6.0		0.0		1.6	12	195	WSUY-F
WWDM-F	(B)	20/ 2.8	----	1.9	1.2	1.9	----	75/766	213/ 5.1		4.8		2.1	16	193	WWDM-F
14. WTMA	(N/T)	18/ 2.5	----	0.5	0.9	0.6	----	19/311	298/ 7.1		1.7		2.5	19	362	WTMA
WQIZ	(GOSP)	18/ 2.5	----	1.8	3.0	1.9	----	33/247	127/ 3.0		2.7		0.4	3	67	WQIZ
WMGL-F	(B)	18/ 2.5	----	5.8	4.0	4.7	----	24/412	347/ 8.3		11.6		5.2	39	581	WMGL-F
17. WZJY	(GOSP)	13/ 1.8	----	1.3	1.9	2.5	----	13/138	138/ 3.3		2.9		2.1	16	195	WZJY

12+ FM SHARE (METRO): 83.20% (530 of 637) (SPG 89: 83.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKQB-F>>	1 WSSX-F	1 WEZL-F	1 WEZL-F>	1 WEZL-F>>	1 WEZL-F>>	1 WEZL-F>	1 WEZL-F>	1 WEZL-F>	1 WUJM-F	1 WEZL-F>
2 WWWZ-F>	2 WAVF-F<	2 WSSX-F	2 WSSX-F	2 WSSX-F	2 WPAL	2 WSSX-F	2 WSSX-F	2 WSSX-F	2 WKQB-F	2 WXTC-F
3 WSSX-F>	3 WWWZ-F	3 WWWZ-F	3 WAVF-F<	3 WXLY-F	3 WDXZ-F<	3 WPAL	3 WPAL	3 WWWZ-F<	3 WWWZ-F	3 WTMA
4 WUJM-F	4 WUJM-F	4 WAVF-F	4 WXLY-F<	4 WAVF-F	4 WXLY-F	4 WWWZ-F	4 WWWZ-F<	4 WKQB-F	WSSX-F	4 WUJM-F
5	5 WXTC-F<	5 WUJM-F	5 WXTC-F	5 WXTC-F	5 WTMA	5 WKQB-F<	5 WAVF-F	5 WUJM-F	5 WEZL-F	5 WWWZ-F
6	6 WYBB-F	6 WXTC-F	6 WUJM-F	6 WPAL <	WQIZ	6 WAVF-F	6 WXTC-F	WPAL <	6 WXTC-F	6
7	WKQB-F	7	7	7 WUJM-F	7	7	7	7 WAVF-F	7	7
	WEZL-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WSSX-F	1 WSSX-F	1 WXTC-F	1 WEZL-F>	1 WEZL-F>>
2 WUJM-F>	2 WUJM-F	2 WKQB-F	2 WSSX-F<	2 WXTC-F
3 WWWZ-F	3 WXTC-F	3 WSSX-F	3 WUJM-F	3 WPAL
4 WEZL-F	4 WKQB-F	WPAL	4 WXTC-F	4 WUJM-F
5 WXTC-F	WEZL-F	5 WUJM-F	5 WKQB-F	WSSX-F
6	6 WWWZ-F	WEZL-F	6 WWWZ-F	6 WXLY-F
7	WPAL	7	7	WKQB-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWWZ-F>	1 WAVF-F	1 WAVF-F	1 WEZL-F	1 WEZL-F>
2 WSSX-F	2 WSSX-F	2 WSSX-F>	WAVF-F<	2 WAVF-F
WAVF-F	3 WWWZ-F	3 WYBB-F	3 WSSX-F	3 WSSX-F
4 WYBB-F>	4 WYBB-F>	4 WEZL-F	4 WWWZ-F	4 WXLY-F
5 WKQB-F	5	5 WWWZ-F	5 WYBB-F	5 WYBB-F
6	6	6	6	6 WWDM-F
7	7	7	7	WWWZ-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		113 (3)	113 (3)	17.7	17.4
AOR/CLASSIC		70 (2)	70 (2)	11.0	10.2
AC/OLDIES/SOFT ROCK		81 (3)	81 (3)	12.7	19.8
MOR/VARIETY					
COUNTRY		104 (2)	104 (2)	16.3	14.7
BLACK/URBAN	55 (2)	129 (4)	184 (6)	28.9	26.1
BEAUTIFUL/EASY		24 (1)	24 (1)	3.8	6.4
NEWS/TALK	18 (1)		18 (1)	2.8	1.4
NOSTALGIA					
RELIGION/GOSPEL	31 (2)		31 (2)	4.9	3.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		6 (1)	6 (1)	0.9	
UNKNOWN/OTHERS	3 (1)	3 (1)	6 (2)	0.9	0.5
	107 (6)	530 (17)	637 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WJYQ-F	105.5	Moncks Corner	0.8/3.0/ 6/ 125
WMCJ	950	Moncks Corner	1.0/2.4/ 7/ 114
WOKE	1340	Charleston	0.4/2.0/ 3/ 82
WHLZ-F	92.5	Manning	0.8/2.6/ 39/ 415
WHTK-F	99.7	Pt. Royal	0.7/2.4/ 28/ 298
WMNY-F	100.3	Elloree/Santee	0.4/2.0/ 15/ 294

RADIO STATIONS

WPAL	730	1 KW/100 W	Black	NBN ABC D	$19.00	(Roslin)		Bill Saunders
WQIZ	810	5 KW (DAYS)	Gospel	SBN	$12.00	(Eastman)		
WTMA	1250	5 KW/1 KW	News/Talk	ABC T TALKNT	$14.00	(Katz)		
WZJY	1480	1 KW (DAYS)	Gospel	UNIULT	$10.00	(---)		Jesse Williams
WAVF-F	96.1	100 KW @ 538	AOR		$37.00	(Christal)		Lawrence Thompson
WDXZ-F	104.5	28 KW @ 656	EZ		$20.00	(Eastman)	(MT PLEASANT)	Bob Kay
WEZL-F	103.5	100 KW @ 661	Country	MBS	$60.00	(Banner)	Apollo	C. Barton
WKQB-F	107.5	100 KW @ 984	CHR		$40.00	(Eastman)	(ST GEORGE)	Steve Judy
WSSX-F	95.1	100 KW @ 360	CHR		$34.00	(Katz)	Faircom	Nancy Deaton
WSUY-F	100.7	3 KW @ 300	AC		$18.00	(---)		
WUJM-F	94.3	1.4 KW @ 480	Black	MBS	$23.00	(Christal)	Jones-Eastern (GOOSE CREEK)	Charlie Jones
WMMZ-F	93.5	1.1 KW @ 460	Black	SBN	$30.00	(HNWH)	(SUMMERVILLE)	Cliff Fletcher
WXLY-F	102.5	100 KW @ 550	Oldies	UNIULT	$31.00	(Republic)		Sanders Hickey
WXTC-F	96.9	100 KW @ 1770	AC	RADRAD	$45.00	(Mc-Guild)		Bob Abernathy
WYBB-F	98.1	50 KW @ 479	Classic AOR		$19.00	(Durpetti)	Martin (FOLLY BCH)	Charles Cohn

WWDM-F — See Columbia

Misc Comments: WWHT changes to WUJM-F and format from Oldies to Black (Feb) . . . There was no Fall 1989 rating book because of the devastation left by Hurrican Hugo . . .WKCN, WDXZ-F sold by Caravelle for $1,600,000...WSUY-F - 51% sold $500,000...

CHARLESTON, WV

Arbitron Rank/Pop (12+): 147/220,400

MSA Rank/Pop: 172/256,900
ADI # 48 (w/Huntington)
Average Person Ratings: 15.5
Market TSL: 20.75 hours

Stations: 14/12
Diaries: 611/361:1/54.0%
Sample Target: 610
% Below Line: 2.0
% Not Listed: 9.6

1989 Revenue: $8,600,000
HH Inc.: $26,175
Retail $: 2.0 Bil
Pop per Station: 18,366
#1 Biller: WQBE-AF $1,700,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WQBE-F	(C)	82/24.0	----	19.4	----	19.9	----	157/1547	737/33.4		30.2		24.8	98	800	WQBE-F
2. WVSR-F	(CHR)	49/14.3	----	14.3	----	15.5	----	70/1020	652/28.1		33.0		17.5	69	693	WVSR-F
3. WKLC-F	(AOR)	36/10.5	----	9.8	----	9.9	----	93/1120	453/20.1		20.3		11.6	46	573	WKLC-F
4. WVAF-F	(AC)	33/ 9.6	----	8.8	----	16.1	----	48/782	518/23.5		20.7		10.6	42	580	WVAF-F
5. WLZT-F	(O)	26/ 7.6	----	5.3	----	2.5	----	50/693	396/18.0		11.9		4.8	19	243	WLZT-F
6. WBES-F	(EZ)	20/ 5.8	----	6.6	----	----	----	20/254	232/10.5		8.3		3.3	13	170	WBES-F
7. WCHS	(MOR)	14/ 4.1	----	4.5	----	7.5	----	18/388	293/13.3		12.8		3.8	15	327	WCHS
WCAW	(C)	14/ 4.1	----	6.1	----	7.5	----	15/302	208/ 9.4		13.2		5.8	23	302	WCAW
9. WVNS-F	(O)	10/ 2.9	----	5.8	----	4.7	----	13/250	206/ 9.3		11.1		3.8	15	265	WVNS-F
WJYP-F	(REL)	10/ 2.9	----	2.1	----	1.6	----	11/182	143/ 6.5		4.7		2.5	10	86	WJYP-F

12+ FM SHARE (METRO): 88.35% (273 of 309) (SPG 89: 83.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVSR-F	1 WQBE-F<	1 WQBE-F	1 WQBE-F>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>	1 WVSR-F<	1 WQBE-F>>
2	2 WVSR-F	2 WVSR-F<	2 WVSR-F	2 WVSR-F	2 WLZT-F	2 WVSR-F	2 WVSR-F<	2 WVSR-F>	2 WQBE-F>	2 WLZT-F
3	3 WKLC-F	3 WKLC-F	WKLC-F	3 WVAF-F	WBES-F	3 WVAF-F	3 WVAF-F	3 WKLC-F	3 WKLC-F>	3
4	4 WVAF-F	4 WVAF-F	4 WLZT-F	WLZT-F	4 WCHS	4 WKLC-F	4 WKLC-F	4 WVAF-F	4 WVAF-F	4
5	5	5 WLZT-F	5 WVAF-F	WKLC-F	WCAW	5	5	5 WLZT-F	5 WLZT-F	5
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVSR-F>>	1 WVSR-F	1 WVAF-F	1 WVSR-F	1 WQBE-F>	1 WQBE-F	1 WQBE-F	1 WQBE-F>	1 WQBE-F	1 WQBE-F>>
2 WKLC-F>	2 WVAF-F	WQBE-F	2 WQBE-F	2 WVSR-F	WKLC-F>>	2 WKLC-F>	2 WKLC-F>	2 WKLC-F>	2 WLZT-F
3 WVAF-F>>	3 WQBE-F	3 WVSR-F>>	3 WVAF-F	WVAF-F>	3 WVSR-F>>	3 WVSR-F>	3 WVSR-F	3 WVSR-F	WKLC-F>
4 WQBE-F	4 WKLC-F	4 WKLC-F>	4 WKLC-F	4 WLZT-F	4 WVAF-F>>	4 WVAF-F	WLZT-F>	WLZT-F>	4 WVSR-F>
WJYP-F>>	5	5 WLZT-F>	5	WKLC-F	5	WLZT-F	5 WVAF-F	5 WVAF-F	5 WVAF-F
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		51 (2)	51 (2)	16.5	17.2
AOR/CLASSIC		36 (1)	36 (1)	11.7	11.1
AC/OLDIES/SOFT ROCK		69 (3)	69 (3)	22.3	22.6
MOR/VARIETY	14 (1)		14 (1)	4.5	5.1
COUNTRY	19 (2)	82 (1)	101 (3)	32.7	30.1
BLACK/URBAN					
BEAUTIFUL/EASY		20 (1)	20 (1)	6.5	7.5
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	3 (1)	15 (2)	18 (3)	5.8	6.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	36 (4)	273 (10)	309 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WQBE	950	Charleston	1.5/4.9/ 7/ 130
WSCW	1410	S. Charleston	0.9/2.0/ 4/ 50
WVSR	1240	Charleston	
WCIR-F	103.7	Beckley	0.6/2.1/ 61/ 798
WEMM-F	107.9	Huntington	1.5/5.4/ 23/ 403

RADIO STATIONS

WCAW,	680,	50 KW/250 W (DA-N),	COUNTRY	NBC, MBS ,	$ 16.00	(Banner)	Capitol-Johnson		Earle Buck
WCHS,	580,	5 KW (DA-N) ,	MOR	CBS ,	$ 17.00	(Republic)			Jim Dunlap
WQBE,	950,	5 KW/1 KW (DA-N) ,	SEE WQBE-F						
WBES-F,	94.5,	3 KW @ 328,	EZ	,	$ 16.00	(K & P)		(DUNBAR)	Morton Victorson
WJYP-F,	100.9,	3 KW @ 300,	RELIGION	,	$ 10.00	(---)	CLU		Rex Whaley
WKLC-F,	105.1,	4 KW @ 1665,	AOR	SOURCE, ABC R,	$ 26.00	(HNWH)	Martin		Tony Bishop
WLZT-F,	107.3,	23 KW @ 640,	OLDIES	,	$ 19.00	(---)		(MIAMI)	Howard Johnson
WQBE-F,	97.5,	50 KW @ 500,	COUNTRY	ABC I,	$ 43.00	(McGuild)	Niniger		Bob Turley
WVAF-F,	99.9,	50 KW @ 490,	AC	ABC F,	$ 34.00	(Banner)	Capitol-Johnson		Earle Buck
WVNS-F,	96.1,	50 KW @ 360,	OLDIES	ABC D,	$ 17.00	(Republic)			Jim Dunlap
WVSR-F,	102.7,	50 KW @ 420,	CHR	,	$ 36.00	(Katz)	Ardman		Jack Alix

Miscellaneous Comments: WVNS changes from AC to primarily OLDIES...WBES-F sold for $1,100,000 (Rosenblum)... WVSR A/F sold by Ardman for $4,000,000 (E) (Richards)...

CHARLOTTE

Arbitron Rank/Pop (12+): 41/930,900
MSA Rank/Pop: 43/1,123,100
ADI # 31
Average Person Ratings: 16.8
Market TSL: 22.00 hours

Stations: 25/19
Diaries: 1213/767:1/49.6%
Sample Target: 1190
% Below Line: 3.9
% Not Listed: 13.5

1989 Revenue: $32,900,000
HH Inc.: $27,430
Retail $: 8.1 Bil
Pop per Station: 48,994
#1 Biller: WSOC-AF $6,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WSOC-F	(C)	204/13.1	13.3	15.4	9.1	14.4	12.7	353/4340	2340/25.1	27.9	22.4	11.3	185	1869	WSOC-F
2. WPEG-F	(B)	183/11.7	9.3	9.5	11.4	10.6	10.5	195/1874	1624/17.4	14.9	17.4	16.6	271	2110	WPEG-F
3. WCKZ-F	(CHR)	139/ 8.9	9.2	8.0	8.7	8.5	8.7	254/3588	1956/21.0	18.3	19.6	14.0	229	2494	WCKZ-F
4. WRFX-F	(AOR)	122/ 7.8	7.0	7.9	7.5	7.2	7.6	180/2162	1464/15.7	17.1	15.0	8.7	142	1602	WRFX-F
5. WBT	(MOR)	104/ 6.7	6.7	9.0	5.6	7.2	7.0	118/1491	1221/13.1	17.8	15.7	4.8	78	1081	WBT
6. WMXC-F	(AC)	99/ 6.3	5.7	6.3	6.6	7.2	6.2	167/2006	1349/14.5	15.0	16.2	4.0	66	783	WMXC-F
7. WEZC-F	(SAC)	87/ 5.6	6.8	5.5	6.0	5.3	6.0	135/1823	1235/13.3	13.1	9.1	3.5	57	977	WEZC-F
8. WWMG-F	(O)	68/ 4.4	4.7	4.8	4.5	3.6	4.6	122/1885	1008/10.8	11.2	11.0	4.8	78	972	WWMG-F
9. WZZG-F	(CHR)	63/ 4.0	3.8	4.3	5.6	4.9	4.4	132/2019	1024/11.0	12.8	13.1	3.9	64	987	WZZG-F
10. WBT -F	(AC)	61/ 3.9	4.8	4.8	3.8	3.8	4.3	129/2502	1237/13.3	14.7	14.1	3.9	64	1379	WBT -F
11. WTDR-F	(C)	55/ 3.5	5.3	4.8	4.5	3.6	4.5	108/1403	776/ 8.3	11.2	11.0	3.5	57	764	WTDR-F
12. WXRC-F	(AOR)	32/ 2.1	1.2	1.2	0.3	0.6	1.2	75/1418	547/ 5.9	3.4	2.6	2.5	41	430	WXRC-F
13. WRDX-F	(AC)	24/ 1.5	1.3	0.8	1.4	1.3	1.3	54/537	248/ 2.7	2.6	3.1	1.2	19	246	WRDX-F

12+ FM SHARE (METRO): 88.67% (1197 of 1350) (SPG 89: 86.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCKZ-F>	1 WPEG-F	1 WPEG-F	1 WSOC-F	1 WSOC-F	1 WSOC-F>	1 WSOC-F	1 WSOC-F>	1 WSOC-F	1 WPEG-F>	1 WBT
2 WPEG-F	2 WRFX-F	2 WRFX-F	2 WRFX-F<	2 WPEG-F	2 WBT >	2 WRFX-F	2 WEZC-F<	2 WPEG-F<	2 WCKZ-F>	2 WPEG-F
3	3 WCKZ-F>	3 WSOC-F	3 WPEG-F	3 WRFX-F	3 WEZC-F	3 WPEG-F	3 WPEG-F<	3 WCKZ-F>	3 WRFX-F	3 WSOC-F
4	4 WMXC-F	4 WCKZ-F	4 WMXC-F>	4 WMXC-F	4 WPEG-F	4 WBT	4 WMXC-F	4 WRFX-F	4 WBT	4 WRFX-F
5	5 WZZG-F	5 WMXC-F>	5 WWMG-F<	5 WEZC-F	5 WWMG-F	5 WMXC-F<	5 WCKZ-F	5 WMXC-F	5 WSOC-F	5 WMIT-F
6	WSOC-F	6 WWMG-F<	6 WEZC-F	6 WWMG-F	6 WMXC-F	6 WCKZ-F	6 WRFX-F	6 WEZC-F	6 WBT -F	WCKZ-F
7	7	7 WEZC-F	7 WCKZ-F	7 WCKZ-F	7	7	7 WBT	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPEG-F	1 WPEG-F	1 WPEG-F<	1 WPEG-F	1 WMXC-F<	1 WCKZ-F	1 WRFX-F	1 WRFX-F>>	1 WRFX-F	1 WSOC-F
WCKZ-F>	2 WCKZ-F	2 WMXC-F	2 WMXC-F	2 WSOC-F<	2 WPEG-F>	2 WPEG-F	2 WPEG-F	2 WPEG-F	2 WRFX-F>
3 WZZG-F>	3 WMXC-F	3 WSOC-F	3 WCKZ-F	3 WPEG-F>	3 WRFX-F>	3 WCKZ-F>	3 WSOC-F	3 WSOC-F	3 WPEG-F
4 WRFX-F	4 WRFX-F	4 WRFX-F	4 WSOC-F	4 WEZC-F>	4 WTDR-F	4 WSOC-F	4 WMXC-F	4 WEZC-F	4 WWMG-F
5 WBT -F	5 WZZG-F>	5 WCKZ-F>	5 WEZC-F	5 WCKZ-F	5 WZZG-F>	5 WXRC-F	5 WXRC-F	5 WWMG-F	5 WMXC-F
6 WMXC-F>	6 WSOC-F	6 WEZC-F	6 WRFX-F	6 WRFX-F	6 WXRC-F>	6 WTDR-F	6 WCKZ-F	6 WMXC-F	6 WEZC-F
7	7 WBT -F	7 WZZG-F	7 WZZG-F	7 WBT	7	7	7 WTDR-F	7	7
8	8 WEZC-F	WBT -F>	8	8		8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		202 (2)	202 (2)	15.0	20.3
AOR/CLASSIC		163 (3)	163 (3)	12.1	9.5
AC/OLDIES/SOFT ROCK		339 (5)	339 (5)	25.1	13.9
MOR/VARIETY	104 (1)		104 (1)	7.7	9.1
COUNTRY	1 (1)	281 (3)	282 (4)	20.9	23.5
BLACK/URBAN	8 (1)	188 (2)	196 (3)	14.5	14.1
BEAUTIFUL/EASY		8 (1)	8 (1)	0.6	6.0
NEWS/TALK					
NOSTALGIA					0.9
RELIGION/GOSPEL	23 (3)	16 (1)	39 (4)	2.9	2.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	17 (2)		17 (2)	1.3	
	153 (8)	1197 (17)	1350 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGIV	1600	Charlotte	0.5/2.4/ 8/ 227
WGSP	1310	Charlotte	0.8/1.5/ 12/ 135
WLON	1050	Lincolnton	0.6/1.3/ 10/ 137
WRNA	1140	China Grove	0.6/1.3/ 10/ 119
WROQ	610	Charlotte	0.4/1.4/ 7/ 129
WSOC	930	Charlotte	0.1/1.8/ 3/ 220
WFGW	1010	Black Mountain	0.1/0.0/ 0/ 0
WFMX-F	105.7	Statesville	1.4/4.0/ 72/1254
WKRR-F	92.3	Asheboro	0.6/2.0/ 70/ 897
WMIT-F	106.9	Black Mountain	1.0/3.8/ 48/ 841
WSPA-F	98.9	Spartanburg	0.5/0.8/ 27/ 411
WWDM-F	101.3	Sumter	0.3/1.2/ 14/ 311

RADIO STATIONS

WBT , 1110, 50 KW (DA-N)	, NEWS/TALK/MOR	NBC ,	$ 74.00	(Banner)	Jeff-Pilot		John Kilgo
WBT-F , 107.9, 100 KW @ 1694,	AC	,	$ 53.00	(Banner)	Jeff-Pilot		Jerry Reckerd
WCKZ-F, 101.9, 100 KW @ 988,	CHR/URBAN	ABC F ,	$ 50.00	(Durpetti)	Beasley		Dave Chandler
WEZC-F, 102.9, 100 KW @ 1535,	SOFT AC	UNIULT ,	$ 45.00	(CBS)	Keymarket	(HICKORY)	Steve Litwer
WPEG-F, 97.9, 50 KW @ 390,	BLACK	RADRAD, UNIPWR ,	$ 69.00	(Katz)	Broadcast Partners	(CONCORD)	Chester Williams
WMXC-F, 104.7, 100 KW @ 1230,	AC	,	$ 74.00	(MMR)	EZ		Jake Gurley
WRFX-F, 106.5, 100 KW @ 1003,	AOR	,	$ 95.00	(McGuild)	Pyramid	(KANNAPOLIS)	Jack Daniel
WRDX-F, 99.7, 100 KW @ 1044,	AC	UNISUP, UNIULT ,	$ 24.00	(Southern)		(SALISBURY)	Tom Harrell
WSOC-F, 103.7, 100 KW @ 1059,	COUNTRY	,	$ 125.00	(Christal)	Cox		Gregg Lindahl
WTDR-F, 96.9, 100 KW @ 1548,	COUNTRY	,	$ 46.00	(Republic)	Trumper		Patrick Reedy
WWMG-F, 96.1, 100 KW @ 1745,	AC/OLDIES	,	$ 51.00	(Eastman)	Voyager	(SHELBY)	Darelyn Mitsch
WXRC-F, 95.7, 100 KW @ 1020,	AOR	ABC R ,	$ 25.00	(Roslin)		(HICKORY)	Maynard Taylor
WZZG-F, 95.1, 100 KW @ 1542,	CHR	ABC C, UNISUP ,	$ 45.00	(Republic)			Frank Tenore

Miscellaneous Comments: WLVK change to WTDR (March)...WROQ-F change to WZZG (Jan)...WAES-F change to WROQ and format to AOR (Jan)...

CHATTANOOGA

Arbitron Rank/Pop (12+): 96/360,500

MSA Rank/Pop: 109/435,100
ADI # 84
Average Person Ratings: 16.6
Market TSL: 22.00 hours

Stations: 18/18
Diaries: 798/452:1/48.8%
Sample Target: 760
% Below Line: 0.0
% Not Listed: 13.7

1989 Revenue: $12,400,000
HH Inc.: $23,680
Retail $: 2.9 Bil
Pop per Station: 20,027
#1 Biller: WSKZ-F $2,600,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WUSY-F	(C)	106/17.7	12.8	12.9	12.2	12.6	13.9	239/2221	888/24.6	27.2	24.6	14.2	91	973	WUSY-F
2. WSKZ-F	(CHR)	82/13.7	13.0	17.3	18.0	19.2	15.5	187/2001	967/26.8	31.3	30.5	17.3	111	1187	WSKZ-F
3. WDEF-F	(EZ)	61/10.2	9.4	11.9	9.6	10.3	10.3	83/903	677/18.8	24.5	20.8	6.4	41	605	WDEF-F
4. WJTT-F	(B)	48/ 8.0	7.8	8.4	6.9	7.9	7.8	49/463	429/11.9	11.0	10.8	12.8	82	608	WJTT-F
5. WLMX-F	(AC)	43/ 7.2	7.8	6.8	10.0	10.5	7.9	53/769	673/18.7	18.3	21.6	0.0	0	28	WLMX-F
6. WDOD-F	(C)	40/ 6.7	7.6	9.6	8.0	9.4	8.0	54/951	593/16.4	23.9	18.9	6.4	41	498	WDOD-F
7. WNOO	(B)	20/ 3.3	4.5	6.1	4.5	3.4	4.6	22/268	249/ 6.9	6.9	3.0	3.9	25	219	WNOO
8. WDEF	(MOR)	19/ 3.2	2.9	3.1	2.2	3.8	2.8	19/331	321/ 8.9	10.2	8.5	2.2	14	203	WDEF
9. WSGC-F	(O)	17/ 2.8	3.4	1.0	3.7	3.6	2.7	19/363	270/ 7.5	5.5	8.5	2.3	15	294	WSGC-F
WFXS-F	(CL AOR)	17/ 2.8	5.8	3.0	2.1	1.1	3.4	22/433	319/ 8.8	9.8	5.3	6.4	41	405	WFXS-F
11. WDOD	(C)	15/ 2.6	3.1	2.3	1.9	2.3	2.5	15/232	219/ 6.1	8.0	6.3	1.9	12	221	WDOD
12. WGOW	(N/T)	13/ 2.2	1.5	1.0	1.3	0.7	1.5	13/189	189/ 5.2	5.2	5.9	2.0	13	147	WGOW

12+ FM SHARE (METRO): 81.27% (421 of 518) (SPG 89: 86.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSKZ-F>>	1 WSKZ-F>	1 WUSY-F	1 WUSY-F>	1 WUSY-F>>	1 WUSY-F	1 WUSY-F>	1 WUSY-F>>	1 WUSY-F	1 WSKZ-F>>	1 WUSY-F>
2 WJTT-F	2 WUSY-F>	2 WSKZ-F	2 WLMX-F	2 WLMX-F	2 WDEF-F>	2 WDEF-F	2 WSKZ-F	2 WSKZ-F>	2 WJTT-F	2 WJTT-F
3	3 WLMX-F	3 WLMX-F	3 WSKZ-F	3 WSKZ-F	3 WDOD-F>	3 WSKZ-F	3 WDEF-F	3 WDEF-F	3 WUSY-F>	WDEF-F
4	WJTT-F>	4 WJTT-F>	4 WJTT-F	4 WDOD-F	4 WLMX-F	4 WLMX-F	4 WLMX-F>	4 WLMX-F	4 WDEF-F	4 WSKZ-F
5	5 WFXS-F	5 WDOD-F	5 WDOD-F	5 WJTT-F	5 WDEF	5 WJTT-F	5 WDOD-F<	WJTT-F	5	5
6	6	6	6	6 WDEF-F	6	6 WDOD-F	6 WJTT-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSKZ-F>>	1 WSKZ-F>	1 WUSY-F	1 WUSY-F>	1 WUSY-F>>	1 WSKZ-F>>	1 WSKZ-F>	1 WUSY-F	1 WUSY-F	1 WUSY-F>
2 WUSY-F	2 WUSY-F	2 WJTT-F	2 WSKZ-F	2 WLMX-F	2 WJTT-F>>	2 WUSY-F>	2 WSKZ-F>	2 WSKZ-F	2 WLMX-F
WLMX-F	3 WJTT-F	3 WSKZ-F<	3 WLMX-F<	3 WJTT-F	3 WFXS-F>>	3 WLMX-F	3 WLMX-F>>	3 WLMX-F	3 WDOD-F
WJTT-F>	4 WLMX-F	4 WLMX-F>>	4 WJTT-F	4 WSKZ-F	4	4 WJTT-F	4 WFXS-F	4 WDOD-F	4 WSKZ-F
5 WBDX-F>>	5	5	5	5 WDEF-F		5 WFXS-F	WDOD-F>	5 WJTT-F	5
6	6		6	6		6	6	6 WSGC-F	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		82 (1)	82 (1)	15.8	22.1
AOR/CLASSIC		17 (1)	17 (1)	3.3	
AC/OLDIES/SOFT ROCK		60 (2)	60 (2)	11.6	16.3
MOR/VARIETY	19 (1)		19 (1)	3.7	4.3
COUNTRY	29 (3)	146 (2)	175 (5)	33.8	28.4
BLACK/URBAN	20 (1)	48 (1)	68 (2)	13.1	14.4
BEAUTIFUL/EASY		61 (1)	61 (1)	11.8	11.9
NEWS/TALK	13 (1)		13 (1)	2.5	0.8
NOSTALGIA					
RELIGION/GOSPEL	16 (3)	7 (1)	23 (4)	4.4	1.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	97 (9)	421 (9)	518 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAPO	820	Jasper	0.8/1.5/ 7/ 67
WBDX-F	102.7	Trenton	1.2/4.5/ 8/ 199
WDXB	1490	Chattanooga	1.5/2.1/ 9/ 74
WEPG	910	S. Pittsburg	0.8/2.4/ 5/ 85
WFLI	1070	Lookout Mountn	1.3/3.2/ 8/ 131
WMOC	1450	Chattanooga	0.5/2.5/ 3/ 91

RADIO STATIONS

WDEF, 1370,	5 KW (DA-N)	, MOR/FULL SER.	CBS, NBC ,	$ 25.00	(MMR)	Park		Bill Nash
WDOD, 1310,	5 KW (DA-N)	, COUNTRY	ABC E ,	$ N/A	(Banner)	Bahakel		Dale Anthony
WFLI, 1070,	50 KW/1 KW (DA-2)	, RELIGION	ABC I ,	$ 12.00	(----)	Burns		Ying Burns
WGOW, 1150,	5 KW/1 KW (DA-N)	, TALKE	SUN, MBS ,	$ 16.00	(Christal)	Bloomington		Don Newburg
WNOO, 1260,	5 KW (DAYS)	, BLACK	SBN ,	$ 14.00	(Eastman)			Johnny Pye
WDEF-F, 92.3,	100 KW @ 1180,	EZ	ABC D ,	$ 35.00	(MMR)	Park		Bill Nash
WDOD-F, 96.5,	100 KW @ 1076,	COUNTRY	ABC E ,	$ 36.00	(Banner)	Bahakel		Dale Anthony
WFXS-F, 102.3,	3 KW @ 285,	CLASSIC AOR	,	$ 16.00	(Eastman)		(SODDY-DAISY)	Johnny Pye
WJTT-F, 94.3,	2.8 KW @ 325,	BLACK	RADRAD ,	$ 20.00	(HMWH)		(REDBANK)	Jim Brewer
WLMX-F, 105.5,	3 KW @ 262,	AC	,	$ 45.00	(Republic)	Baum	(ROSSVILLE, GA)	Paul Fink
WSGC-F, 101.9,	.7 KW @ 702,	OLDIES	,	$ 17.00	(----)		(RINGGOLD, GA)	Marshall Bandy
WSKZ-F, 106.5,	100 KW @ 1076,	CHR	,	$ 56.00	(Christal)	Bloomington		Don Newburg
WUSY-F, 100.7,	100 KW @ 1190,	COUNTRY	MBS ,	$ 56.00	(McGuild)			Sammy George

CHICAGO

Arbitron Rank/Pop (12+): 3/6,744,900
MSA Rank/Pop: 3/6,242,500
ADI # 3
Average Person Ratings: 18.9
Market TSL: 24.75 hours

Stations: 40/40
Diaries: 3450/1955:1/51.6%
Sample Target: 3150
% Below Line: 0.0
% Not Listed: 9.8

1989 Revenue: $228,000,000
HH Inc.: $33,675
Retail $: 55.3 Bil
Pop per Station: 168,622
#1 Biller: WGN $37,400,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WGN	(T)	1025/ 8.0	8.3	10.7	9.3	9.1	9.1	1208/15510	12646/18.7	24.2	19.9		7.5	896	8869	WGN
2. WGCI-F	(B)	984/ 7.7	7.2	7.3	6.7	6.2	7.2	994/9713	9524/14.1	15.0	13.4		10.7	1278	12767	WGCI-F
3. WVAZ-F	(B)	661/ 5.2	5.3	5.1	4.9	4.7	5.1	667/6941	6833/10.1	10.5	10.3		6.6	784	6964	WVAZ-F
4. WBBM	(N)	591/ 4.6	4.5	4.9	5.5	5.3	4.9	639/12903	11503/17.1	18.3	19.6		4.2	506	9806	WBBM
5. WLUP-F	(AOR)	575/ 4.5	4.0	4.1	4.4	4.8	4.3	589/8991	8739/13.0	13.0	13.1		4.9	591	9285	WLUP-F
6. WCKG-F	(CL AOR)	561/ 4.4	3.8	3.4	3.8	4.1	3.8	581/9188	8929/13.2	12.0	11.6		4.8	580	7683	WCKG-F
7. WBBM-F	(CHR)	559/ 4.4	4.4	4.0	3.6	4.1	4.1	580/10729	10252/15.2	15.0	15.1		7.1	852	12278	WBBM-F
8. WKQX-F	(AC)	441/ 3.5	3.0	3.1	4.4	4.0	3.5	455/8418	8162/12.1	12.0	13.4		3.3	400	6505	WKQX-F
9. WUSN-F	(C)	438/ 3.4	3.5	3.5	3.7	2.7	3.5	481/6501	6107/ 9.1	8.7	7.3		3.4	408	4064	WUSN-F
10. WXEZ-AF	(EZ)	437/ 3.4	4.2	3.7	4.1	4.5	3.8	455/6290	6057/ 9.0	9.3	9.3		1.9	214	2955	WXEZ-AF
11. WXRT-F	(AOR)	418/ 3.3	2.5	3.4	2.3	2.7	2.9	422/5520	5377/ 8.0	7.8	6.5		4.0	475	5605	WXRT-F
12. WTMX-F	(AC)	414/ 3.2	3.5	3.1	2.6	2.6	3.1	424/6525	6304/ 9.3	8.5	8.2		2.9	344	4603	WTMX-F
13. WJMK-F	(O)	389/ 3.0	3.1	3.1	3.5	2.8	3.2	415/7623	6946/10.3	11.3	10.4		2.3	279	5400	WJMK-F
14. WLIT-F	(SAC)	376/ 2.9	2.7	2.8	2.0	3.0	2.6	382/5500	5386/ 8.0	7.1	7.4		1.3	154	2616	WLIT-F
15. WLUP	(T)	372/ 2.9	3.2	3.7	3.5	2.5	3.3	425/6124	5378/ 8.0	7.7	8.2		3.4	405	4252	WLUP
16. WYTZ-F	(CHR)	359/ 2.8	2.5	3.8	3.7	4.4	3.2	385/8396	7974/11.8	13.4	14.1		3.4	412	8308	WYTZ-F
17. WJJD	(BB)	349/ 2.7	2.7	3.2	2.6	3.0	2.8	374/4703	4353/ 6.5	6.9	6.6		2.6	308	3249	WJJD
18. WNUA-F	(J/NA)	328/ 2.6	2.7	2.3	2.1	2.3	2.4	338/5462	5389/ 8.0	7.1	7.1		2.8	331	5856	WNUA-F
19. WMAQ	(N)	282/ 2.2	2.2	2.1	1.8	1.8	2.1	313/8411	7345/10.9	10.5	8.4		2.0	245	5441	WMAQ
20. WLS	(T)	259/ 2.0	2.0	1.4	1.4	1.6	1.7	315/4931	3789/ 5.6	4.7	5.7		1.6	191	2995	WLS
21. WOJO-F	(SP)	237/ 1.9	2.5	1.2	1.9	1.7	1.9	237/2548	2531/ 3.8	3.0	3.3		1.1	135	1574	WOJO-F
22. WFYR-F	(SAC)	201/ 1.6	1.7	1.8	1.6	2.0	1.7	205/4519	4343/ 6.4	7.8	8.5		1.9	224	3483	WFYR-F
23. WFMT-F	(CL)	186/ 1.5	1.6	1.1	1.3	1.4	1.4	194/3593	3460/ 5.1	4.7	5.2		1.2	140	2304	WFMT-F
24. WNIB-F	(CL)	160/ 1.3	1.2	1.8	1.3	1.2	1.4	164/3528	3488/ 5.2	5.2	4.8		1.1	126	2448	WNIB-F
25. WVON	(B)	112/ 0.9	1.4	0.8	1.0	0.9	1.0	112/880	880/ 1.3	1.4	1.4		0.8	96	1434	WVON

12+ FM SHARE (METRO): 70.28% (8093 of 11515) (SPG 89: 64.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGCI-F<	1 WGCI-F	1 WGCI-F	1 WVAZ-F<	1 WVAZ-F<	1 WGN >	1 WGN >>	1 WGCI-F	1 WGCI-F>	1 WGCI-F>	1 WGN
2 WBBM-F	2 WLUP-F	2 WVAZ-F	2 WGCI-F	2 WGCI-F	2 WBBM >	2 WGCI-F<	2 WGN	2 WGN <	2 WVAZ-F	2 WGCI-F
3 WYTZ-F>	3 WCKG-F	3 WLUP-F	3 WLUP-F	3 WGN	3 WXEZ-AF	3 WBBM <	3 WXEZ-AF<	3 WLUP	3 WBBM-F	3 WBBM
4	4 WXRT-F	4 WCKG-F	4 WXRT-F	4 WLUP-F	4 WVAZ-F	4 WLUP-F>	4 WVAZ-F	4 WCKG-F<	WBBM	4 WVAZ-F
5	5 WVAZ-F	5 WXRT-F	WGN	5 WCKG-F	WJJD	5 WBBM-F	WTMX-F	5 WVAZ-F	5 WGN	5 WLS
6	6 WBBM-F	6 WKQX-F	WCKG-F<	6 WXRT-F	6 WUSN-F	6 WVAZ-F	6 WLIT-F	6 WBBM-F<	6 WCKG-F	6 WTMX-F
7	7 WTMX-F	7 WTMX-F	7 WKQX-F	WKQX-F<	7 WJMK-F	7 WKQX-F	WCKG-F	7 WLUP-F	7 WYTZ-F	7 WMAQ
8	WLUP	8 WLUP	8 WJMK-F	8 WTMX-F	8 WMAQ	8 WJJD	8 WLUP-F	8 WKQX-F<	8 WLUP-F	8 WBBM-F
9	WKQX-F	WGN	9 WTMX-F	WJMK-F	WLIT-F	WCKG-F	9 WXRT-F<	9 WUSN-F	WLS	9 WKQX-F
10	10	WBBM-F	10 WLUP	10 WLUP	10	10	10 WKQX-F	10 WYTZ-F	10 WMAQ	10 WCKG-F
								WTMX-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGCI-F>	1 WGCI-F>	1 WGCI-F>	1 WGCI-F	1 WVAZ-F	1 WGCI-F<	1 WLUP-F<	1 WXRT-F	1 WLUP-F	1 WLUP-F
2 WBBM-F	2 WLUP-F<	2 WTMX-F<	2 WVAZ-F	2 WGCI-F	2 WCKG-F	2 WGCI-F<	WLUP-F	WCKG-F	2 WCKG-F
3 WLUP-F	3 WTMX-F	3 WVAZ-F<	3 WTMX-F	3 WTMX-F	3 WLUP-F	3 WCKG-F	3 WGCI-F	3 WGCI-F	3 WXRT-F<
4 WTMX-F	4 WVAZ-F	4 WLUP-F	4 WKQX-F<	4 WGN	4 WBBM-F	4 WXRT-F	4 WCKG-F	4 WXRT-F	4 WGCI-F<
5 WKQX-F	5 WBBM-F	5 WKQX-F	5 WLUP-F<	5 WKQX-F	5 WVAZ-F	5 WLUP >	5 WLUP >	5 WVAZ-F	5 WGN
6 WVAZ-F<	6 WKQX-F	6 WXRT-F	6 WBBM-F	6 WJMK-F	6 WLUP	6 WVAZ-F	6 WKQX-F	WLUP >	6 WLUP <
7 WCKG-F	7 WCKG-F<	7 WBBM-F<	7 WGN	7 WLIT-F<	7 WXRT-F<	7 WBBM-F	7 WVAZ-F	7 WKQX-F	7 WVAZ-F
8 WYTZ-F	8 WXRT-F>	8 WCKG-F	8 WJMK-F	8 WNUA-F	8 WYTZ-F>>	8 WKQX-F	8	WJMK-F	8 WJMK-F<
9 WXRT-F	9 WLIT-F	9 WUSN-F	9 WNUA-F	9 WLUP-F<	9	9	9	9 WGN	9 WKQX-F
10	10	10 WNUA-F	WLIT-F	10 WUSN-F	10	10	10	10 WBBM-F	10 WUSN-F
				WBBM-F					

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		968 (3)	968 (3)	8.4	10.3	WAIT	850	Crystal Lk/Chcg	0.5/0.9/ 58/ 611
AOR/CLASSIC		1554 (3)	1554 (¯3)	13.5	13.0	WBEE	1570	Harvey/Chicago	0.5/0.6/ 58/ 431
AC/OLDIES/SOFT ROCK		1980 (7)	1980 (7)	17.2	18.6	WBUS-F	99.9	Kankakee/Joliet	0.4/1.9/ 95/1853
MOR/VARIETY					0.5	WGCI	1390	CHICAGO	0.3/1.7/ 37/1130
COUNTRY		438 (1)	438 (1)	3.8	3.0	WIND	560	CHICAGO	0.6/1.4/ 88/1066
BLACK/URBAN	149 (2)	1700 (3)	1849 (5)	16.1	14.5	WJKL-F	94.3	Elgin	0.3/0.6/ 38/ 441
BEAUTIFUL/EASY	93 (2)	402 (1)	495 (3)	4.3	5.0	WJOB	1230	Hammond	0.5/1.0/ 59/ 705
NEWS/TALK	2588 (6)		2588 (6)	22.5	21.1	WLNR-F	106.3	LANSING/CHICAGO	0.5/2.2/ 70/1476
NOSTALGIA	349 (1)	37 (1)	386 (2)	3.4	3.7	WOPA	1200	Chicago	0.3/0.9/ 36/ 637
RELIGION/GOSPEL		103 (2)	103 (2)	0.9	0.4	WTAQ	1300	LA GRANGE	0.5/1.3/ 66/ 872
SPANISH	185 (3)	237 (1)	422 (4)	3.7	3.7	WVVX-F	103.1	Highland Park	0.4/1.4/ 55/ 962
CLASSICAL		346 (2)	346 (2)	3.0	2.9	WYCA-F	92.3	HAMMOND	0.3/1.0/ 37/ 662
JAZZ/NEW AGE	58 (1)	328 (1)	386 (2)	3.4	2.6	WYLL-F	106.7	DES PLAINES/CHI	0.5/1.6/ 67/1114
UNKNOWN/OTHERS					0.7	WYSY-F	107.9	AURORA	0.7/2.6/ 98/1901
	3422 (15)	8093 (25)	11515 (40)						

RADIO STATIONS

AM STATIONS

WBBM,	780,	50 KW	, NEWS	CBS,	$ 260.00	(CBS)	CBS	Wayne Jefferson
WGCI,	1390,	5 KW (DA-2)	, GOSPEL/BLACK	SBN,	$ N/A	(McGuild)	Gannett	Marv Dyson
WGN ,	720,	50 KW	, TALK/VARIETY	ABC I,	$ 350.00	(Christal)	Tribune Co.	Dan Fabian
WIND,	560,	5 KW (DA-2)	, HISPANIC	IND,	$ 75.00	(Katz Hisp)	Tichenor	Chuck Brooks
WJJD,	1160,	50 KW/5KW (DA-2)	, NOSTALGIA	UNIPWR,	$ 88.00	(Katz)	Infinity	Harvey Pearlman
WJPC,	950,	1 KW/5KW (DA-N)	, BLACK	,	$ 45.00	(---)		Linda Rice
WLS ,	890,	50 KW	, TALK	ABC C,	$ 85.00	(Banner)	Cap. Cities/ABC	Tom Tradup
WLUP,	1000,	50 KW (DA-2)	, TALK/AOR	,	$ 130.00	(MMR)	Evergreen	Larry Wert
WMAQ,	670,	50 KW	, NEWS	NBC APR,	$ 130.00	(Group W)	Westinghouse	Rick Starr
WSBC,	1240,	1 KW	, RELIGION/ETHNIC	,	$ 18.00	(---)		Roy Bellavia
WVON,	1450,	1 KW	, BLACK	MBS,	$ 46.00	(Roslin)		Wes South
WXEZ,	820,	50 KW/1 KW (DA-N)	, EZ	MBS,	$ N/A	(Republic)	Century	Jim Haviland

FM STATIONS

WBBM,	96.3,	6 KW @ 1174,	CHR	RADRAD,	$ 150.00	(CBS)	CBS	Tom Matheson
WCKG,	105.9,	4 KW @ 1575,	CLASSIC AOR	,	$ 164.00	(Katz)		Marc Morgan
WFMT,	98.7,	15 KW @ 1174,	CLASSICAL	,	$ 100.00	(HNWH)		Al Antilitz
WFYR,	103.5,	4 KW @ 1548,	SOFT AC	ABC C UNIULT,	$ 106.00	(Eastman)	Summit	Kelly Seaton
WGCI,	107.5,	33 KW @ 605,	BLACK	,	$ 230.00	(McGuild)	Gannett	Marv Dyson
WJMK,	104.3,	4 KW @ 1568,	OLDIES	UNIPWR,	$ 210.00	(Katz)	Infinity	Harvey Pearlman
WKQX,	101.1,	6 KW @ 1174,	AC/CONTEMP	SOURCE,	$ 200.00	(HNWH)	Emmis	Chuck Hillier
WLIT,	93.9,	4 KW @ 1581,	SOFT AC	,	$ 215.00	(Christal)	Viacom	Phil Redo
WLNR,	106.3,	2 KW @ 297,	AC	,	$ 40.00	(---)	(LANSING)	Linda Rice
WLUP,	97.9,	6 KW @ 1174,	AOR	,	$ 300.00	(MMR)	Evergreen	Larry Wert
WNIB,	97.1,	8 KW @ 1190,	CLASSICAL	,	$ 105.00	(CMBS)		Bill Florian
WNUA,	95.5,	8 KW @ 1174,	JAZZ/NAC	,	$ 120.00	(Durpetti)	Pyramid	John Gehron
WOJO,	105.1,	6 KW @ 1170,	HISPANIC	,	$ 95.00	(Katz Hisp)	Tichenor	Chuck Brooks
WTMX,	101.9,	4 KW @ 1561,	AC	,	$ 140.00	(McGuild)	Bonneville	Chet Redpath
WUSN,	99.5,	6 KW @ 1174,	COUNTRY	,	$ 155.00	(MMR)	Cook Inlet	Steve Ennen
WVAZ,	102,7,	6 KW @ 1174,	BLACK AC	ABC FM UNIPWR,	$ 185.00	(Durpetti)	Broadcast Partners	Barry Mayo
WXEZ,	100.3,	7 KW @ 1174,	EZ	MBS,	$ 175.00	(Republic)	Century	Jim Haviland
WXRT,	93.1,	7 KW @ 1308,	AOR	,	$ 160.00	(CBS)		Seth Mason
WYTZ,	94.7,	4 KW @ 1535,	CHR	ABC R,	$ 158.00	(Banner)	Cap. Cities/ABC	Kevin O'Grady
WYSY,	107.9,	22 KW @ 734,	AC	,	$ 55.00	(Beasley)	(AURORA)	C. Williams

Miscellaneous Comments: WYLL-F sold to Salem for $8,000,000 (Blackburn)...

CINCINNATI

Arbitron Rank/Pop (12+): 31/1,183,200
MSA Rank/Pop: 30/1,459,100
ADI # 30
Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 28/23
Diaries: 1457/812:1/57.0%
Sample Target: 1340
% Below Line: 2.1
% Not Listed: 7.4

1989 Revenue: $55,000,000
HH Inc.: $29,445
Retail $: 10.0 Bil
Pop per Station: 51,443
#1 Biller: WLW $12,800,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WLW	(MOR)	247/12.1	9.7	8.4	13.4	12.0	10.9	357/5608	3738/32.0	23.4	29.8		11.2	247	3387	WLW
2.	WKRQ-F	(CHR)	213/10.4	9.5	10.5	9.7	10.6	10.0	312/4537	3237/27.4	25.5	27.3		13.9	306	3440	WKRQ-F
3.	WEBN-F	(AOR)	207/10.1	9.0	10.3	11.9	10.2	10.3	271/3584	2691/22.7	22.7	23.6		12.3	271	2733	WEBN-F
4.	WGRR-F	(O)	155/ 7.6	5.5	3.8	4.5	4.3	5.3	194/2496	1890/16.0	9.7	12.6		4.8	105	1426	WGRR-F
5.	WWEZ-F	(EZ)	143/ 7.0	6.9	8.6	5.6	7.1	7.0	191/2272	1745/14.7	16.3	13.5		5.8	129	1680	WWEZ-F
6.	WIZF-F	(B)	108/ 5.3	6.6	5.9	4.4	4.0	5.6	112/1093	1044/ 8.8	8.8	8.3		10.9	241	1162	WIZF-F
7.	WWNK-F	(AC)	106/ 5.2	5.8	5.7	5.6	6.2	5.6	132/2046	1595/13.5	14.4	16.7		5.2	114	1511	WWNK-F
8.	WUBE-AF	(C)	100/ 4.9	5.0	5.7	6.3	5.6	5.5	150/1986	1304/11.0	12.7	13.3		4.4	99	1243	WUBE-AF
	WKRC	(MOR)	100/ 4.9	5.0	6.1	4.1	5.0	5.0	114/1851	1637/13.8	19.9	14.5		3.1	69	1158	WKRC
10.	WRRM-F	(AC)	93/ 4.5	5.2	4.7	5.3	6.1	4.9	98/1581	1373/11.6	12.2	14.2		4.3	95	1268	WRRM-F
11.	WCKY	(N/T)	91/ 4.4	4.8	4.8	3.0	3.8	4.3	100/1375	1193/10.1	11.7	9.2		3.7	81	1010	WCKY
12.	WOFX-F	(O)	76/ 3.7	4.9	5.4	5.9	6.0	5.0	100/1913	1339/11.3	15.9	13.9		5.2	114	1338	WOFX-F
13.	WBVE-F	(C)	51/ 2.5	1.9	2.5	2.5	2.8	2.3	88/1211	679/ 5.7	7.3	7.3		1.7	38	708	WBVE-F
14.	WMLX	(BB)	48/ 2.3	3.4	3.0	1.8	1.9	2.6	49/319	292/ 2.5	3.5	2.5		1.5	33	312	WMLX
15.	WSAI	(O)	42/ 2.1	1.5	1.2	1.4	1.2	1.5	43/666	570/ 4.8	4.1	4.3		0.9	19	346	WSAI

12+ FM SHARE (METRO): 70.34% (1333 of 1895) (SPG 89: 71.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRQ-F>>	1 WEBN-F	1 WEBN-F	1 WEBN-F<	1 WLW <	1 WLW >	1 WKRQ-F	1 WEBN-F	1 WEBN-F<	1 WLW >>	1 WCKY <
2 WIZF-F>	2 WKRQ-F>	2 WKRQ-F	2 WGRR-F	2 WGRR-F<	2 WWEZ-F>	2 WLW	2 WKRQ-F	2 WKRQ-F	2 WKRQ-F<	2 WLW
3 WEBN-F	3 WLW <	3 WGRR-F	3 WLW	3 WEBN-F>	3 WGRR-F<	WEBN-F	3 WWEZ-F	3 WLW	3 WEBN-F>	3 WEBN-F<
4	4 WWNK-F<	4 WLW >	4 WOFX-F	4 WKRQ-F	4 WKRC	4 WKRC	WGRR-F	4 WGRR-F	4 WIZF-F	4 WUBE-F
5	5 WOFX-F	5 WWNK-F	5 WKRQ-F	5 WRRM-F	5 WCKY	5 WCKY	5 WRRM-F	5 WWEZ-F>	5 WWNK-F	WKRC <
6	WGRR-F<	6 WRRM-F	6 WRRM-F<	6 WWNK-F	6	6 WGRR-F	6 WLW	6 WWNK-F	6 WGRR-F	6 WWEZ-F
7	7 WIZF-F	7 WIZF-F<	7 WWNK-F	7 WUBE-AF<	7	7	7 WWNK-F	7 WIZF-F<	7	7
8	8	8 WOFX-F	8	8 WOFX-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRQ-F>>	1 WKRQ-F>	1 WKRQ-F	1 WKRQ-F>	1 WGRR-F	1 WEBN-F>>	1 WEBN-F>>	1 WEBN-F>	1 WEBN-F>	1 WLW <
2 WIZF-F	2 WWNK-F<	WEBN-F<	2 WGRR-F	2 WKRQ-F<	2 WKRQ-F>>	2 WLW <	2 WLW	2 WLW >	2 WEBN-F>
3 WWNK-F>	3 WEBN-F	3 WRRM-F	3 WRRM-F<	3 WRRM-F	3 WIZF-F	3 WKRQ-F	3 WOFX-F>	3 WGRR-F	3 WGRR-F>
4 WEBN-F	4 WRRM-F<	4 WWNK-F	4 WWNK-F	4 WWNK-F	4 WOFX-F	4 WOFX-F>	4 WKRQ-F	4 WKRQ-F	4 WOFX-F
5 WGRR-F	5 WGRR-F	WGRR-F>	5 WEBN-F	5 WLW	5 WLW	5 WIZF-F	5 WUBE-AF	5 WOFX-F	5 WKRQ-F
6 WRRM-F>	6 WIZF-F	6 WOFX-F	6 WIZF-F	6 WEBN-F	6 WGRR-F	6 WGRR-F	WGRR-F	6	6 WUBE-AF
7 WWEZ-F	7	7 WLW	7	7 WKRC <	7 WWNK-F>	7 WWNK-F	7 WWNK-F	7	7 WWNK-F
8	8	WIZF-F	8	8 WUBE-AF	8 WUBE-AF>>	8 WUBE-AF	WIZF-F>>	8	8
9	9	9	9	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		232 (3)	232 (3)	12.2	12.1	WAKW-F	93.3	Cincinnati	0.9/3.1/ 33/ 526
AOR/CLASSIC		222 (3)	222 (3)	11.7	11.1	WCIN	1480	Cincinnati	0.4/1.5/ 8/ 185
AC/OLDIES/SOFT ROCK	42 (1)	430 (4)	472 (5)	24.9	22.0	WNOP	740	Newport	0.3/1.0/ 7/ 113
MOR/VARIETY	357 (3)		357 (3)	18.8	18.4	WOXY-F	97.7	Oxford/Cinci	0.4/1.3/ 13/ 256
COUNTRY	2 (1)	166 (4)	168 (5)	8.9	9.1	WRBZ-F	107.1	Milford	0.6/2.7/ 13/ 366
BLACK/URBAN		108 (1)	108 (1)	5.7	9.1	WSCH-F	99.3	Aurora	0.5/1.4/ 14/ 226
BEAUTIFUL/EASY		143 (1)	143 (1)	7.5	7.7	WTSJ	1050	Cincinnati	0.3/0.9/ 7/ 119
NEWS/TALK	91 (1)		91 (1)	4.8	4.1				
NOSTALGIA	48 (1)		48 (1)	2.5	2.0	WFCJ-F	93.7	Miamisburg	0.3/0.9/ 16/ 273
RELIGION/GOSPEL	7 (1)	19 (1)	26 (2)	1.4	2.0	WGTZ-F	92.9	Eaton	0.6/1.6/ 50/ 861
SPANISH						WPFB	910	Middleton	0.5/1.2/ 14/ 229
CLASSICAL	8 (1)		8 (1)	0.4	0.5	WPFB-F	105.9	Middletown	0.3/1.9/ 25/ 487
JAZZ/NEW AGE	7 (1)	13 (1)	20 (2)	1.1	1.8	WTUE-F	104.7	Dayton	0.3/1.3/ 34/ 585
UNKNOWN/OTHERS									
	562 (10)	1333 (18)	1895 (28)						

RADIO STATIONS

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	Classical	,	$ 25.00	(CMBS)		
WCKY,	1530,	50 KW (DA-N) ,	News/Talk	CBS NBC,	$ 62.00	(Mc-Guild)	Federated	Tom Severino
WKRC,	550,	5 KW/1KW (DA-2) ,	Full Service	ABC E,	$ 90.00	(Katz)	Great American	Nick Miller
WLW ,	700,	50 KW ,	Full Service/Talk	ABC I,	$125.00	(Eastman)	Jacor	Dave Martin
WMLX,	1180,	1 KW (Days, DA) ,	Nostalgia	SMN UNISUP,	$ 30.00	(MMR)	Hoker (FLORENCE, KY)	
WNOP,	740,	1 KW (Days, DA) ,	Jazz/Variety	,	$ 25.00	(---)	(NEWPORT, KY)	Al Vontz
WSAI,	1360,	5 KW (DA-N) ,	Oldies	,	$ 28.00	(MMR)	Booth	Jim Wood
WUBE,	1230,	1 KW	See WUBE-FM					

FM STATIONS

WBVE,	96.5,	31 KW @ 810 ,	Country	UNIPWR,	$ 48.00	(Eastman)	(HAMILTON)	Neal Kearny
WEBN,	102.7,	16 KW @ 905 ,	AOR	,	$135.00	(Eastman)	Jacor	Jacqui Brumm
WGRR,	103.5,	19 KW @ 790 ,	Oldies	,	$ 59.00	(Republic)	Dalton (HAMILTON)	Dave O'Donnell
WIZF,	100.9,	1 KW @ 466 ,	Black	ABC C,	$ 35.00	(Banner)	Interurban	Stu Barondess
WKRQ,	101.9,	16 KW @ 874 ,	CHR	ABC FM,	$110.00	(Katz)	Great American	Jim Bryant
WOFX,	94.9,	31 KW @ 640 ,	Oldies	,	$ 69.00	(MMR)	Hoker (FAIRFIELD)	Dean Osborne
WRBZ,	107.1,	3 KW @ 300 ,	Jazz/NAC	,	$ 33.00	(K & P)	(MILFORD)	Steve Parton
WRRM,	98.5,	18 KW @ 808 ,	AC	,	$ 83.00	(Christal)	Susquehanna	Joe Schildmeyer
WUBE,	105.1,	14 KW @ 920 ,	Country	,	$ 75.00	(Christal)	American	George Toulas
WWEZ,	92.5,	16 KW @ 905 ,	EZ	UNISUP,	$ 66.00	(Mc-Guild)	Federated	Tom Severino
WWNK,	94.1,	32 KW @ 600 ,	AC	,	$ 77.00	(MMR)	Booth	Jim Wood

CLEVELAND

Arbitron Rank/Pop (12+): 22/1,763,200

MSA Rank/Pop: 25/1,857,000
ADI # 11
Average Person Ratings: 17.7
Market TSL: 23.00 hours

Stations: 27/21
Diaries: 1638/1076:1/51.4%
Sample Target: 1640
% Below Line: 3.0
% Not Listed: 10.0

1989 Revenue: $51,500,000
HH Inc.: $29,425
Retail $: 14.4 Bil
Pop per Station: 83,961
#1 Biller: WMMS-F $8,000,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WLTF-F (AC)	325/10.4	9.0	7.9	8.8	9.0	9.0	406/5241	3947/22.4	20.0	21.3		11.5	356	3509	WLTF-F
2. WMMS-F (AOR)	238/ 7.6	8.5	8.2	7.6	10.7	8.0	321/5068	3589/20.4	22.2	23.4		9.9	306	4028	WMMS-F
3. WMJI-F (AC)	221/ 7.1	7.4	6.8	9.0	6.9	7.6	302/4445	3137/17.8	18.8	19.1		6.6	203	2765	WMJI-F
4. WZAK-F (B)	216/ 6.9	6.6	7.2	6.4	6.4	6.8	260/2771	2239/12.7	13.2	12.0		8.6	268	3406	WZAK-F
5. WGAR-F (C)	214/ 6.9	5.2	4.9	4.4	5.5	5.3	280/3294	2398/13.6	12.3	11.6		5.2	161	2081	WGAR-F
6. WDOK-F (SAC)	202/ 6.5	7.1	8.5	5.6	6.6	6.9	281/4060	2874/16.3	20.7	16.5		5.8	179	1913	WDOK-F
7. WRMR (BB)	178/ 5.7	4.5	4.8	4.4	4.5	4.8	210/2329	1893/10.7	9.7	10.8		3.4	106	1100	WRMR
WQAL-F (EZ)	178/ 5.7	8.1	5.9	7.0	6.9	6.7	215/3114	2508/14.2	14.5	15.7		[illegible]	93	1712	WQAL-F
9. WNCX-F (CL AOR)	165/ 5.3	4.9	6.1	7.6	7.3	6.0	226/3458	2378/13.5	14.8	14.5		[illegible]	187	2238	WNCX-F
10. WWWE (N/T)	160/ 5.1	4.0	4.6	5.5	4.6	4.8	217/3648	2668/15.1	17.2	15.2		3.0	93	2099	WWWE
11. WPHR-F (CHR)	149/ 4.8	4.5	5.4	5.6	3.4	5.1	215/3898	2637/15.0	15.7	12.9		8.0	247	2916	WPHR-F
12. WJMO-F (B)	127/ 4.1	2.9	2.2	2.5	3.1	2.9	129/2326	2201/12.5	9.4	10.1		6.7	209	2805	WJMO-F
13. WERE (N/T)	61/ 2.0	2.8	2.4	2.5	2.6	2.4	62/1237	1193/ 6.8	9.1	9.6		2.2	69	861	WERE
14. WJMO (B)	56/ 1.8	2.5	2.6	2.3	1.9	2.3	56/827	827/ 4.7	6.4	5.9		0.6	18	361	WJMO
15. WCLV-F (CL)	52/ 1.7	2.8	2.6	1.6	2.1	2.2	63/1297	1036/ 5.9	7.0	5.9		2.1	66	939	WCLV-F
16. WNWV-F (J/NA)	48/ 1.5	1.9	2.1	2.9	2.4	2.1	70/1217	882/ 5.0	8.0	8.4		2.2	67	721	WNWV-F
17. WHK (N)	36/ 1.2	0.8	1.5	0.9	0.9	1.1	40/873	793/ 4.5	5.5	3.8		0.8	25	653	WHK
18.															
19.															
20.															

12+ FM SHARE (METRO): 78.57% (2207 of 2809) (SPG 89: 79.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F>>	1 WMMS-F	1 WLTF-F	1 WLTF-F	1 WLTF-F	1 WRMR	1 WMMS-F<	1 WLTF-F>	1 WLTF-F>	1 WZAK-F	1 WZAK-F>
2 WZAK-F>	2 WNCX-F<	2 WMMS-F	2 WMMS-F	2 WMJI-F<	WLTF-F	2 WMJI-F	2 WMMS-F<	2 WMMS-F<	2 WWWE	2 WLTF-F
3 WJMO-F	3 WLTF-F	3 WMJI-F	3 WMJI-F	3 WMMS-F>	3 WDOK-F<	3 WLTF-F>	3 WDOK-F	3 WGAR-F<	3 WLTF-F	3 WQAL-F
4	4 WZAK-F>	4 WZAK-F<	4 WNCX-F	4 WGAR-F	4 WGAR-F<	4 WGAR-F	4 WRMR	4 WZAK-F<	4 WPHR-F>	4 WMJI-F
5	5 WJMO-F<	5 WNCX-F>	5 WZAK-F	WDOK-F<	5 WQAL-F<	5 WWWE <	5 WQAL-F	5 WNCX-F	5 WNCX-F	WGAR-F
6	6 WMJI-F	6 WDOK-F	6 WDOK-F	6 WNCX-F	6 WMJI-F	6 WQAL-F	6 WGAR-F<	WDOK-F	WJMO-F	6 WWWE
7	7 WPHR-F<	7 WGAR-F	7 WGAR-F	7 WZAK-F	7 WWWE	7 WRMR <	7 WMJI-F	7 WMJI-F	7 WMMS-F	7 WHK
8	8 WGAR-F	8	8	8	8	8 WZAK-F	8	8	8	8
						WDOK-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZAK-F<	1 WLTF-F	1 WLTF-F	1 WLTF-F>	1 WLTF-F>	1 WMMS-F	1 WNCX-F	1 WNCX-F>	1 WNCX-F	1 WNCX-F
2 WLTF-F	2 WMMS-F>	2 WMMS-F>	2 WMMS-F	2 WMJI-F	2 WNCX-F	2 WMMS-F>	2 WMMS-F>>	WMMS-F	2 WMMS-F<
3 WMMS-F	3 WZAK-F	3 WJMO-F	3 WZAK-F	3 WMMS-F	3 WZAK-F	3 WZAK-F	3 WMJI-F	3 WMJI-F<	3 WMJI-F
4 WPHR-F>	4 WJMO-F	4 WZAK-F	4 WMJI-F	4 WDOK-F	4 WLTF-F	4 WMJI-F<	4 WGAR-F	4 WLTF-F>	4 WLTF-F
5 WJMO-F	5 WPHR-F	5 WGAR-F	5 WJMO-F	5 WGAR-F<	5 WMJI-F	5 WLTF-F>	5 WDOK-F	5 WZAK-F	5 WWWE
6 WNCX-F>	6 WNCX-F	6 WMJI-F	WDOK-F	6 WZAK-F	6 WPHR-F>	6 WGAR-F	WZAK-F<	6 WWWE	WGAR-F
7 WDOK-F	WGAR-F	7 WNCX-F	7 WGAR-F	7 WQAL-F	7 WJMO-F	7	7 WWWE	7	7 WDOK-F
8 WGAR-F>>	8	8	8	8	8	8	8 WLTF-F	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		179 (2)	179 (2)	6.4	8.4
AOR/CLASSIC		423 (3)	423 (3)	15.1	20.8
AC/OLDIES/SOFT ROCK		757 (4)	757 (4)	26.9	25.1
MOR/VARIETY	18 (1)		18 (1)	0.6	0.5
COUNTRY	30 (1)	214 (1)	244 (2)	8.7	6.7
BLACK/URBAN	65 (2)	343 (2)	408 (4)	14.5	9.1
BEAUTIFUL/EASY		191 (2)	191 (2)	6.8	7.6
NEWS/TALK	257 (3)		257 (3)	9.1	8.9
NOSTALGIA	200 (2)		200 (2)	7.1	7.1
RELIGION/GOSPEL	32 (1)		32 (1)	1.1	0.9
SPANISH					
CLASSICAL		52 (1)	52 (1)	1.9	2.3
JAZZ/NEW AGE		48 (1)	48 (1)	1.7	2.6
UNKNOWN/OTHERS					
	602 (10)	2207 (16)	2809 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WABQ	1540	Cleveland	1.0/1.9/ 32/ 339
WEOL	930	Elyria	0.6/2.1/ 20/ 402
WGAR	1220	Cleveland	1.0/4.1/ 44/ 993
WJTB	1040	N Ridgvl/Clvlnd	0.3/0.7/ 10/ 141
CKLW	800	Windsor	0.7/2.5/ 38/ 696
WHBC-F	94.1	Canton/Akron	0.4/1.1/140/1509
WKDD-F	96.5	Akron/Canton	1.0/5.8/166/3172
WONE-F	97.5	Akron/Cleveland	0.6/4.0/142/2189
WQMX-F	94.9	Medina/Akron	0.3/1.4/ 99/1240

RADIO STATIONS

AM STATIONS

WABQ,	1540,	1 KW (Days)	,	Religion	NBN,	$ 20.00	(---)		Jack Linn
WERE,	1300,	5 KW (DA-1)	,	Talk	MBS,	$ 50.00	(Mc-Guild)	Metroplex	Kim Colebrook
WGAR,	1220,	50 KW (DA-N) -- Basic Simulcast with WGAR-FM pending sale							
WHK ,	1420,	5 KW (DA-N)	,	Business News	NBC TALKNT,	$ 35.00	(Katz)	Malrite	Chuck Bortnick
WJMO,	1490,	1 KW	,	Black	SBN,	$ 30.00	(MMR)	United	Curtis Shaw
WRMR,	850,	10 KW/5 KW (DA-2)	,	Nostalgia	APR UNISUP,	$ 44.00	(Christal)		Joe Restifo
WWWE,	1100,	50 KW	,	News/Talk	CBS ABC T,	$ 80.00	(Eastman)	Booth	Harvey Simms

FM STATIONS

WCLV,	95.5,	31 KW @ 620	,	Classical	,	$ 55.00	(HNWH)		Bob Conrad
WDOK,	102.1,	12 KW @ 1005	,	Soft AC	,	$ 70.00	(Republic)		Joe Restifo
WGAR,	99.5,	50 KW @ 500	,	Country	ABC E,	$ 80.00	(HNWH)	Nationwide	John Blassingame
WMJO,	92.3,	27 KW @ 235	,	CHR/Urban	ABC R ABC FM,	$ 50.00	(MMR)	United	Curtis Shaw
WLTF,	106.5,	11 KW @ 1060	,	AC	APR,	$140.00	(Christal)	Booth	Roger Turner
WMJI,	105.7,	27 KW @ 900	,	AC	,	$110.00	(Eastman)	Jacor	Bob Visotcky
WMMS,	100.7,	34 KW @ 600	,	AOR	SOURCE NBC,	$160.00	(Katz)	Malrite	Chuck Bortnick
WNCX,	98.5,	16 KW @ 961	,	Classic AOR	ABC RM RADRAD,	$ 85.00	(Mc-Guild)	Metroplex	Kim Colebrook
WNWV,	107.3,	50 KW @ 466	,	Jazz/NAC	SMN,	$ 55.00	(Torbet)	(ELYRIA)	Gary Kneisley
WPHR,	107.9,	16 KW @ 892	,	CHR	SOURCE UNIPWR,	$ 60.00	(Torbet)	Ardman	Mark Heiden
WQAL,	104.1,	11 KW @ 1060	,	Oldies/AC	UNISUP,	$ 75.00	(Banner)	ML/Win	Mark Biviano
WZAK,	93.1,	27 KW @ 623	,	Black	RADRAD,	$ 80.00	(Durpetti)	Zapis	X. Zapis

Miscellaneous Comments: WMJI-F sold by Jacor to Legacy 2 for $32,000,000 (Americom) (price included cost of WYNY-F in Nashville)...WGAR sold to Douglas for $500,000 (Questcom)...

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 106/334,000

MSA Rank/Pop: 116/403,800
ADI # 99 (w/ Pueblo)
Average Person Ratings: 17.9
Market TSL: 23.50 hours

Stations: 16/15
Diaries: 765/437:1/56.7%
Sample Target: 720
% Below Line: 3.4
% Not Listed: 13.2

1989 Revenue: $11,400,000
HH Inc.: $27,044
Retail $: 2.6 Bil
Pop per Station: 22,266
#1 Biller: KKCS-AF $1,700,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KKCS-F	(C)	65/10.9	9.1	8.4	7.4	9.7	——	81/842	613/18.1	17.6	16.9	8.9	55	511	KKCS-F
2. KIKX-F	(CHR)	51/ 8.5	5.6	5.9	7.8	11.5	——	64/1060	775/23.2	18.0	20.5	7.6	47	721	KIKX-F
3. KKMG-F	(CHR)	50/ 8.4	6.5	7.1	5.2	——	——	66/819	601/18.0	14.3	12.9	12.2	76	576	KKMG-F
4. KVUU-F	(AC)	44/ 7.4	6.3	9.8	8.1	8.2	——	58/779	569/17.0	18.2	21.3	6.1	38	525	KVUU-F
KILO-F	(AOR)	44/ 7.4	7.5	6.1	9.6	11.1	——	61/801	558/16.7	15.7	16.9	10.1	63	696	KILO-F
6. KATM-F	(CHR)	43/ 7.2	4.8	7.5	4.8	4.8	——	59/951	671/19.9	15.6	19.3	7.9	49	701	KATM-F
7. KSPZ-F	(AC)	42/ 7.0	2.7	5.2	4.3	5.6	——	48/755	604/18.1	10.3	14.7	6.8	42	512	KSPZ-F
8. KRDO-F	(EZ)	39/ 6.5	6.8	6.2	8.9	9.9	——	63/818	560/16.8	15.4	15.8	3.7	23	398	KRDO-F
9. KKFM-F	(CL AOR)	37/ 6.2	7.5	7.1	6.5	5.2	——	51/731	501/15.0	15.4	16.0	6.4	40	535	KKFM-F
10. KVOR	(N/T)	26/ 4.4	3.6	5.2	4.3	3.8	——	26/408	387/11.6	11.6	15.2	3.4	21	316	KVOR
11. KSSS	(C)	21/ 3.5	3.8	2.9	4.8	4.0	——	24/383	301/ 9.0	6.8	8.5	4.5	28	322	KSSS
12. KOA	(N/T)	13/ 2.2	5.1	3.0	3.3	2.6	——	31/525	285/ 8.5	13.0	10.0	1.9	12	187	KOA
KKLI-F	(SAC)	13/ 2.2	3.1	4.1	4.8	3.4	——	15/305	262/ 7.8	9.8	10.8	2.6	16	183	KKLI-F
14. KRDO	(O)	11/ 1.8	2.9	3.6	2.4	3.6	——	11/300	267/ 8.0	9.9	9.4	1.6	10	230	KRDO

12+ FM SHARE (METRO): 84.75% (439 of 518) (SPG 89: 81.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKMG-F	1 KILO-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F<	1 KKCS-F	1 KKCS-F	1 KKMG-F	1 KSPZ-F>
KIKX-F>>	KATM-F	2 KILO-F	2 KVUU-F<	2 KVUU-F<	2 KRDO-F	2 KVUU-F	2 KRDO-F	2 KKMG-F<	2 KATM-F>	2 KKCS-F
3 KKCS-F	3 KKMG-F	3 KVUU-F	3 KSPZ-F>	3 KSPZ-F>	3 KVUU-F	3 KIKX-F	3 KILO-F<	3 KIKX-F	3 KKCS-F	KATM-F
4	KKFM-F	4 KATM-F<	4 KKFM-F	4 KKFM-F	4 KSPZ-F	4 KKMG-F<	4 KVUU-F	4 KSPZ-F	4 KIKX-F	4 KSSS
5	5 KKCS-F	5 KSPZ-F<	5 KILO-F<	5 KRDO-F	5 KVOR	5 KKFM-F	KIKX-F	5 KILO-F	5 KILO-F	5
6	KIKX-F	6 KIKX-F	6 KRDO-F	6 KKMG-F	6	6	6 KKFM-F	6 KVUU-F	6	6
7	7	7	KKMG-F	KILO-F	7	7	7	7	7	7
8	8	8	KIKX-F	KIKX-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKMG-F	1 KKMG-F	1 KKCS-F	1 KVUU-F	1 KKCS-F<	1 KILO-F	1 KILO-F	1 KKFM-F	1 KILO-F	1 KKCS-F
2 KATM-F>	2 KKCS-F	2 KSPZ-F	KKCS-F	2 KVUU-F	KATM-F>>	2 KATM-F	2 KILO-F	2 KKFM-F	2 KSPZ-F
3 KIKX-F>	3 KIKX-F	KKFM-F	3 KSPZ-F	3 KSPZ-F>	3 KIKX-F	3 KKFM-F	3 KKMG-F	KATM-F	KKFM-F
4 KKCS-F>	KATM-F	4 KVUU-F	4 KKMG-F	4 KRDO-F	4 KKFM-F>	4 KIKX-F	KKCS-F	4 KKCS-F	4 KILO-F
5 KVUU-F	5 KSPZ-F	KKMG-F	5 KIKX-F	5 KIKX-F	5 KKMG-F	5 KKMG-F	5 KATM-F	5 KIKX-F	5 KVUU-F
KILO-F>	6 KVUU-F	6 KILO-F	6	6 KKMG-F	6 KKCS-F>	6 KKCS-F	6 KIKX-F	6	6
7	KKFM-F	KIKX-F>	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		144 (3)	144 (3)	27.8	23.3
AOR/CLASSIC	2 (1)	81 (2)	83 (3)	16.0	15.0
AC/OLDIES/SOFT ROCK	11 (1)	102 (4)	113 (5)	21.8	23.5
MOR/VARIETY	2 (1)		2 (1)	0.4	4.5
COUNTRY	21 (1)	65 (1)	86 (2)	16.6	12.8
BLACK/URBAN					
BEAUTIFUL/EASY		39 (1)	39 (1)	7.5	7.1
NEWS/TALK	39 (2)		39 (2)	7.5	9.3
NOSTALGIA	4 (1)		4 (1)	0.8	0.8
RELIGION/GOSPEL					0.6
SPANISH					
CLASSICAL					0.4
JAZZ/NEW AGE		8 (1)	8 (1)	1.5	
UNKNOWN/OTHERS					2.8
	79 (7)	439 (12)	518 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBZE-F	105.5	Security/Co Spg	1.3/4.5/ 10/ 177
KCMN	1530	Co Spgs/Pueblo	0.7/3.0/ 4/ 104
KHOW	630	Denver	0.3/1.8/ 8/ 137
KLZ	560	Denver	0.3/1.7/ 2/ 96
KRYT-F	107.9	Pueblo	0.5/2.0/ 28/ 390

RADIO STATIONS

KCMN, 1530, 1 KW (DAYS)	, NOSTALGIA	CNN, UNISUP ,	$ 14.00	(K & P)				Chip Luskow
KRDO, 1240, 1 KW (DA-1)	, OLDIES	,	$ 13.00	(HNWH)				Dan Shanahan
KSSS, 740, 3.5KW/1.5 KW(DA-2)	, COUNTRY	ABC I ,	$ 20.00	(McGuild)	Lakoduk			Larry Lakoduk
KVOR, 1300, 5 KW/1 KW	, NEWS/TALK	ABC I, TALKNT,	$ 23.00	(Katz)				
KBZE-F, 105.5, 60W @ 2230	, JAZZ/NAC	,	$ 18.00	(——)		(SECURITY)		Jody McCoy
KATM-F, 100.7, 13 KW @ 2123,	CHR	,	$ 22.00	(Banner)	Surrey		(PUEBLO)	Tricia York
KIKX-F, 102.7, 100 KW @ 2000,	CHR	,	$ 37.00	(McGuild)				Barb Beddor
KILO-F, 93.9, 83 KW @ 2110,	AOR	,	$ 36.00	(Republic)	Bahakel			Jones Fuquay
KKFM-F, 98.1, 71 KW @ 2290,	CLASSIC AOR	SOURCE ,	$ 32.00	(Christal)	Citadel			Bob Profitt
KKLI-F, 106.3, 71 W @ 1988,	SOFT AC	,	$ 15.00	(Torbet)	Tipple			Bob Scott
KKMG-F, 98.9, 70 KW @ 2300,	CHR	,	$ 26.00	(Banner)			(PUEBLO)	Gary Goodell
KRDO-F, 95.1, 96 KW @ 2010,	BTFL/EZ	,	$ 30.00	(HNWH)				Dan Shanahan
KSPZ-F, 92.9, 72 KW @ 2130,	AC	UNISUP ,	$ 31.00	(Katz)				
KVUU-F, 99.9, 96 KW @ 2000,	AC	ABC E ,	$ 39.00	(McGuild)	Lakoduk		(PUEBLO)	Larry Lakaduk
KKCS-F, 101.9, 79 KW @ 2080,	COUNTRY	,	$ 40.00	(Torbet)				Bob Gourley

KOA — See Denver
Miscellaneous Comments: KVOR, KSPZ-F sold from Penn to Unistar for $2,500,000 (MVP)...

COLUMBIA, SC

Arbitron Rank/Pop (12+): 91/388,900

MSA Rank/Pop: 105/464,100
ADI # 82
Average Person Ratings: 17.5
Market TSL: 23.00 hours

Stations: 16/14
Diaries: 819/475:1/56.4%
Sample Target: 770
% Below Line: 1.6
% Not Listed: 11.4

1989 Revenue: $13,000,000
HH Inc.: $27,951
Retail $: 2.9 Bil
Pop per Station: 27,778
#1 Biller: WCOS A/F $3,000,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WWDM-F	(B)	121/17.7	15.7	15.7	15.2	18.7	——	256/2035	895/23.0	22.4	24.8	22.8	175	1074	WWDM-F
2. WCOS-F	(C)	105/15.4	14.1	15.4	16.5	19.5	——	175/1969	1209/31.1	25.4	31.6	13.7	105	1174	WCOS-F
3. WNOK-F	(CHR)	65/ 9.5	6.5	7.3	10.1	8.8	——	111/1487	904/23.2	21.7	22.5	9.5	73	1054	WNOK-F
4. WMFX-F	(AOR)	49/ 7.2	7.3	10.4	7.4	6.0	——	55/806	703/18.1	19.3	20.7	9.5	73	766	WMFX-F
5. WVOC	(N/T)	42/ 6.2	6.6	5.5	5.4	5.8	——	50/655	582/15.0	16.6	16.3	4.9	38	489	WVOC
WTCB-F	(AC)	42/ 6.2	8.8	6.6	6.4	5.0	——	85/1015	625/16.1	19.1	14.3	6.3	48	552	WTCB-F
7. WYYS-F	(CHR)	39/ 5.7	5.4	2.9	3.4	3.1	——	39/518	479/12.3	14.0	12.5	5.1	39	520	WYYS-F
8. WCEZ-F	(EZ)	30/ 4.4	5.1	6.9	7.7	5.4	——	34/480	417/10.7	11.1	13.2	3.4	26	362	WCEZ-F
9. WOMG-F	(O)	29/ 4.3	4.8	3.4	1.3	1.9	——	32/460	393/10.1	12.8	10.0	3.9	4	145	WOMG-F
10. WSCQ-F	(AC)	28/ 4.1	4.0	3.9	5.1	6.0	——	28/445	418/10.7	12.7	11.1	2.7	21	253	WSCQ-F
11. WOIC	(B)	19/ 2.8	2.6	1.0	——	0.3	——	19/293	291/ 7.5	6.7	2.2	1.7	13	280	WOIC
12. WTGH	(GOS)	14/ 2.1	2.9	3.2	2.8	3.3	——	16/266	232/ 6.0	6.9	7.2	2.9	22	198	WTGH

12+ FM SHARE (METRO): 87.25% (527 of 604) (SPG 89: 82.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWDM-F	1 WWDM-F>	1 WWDM-F>	1 WWDM-F>	1 WYYS-F	1 WCOS-F>	1 WCOS-F>	1 WCOS-F	1 WWDM-F	1 WWDM-F>>	1 WWDM-F>>
2 WNOK-F>>	2 WNOK-F	2 WCOS-F	2 WCOS-F>	2 WCOS-F>	2 WWDM-F	2 WWDM-F	2 WWDM-F>	2 WCOS-F>	2 WNOK-F	2 WVOC
3 WYYS-F	3 WMFX-F	3 WNOK-F<	3 WTCB-F	3 WTCB-F	3 WVOC	3 WNOK-F>	3 WNOK-F	3 WNOK-F	3 WMFX-F	3 WNOK-F>
4	4 WCOS-F	4 WMFX-F	WMFX-F	4 WMFX-F	4 WTCB-F	4 WVOC	4 WVOC	4 WMFX-F	4 WCOS-F	4 WCOS-F
5	5 WYYS-F	5 WTCB-F	5 WOMG-F	5 WOMG-F	5 WCEZ-F	5 WTCB-F	5 WTCB-F	5 WYYS-F<	5 WYYS-F	5
6	6	6 WYYS-F	6 WNOK-F	6 WNOK-F	6	6	6 WYYS-F<	6 WTCB-F	6 WVOC	6
7	7	7	7 WSCQ-F	7 WSCQ-F	7	7	7 WCEZ-F<	WSCQ-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWDM-F>>	1 WWDM-F>>	1 WWDM-F>	1 WWDM-F>>	1 WWDM-F	1 WNOK-F	1 WWDM-F	1 WWDM-F>	1 WWDM-F	1 WWDM-F
2 WNOK-F	2 WNOK-F>	2 WNOK-F	2 WNOK-F<	2 WCOS-F>	2 WYYS-F	2 WMFX-F	2 WMFX-F	2 WCOS-F	2 WCOS-F>
3 WYYS-F>>	3 WYYS-F	3 WMFX-F	3 WCOS-F	3 WTCB-F	WMFX-F>	3 WNOK-F	3 WCOS-F>	3 WMFX-F>	3 WMFX-F
4 WTCB-F	4 WMFX-F	WCOS-F>	4 WTCB-F	4 WSCQ-F	4 WCOS-F	4 WCOS-F	4 WVOC	4 WNOK-F	4 WTCB-F>
WSCQ-F	WCOS-F	5 WOMG-F	5 WSCQ-F	5 WNOK-F	5 WWDM-F>>	5 WYYS-F	WTCB-F	5 WYYS-F	5 WOMG-F
WMFX-F	6	6 WYYS-F	6 WYYS-F	6	6	6	WNOK-F>	6 WTCB-F	6 WVOC
WKWQ-F	7	WTCB-F	7	7	7	7	7	7	7
WCOS-F	8	8	8	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		110 (3)	110 (3)	18.2	11.6
AOR/CLASSIC		49 (1)	49 (1)	8.1	11.7
AC/OLDIES/SOFT ROCK		99 (3)	99 (3)	16.4	17.1
MOR/VARIETY					
COUNTRY	2 (1)	110 (2)	112 (3)	18.5	17.7
BLACK/URBAN	19 (1)	129 (2)	148 (3)	24.5	22.6
BEAUTIFUL/EASY		30 (1)	30 (1)	5.0	7.8
NEWS/TALK	42 (1)		42 (1)	7.0	6.2
NOSTALGIA					
RELIGION/GOSPEL	14 (1)		14 (1)	2.3	5.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	77 (4)	527 (12)	604 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCOS	1400	Columbia	0.3/1.5/ 2/ 80
WKWQ-F	95.3	Batesburg/Clmba	1.2/3.9/ 16/ 217
WBBQ-F	104.3	Augusta	0.9/2.8/ 16/ 224
WSOC-F	103.7	Charlotte	0.7/1.6/ 5/ 147

RADIO STATIONS

WOIC, 1320, 5 KW/2.5KW (DA-N), BLACK		, $ 14.00 (Katz)	Voyager	Jimmy Collins
WTGH, 620, 1 KW/125 W (DA-1), GOSPEL	SBN	, $ 12.00 (——)	Willis	Wally Williams
WVOC, 560, 5 KW (DA-N) , NEWS/TALK	CBS	, $ 26.00 (Banner)		Gene Grim
WCEZ-F, 93.5, 1.6 KW @ 443, EZ	NBC	, $ 32.00 (Banner)		Gene Grim
WCOS-F, 97.9, 100 KW @ 984, COUNTRY	ABC E	, $ 70.00 (McGuild)	Ragan Henry	Barry Smith
WMFX-F, 102.3, 3 KW @ 320, CLASSIC AOR		, $ 45.00 (Durpetti)	Baum	Dennis Murphy
WNOK-F, 104.7, 100 KW @ 1004, CHR	ABC R	, $ 46.00 (Katz)	Voyager	Jimmy Collins
WOMG-F, 103.1, 3 KW @ 300, OLDIES	MBS, UNISUP	, $ 25.00 (Banner)	John Price	Barry Brown
WSCQ-F, 100.1, 3 KW @ 330, SOFT AC	RADRAD	, $ 23.00 (Republic)		Bill Benton
WTCB-F, 106.7, 100 KW @ 787, AC	APR	, $ 41.00 (Christal)	Bloomington	
WWDM-F, 101.3, 100 KW @ 1322, Black	UNIPWR	, $ 55.00 (HMWH)		Steve Patterson
WYYS-F, 96.7, 2.2 KW @ 384, CHR		, $ 27.00 (——)	Universal	Jim Poston

COLUMBUS, GA

Arbitron Rank/Pop (12+): 152/209,300

MSA Rank/Pop: 175/247,100
ADI # 119
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 13/11
Diaries: 618/339:1/48.6%
Sample Target: 580
% Below Line: 4.1
% Not Listed: 12.8

1989 Revenue: $7,900,000
HH Inc.: $21,735
Retail $: 1.54 Bil
Pop per Station: 19,027
#1 Biller: WCGQ-F $1,450,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WSTH-AF	(C)	55/14.9	----	13.8	----	13.5	----	96/1050	568/27.1		23.3		11.7	41	547	WSTH-AF
2. WVRK-F	(AOR)	43/11.7	----	6.1	----	11.3	----	70/796	388/18.5		20.1		11.5	44	426	WVRK-F
3. WGSY-F	(AC)	42/11.4	----	15.3	----	7.5	----	47/570	479/22.9		24.6		14.1	54	448	WGSY-F
4. WCGQ-F	(CHR)	41/11.1	----	11.9	----	14.8	----	95/1144	470/22.5		25.5		15.1	58	710	WCGQ-F
5. WAGH-F	(B)	40/10.9	----	7.6	----	----	----	48/627	471/22.5		17.5		17.2	66	614	WAGH-F
6. WOKS	(B)	37/10.1	----	10.7	----	12.3	----	37/336	287/13.7		17.2		6.8	26	242	WOKS
7. WFXE-F	(B)	30/ 8.2	----	11.0	----	16.4	----	34/597	456/21.8		24.9		9.6	37	705	WFXE-F
8. WRCG	(N/T)	13/ 3.5	----	4.9	----	7.5	----	13/194	156/ 7.5		10.8		3.6	14	166	WRCG
9. WVFJ-F	(REL)	9/ 2.4	----	1.5	----	1.3	----	21/244	110/ 5.3		3.8		1.6	6	100	WVFJ-F
10.																

12+ FM SHARE (METRO): 81.93% (263 of 321) (SPG 89: 81.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCGQ-F>>	1 WVRK-F>	1 WVRK-F	1 WGSY-F<	1 WSTH-AF<	1 WSTH-AF>	1 WSTH-AF>	1 WGSY-F	1 WSTH-AF	1 WCGQ-F	1 WSTH-F
2 WAGH-F>>	2 WGSY-F	2 WGSY-F	2 WSTH-AF	2 WGSY-F	2 WOKS >	2 WAGH-F	2 WVRK-F	2 WGSY-F<	WAGH-F	2 WOKS
3 WFXE-F	3 WCGQ-F	3 WSTH-AF	3 WVRK-F	3 WVRK-F	3 WGSY-F	3 WVRK-F	3 WSTH-AF	3 WVRK-F	3 WOKS	3 WFXE-F
4	WAGH-F	4 WAGH-F	4 WFXE-F	4 WOKS	4	WGSY-F	4 WOKS	4 WCGQ-F	4 WFXE-F	WAGH-F
5	5 WFXE-F	5 WFXE-F	5 WAGH-F	WFXE-F	5	5 WCGQ-F	5	5 WAGH-F	5 WSTH-AF	5
6	6	WCGQ-F	6	6 WAGH-F	6	6	6	6	6 WVRK-F	6

WOM 18-24	WOM 18-34	WOM [illegible]-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCGQ-F	1 WGSY-F>	1 WGSY-F>	1 WGSY-F>	1 WSTH-AF		1 WVRK-F>>	1 WVRK-F>>	1 WVRK-F>>	1 WVRK-F>>	1 WVRK-F
2 WGSY-F	2 WCGQ-F>	2 WFXE-F>	2 WSTH-AF	WGSY-F		2 WAGH-F>	2 WAGH-F>	2 WVFJ-F	2 WGSY-F	2 WSTH-AF
3 WVRK-F	3 WVRK-F	3 WCGQ-F	WCGQ-F	3 WOKS		3 WCGQ-F	3 WGSY-F	WGSY-F	3 WSTH-AF	3 WGSY-F>
WAGH-F>>	WFXE-F	4 WSTH-AF	4 WAGH-F	4 WFXE-F		4 WGSY-F	WFXE-F	WFXE-F	4 WAGH-F	4 WFXE-F
5	WAGH-F	WVRK-F	5 WFXE-F	5 WCGQ-F		WFXE-F	WCGQ-F	WAGH-F	5 WFXE-F	WAGH-F
6	6	WAGH-F>	6	WAGH-F		6 WZHT-F>	6	6 WSTH-AF	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		41 (1)	41 (1)	12.8	20.8
AOR/CLASSIC		43 (1)	43 (1)	13.4	
AC/OLDIES/SOFT ROCK		42 (1)	42 (1)	13.1	17.7
MOR/VARIETY					
COUNTRY	3 (1)	52 (1)	55 (2)	17.1	15.9
BLACK/URBAN	37 (1)	76 (3)	113 (4)	35.2	37.1
BEAUTIFUL/EASY					1.1
NEWS/TALK	15 (2)		15 (2)	4.7	
NOSTALGIA					5.7
RELIGION/GOSPEL	3 (1)	9 (1)	12 (2)	3.7	1.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	58 (5)	263 (8)	321 (13)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEAM	1580	Columbus	0.8/4.5/ 3/ 100
WIQN	1460	Columbus/GA-Phx	0.5/2.7/ 2/ 76
WZHT-F	105.7	Troy/Mntgmry	1.6/3.3/ 25/ 227

RADIO STATIONS

WOKS ,	1340,	1 KW (DA-1) ,	Black	SBN NBN, $17.00	(Katz)	Davis	Charles Richardson
WRCG ,	1420,	5 KW (DA-N) ,	Talk	CBS, $13.00	(Christal)		Charles McClure
WAGH-F,	98.3,	3 KW @ 328 ,	Black	, $17.00	(K & P)	(FT. MITCHELL)	Art Angell
WCGQ-F,	107.3,	100 KW @ 1011 ,	CHR	ABC C, $33.00	(Christal)		Joe McClure
WFXE-F,	104.9,	3 KW @ 290 ,	Black	ABC FM, $30.00	(Katz)	Davis	Charles Richardson
WGSY-F,	100.1,	3 KW @ 300 ,	AC	, $31.00	(Torbet)	Woodfin	Ken Woodfin
WSTH-F,	106.1,	100 KW @ 981 ,	Country	ABC E NBC, $35.00	(Mc-Guild)		Truman Conley
WVRK-F,	102.9,	100 KW @ 1520 ,	AOR	ABC R UNIPWR, $26.00	(Mc-Guild)		Jim Martin
WVFJ-F,	93.3,	100 KW @ 1000 ,	Religion	, $10.00	(Regional)	(MANCHESTER)	Steve Williams

Misc: WNKS-F changes to WVRK-F and format from CHR to AOR (Aug 1989) . . .

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,106,200
MSA Rank/Pop: 35/1,351,100
ADI # 34
Average Person Ratings: 16.3
Market TSL: 21.75 hours

Stations: 24/21
Diaries: 1422/778:1/53.2%
Sample Target: 1300
% Below Line: 3.6
% Not Listed: 9.7

1989 Revenue: $42,000,000
HH Inc.: $27,661
Retail $: 15.9 Bil
Pop per Station: 52,676
#1 Biller: WNCI-F $8,100,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WNCI-F	(CHR)	289/16.1	15.2	13.9	13.7	16.0	14.7	361/4207	3118/28.2	29.4	30.8	14.6	60	668	WNCI-F
2. WTVN	(MOR)	183/10.2	9.2	9.7	7.1	7.0	9.1	216/2494	1978/17.9	17.2	16.3	6.5	127	1663	WTVN
3. WSNY-F	(AC)	179/ 9.9	10.0	10.3	10.6	10.8	10.2	187/2629	2391/21.6	26.0	23.9	9.3	180	2255	WSNY-F
4. WLVQ-F	(AOR)	128/ 7.1	7.6	5.8	7.3	9.6	6.9	148/2134	1765/16.0	17.4	19.4	9.6	186	2167	WLVQ-F
5. WXGT-F	(CHR)	116/ 6.4	6.2	8.5	7.6	5.4	7.2	165/2662	1922/17.4	19.4	19.1	10.3	199	2374	WXGT-F
6. WMGG-F	(CL AOR)	97/ 5.4	4.1	4.7	5.1	5.2	4.8	121/1560	1180/10.7	14.4	15.0	5.6	108	1236	WMGG-F
7. WHOK-F	(C)	91/ 5.1	6.0	6.0	5.6	5.6	5.7	153/1739	1058/ 9.6	11.7	10.0	5.2	101	1219	WHOK-F
WBNS-F	(EZ)	91/ 5.1	6.6	6.5	7.2	7.6	6.3	110/1694	1437/13.0	13.7	16.9	5.2	101	1037	WBNS-F
9. WVKO	(B)	75/ 4.2	4.9	3.6	4.7	3.9	4.3	75/822	822/ 7.4	7.5	6.5	4.7	91	1294	WVKO
10. WCOL	(BB)	47/ 2.6	2.1	2.3	2.8	1.9	2.4	47/779	771/ 7.0	5.3	5.9	2.3	44	596	WCOL
11. WLW	(MOR)	43/ 2.4	1.2	1.5	2.6	2.0	1.9	84/1402	740/ 6.7	5.1	6.2	2.2	42	562	WLW
12. WCLT-F	(C)	36/ 2.0	1.5	1.1	——	0.7	1.1	55/824	545/ 4.9	2.9	2.6	1.1	22	609	WCLT-F
13. WCKX-F	(B)	35/ 1.9	1.9	1.1	1.6	1.0	1.6	35/496	496/ 4.5	4.7	3.6	2.8	55	621	WCKX-F
14. WXMX-F	(AC)	32/ 1.8	1.7	1.6	1.8	——	1.7	32/732	732/ 6.6	5.3	0.0	1.3	26	556	WXMX-F
15. WMNI	(C)	30/ 1.7	2.3	2.8	2.5	2.6	2.3	30/452	413/ 3.7	5.6	5.2	3.1	60	668	WMNI

12+ FM SHARE (METRO): 74.34% (1208 of 1625) (SPG 89: 76.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNCI-F>>	1 WNCI-F>	1 WNCI-F>	1 WNCI-F<	1 WNCI-F	1 WTVN >	1 WNCI-F	1 WNCI-F	1 WNCI-F>	1 WNCI-F>	1 WTVN >
2 WXGT-F>>	2 WLVQ-F	2 WSNY-F	2 WSNY-F>	2 WSNY-F>	2 WSNY-F	2 WTVN >	2 WSNY-F>	2 WTVN	2 WTVN <	2 WSNY-F<
3	3 WSNY-F	3 WLVQ-F>	3 WLVQ-F<	3 WTVN >	3 WBNS-F	3 WSNY-F>	3 WTVN	3 WSNY-F	3 WXGT-F	3 WBNS <
4	4 WXGT-F	4 WMGG-F<	4 WTVN >	4 WLVQ-F	4 WNCI-F	4 WLVQ-F	4 WLVQ-F	4 WLVQ-F	4 WSNY-F	4 WVKO <
5	5 WMGG-F>	5 WXGT-F	5 WMGG-F	5 WHOK-F<	5 WHOK-F	5 WXGT-F	5 WBNS-F	5 WXGT-F	5 WLW <	5 WLVQ-F
6	6	6 WTVN	6 WXGT-F	6 WMGG-F	6	6 WHOK-F	6 WXGT-F	6 WMGG-F	6 WLVQ-F	6 WXGT-F<
7	7	7	7	7	7	7	7	7	7 WMGG-F	7 WMGG-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WNCI-F>>	1 WNCI-F>	1 WNCI-F	1 WNCI-F	1 WSNY-F
2 WXGT-F>	2 WSNY-F>	2 WSNY-F>>	2 WSNY-F>>	WNCI-F>>
3 WSNY-F	3 WXGT-F<	3 WLVQ-F	3 WXGT-F<	3 WTVN
WLVQ-F>	4 WLVQ-F>	4 WVKO	4 WLVQ-F	4 WHOK-F
5 WMGG-F	5 WVKO <	5 WXGT-F	5 WVKO	5 WVKO
6 WCKX-F	6 WMGG-F	WMGG-F>	6	6 WLVQ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNCI-F>	1 WNCI-F	1 WNCI-F	1 WNCI-F	1 WNCI-F<
2 WLVQ-F	2 WLVQ-F>	2 WLVQ-F>	2 WLVQ-F	2 WTVN
3 WMGG-F>	3 WMGG-F	3 WXGT-F	3 WSNY-F<	3 WSNY-F
4 WXGT-F>	4 WXGT-F>	4 WSNY-F	4 WMGG-F	4 WLVQ-F>
5 WSNY-F	5 WSNY-F	WMGG-F>>	5 WTVN	5 WMGG-F>
6	6	6	6 WXGT-F	6 WXGT-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		417 (3)	417 (3)	25.7	25.1
AOR/CLASSIC		225 (2)	225 (2)	13.8	17.0
AC/OLDIES/SOFT ROCK		264 (4)	264 (4)	16.2	16.1
MOR/VARIETY	248 (3)		248 (3)	15.3	11.5
COUNTRY	39 (2)	136 (3)	175 (5)	10.8	9.9
BLACK/URBAN	75 (1)	35 (1)	110 (2)	6.8	5.7
BEAUTIFUL/EASY		91 (1)	91 (1)	5.6	8.7
NEWS/TALK					
NOSTALGIA	47 (1)		47 (1)	2.9	2.2
RELIGION/GOSPEL	8 (1)	16 (1)	24 (2)	1.5	1.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		24 (1)	24 (1)	1.5	2.4
UNKNOWN/OTHERS					
	417 (8)	1208 (16)	1625 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBBY-F	103.9	Westerville	1.3/5.0/ 25/ 581
WBNS	1460	Columbus	1.2/4.5/ 23/ 531
WHTH	790	Heath	0.5/0.9/ 10/ 106
WRFD	880	Columbus/Wrthgt	0.4/2.4/ 10/ 283
WSWZ-F	103.5	Lancaster	1.5/3.3/ 31/ 442
WTLT-F	107.1	Circleville/Clm	0.9/2.7/ 21/ 334
WXLE-F	103.1	Johnstown/Clmbs	1.4/6.1/ 32/ 797
WMRN-F	106.9	Marion	0.5/0.7/ 43/ 528
WQIO-F	93.7	Mt. Vernon	0.7/2.1/ 45/ 746

RADIO STATIONS

AM STATIONS

WBNS,	1460,	5 KW/1 KW (DA-N) ,	MOR	APR CBS,	$ 25.00	(Banner)	Columbus Dispatch	Tom Stewart
WCOL,	1230,	1 KW ,	Nostalgia	SMN CNN,	$ 30.00	(Christal)	Great Trails	Mark Hanson
WMNI,	920,	1 KW/500 W (DA-2),	Country	MBS NBC,	$ 31.00	(Torbet)		Mark Jividen
WRFD,	880,	9 KW (Days, DA) ,	Religion	CNN UNIULT,	$ 20.00	(——)	Salem	Bill Caridas
WTVN,	610,	5 KW (DA-N) ,	Full Service	ABC I,	$119.00	(Katz)	Great American	Perry Frey
WVKO,	1580,	1 KW/250 W (DA-2),	Black	SBN UNIPWR,	$ 34.00	(Mc-Guild)	Saga	Alan Fetch

FM STATIONS

WBBY,	103.9,	2.6 KW @ 356 ,	Jazz	NBC,	$ 32.00	(——)	(WESTERVILLE)	Jim Pidcock
WBNS,	97.1,	20 KW @ 780 ,	EZ	,	$ 68.00	(Banner)	Columbus Dispatch	Tom Stewart
WCKX,	106.3,	3 KW @ 328 ,	Black	NBN,	$ 25.00	(Roslin)	(LONDON)	Jack Harris
WHOK,	95.5,	50 KW @ 492 ,	Country	APR,	$ 46.00	(Christal)		Bill France
WLVQ,	96.3,	18 KW @ 753 ,	AOR	,	$133.00	(Katz)	Great American	Tom Thon
WMGG,	99.7,	20 KW @ 783 ,	Classic AOR	,	$ 64.00	(Torbet)		Mark Jividen
WNCI,	97.9,	175 KW @ 560 ,	CHR	APR,	$155.00	(MMR)	Nationwide	Dan Morris
WSNY,	94.7,	22 KW @ 753 ,	AC	,	$153.00	(Mc-Guild)	Saga	Alan Fetch
WXGT,	92.3,	22 KW @ 753 ,	CHR/AOR	RADRAD UNIPWR,	$ 70.00	(Christal)	Great Trails	Mark Hanson
WXLE,	103.1,	1.6 KW @ 445 ,	Oldies	ABC FM MBS,	$ 26.00	(Durpetti)	US Radio (JOHNSTOWN)	Chris Graves
WXMX,	98.9,	3 KW @ 328 ,	Soft AC	CNN UNISUP,	$ 24.00	(Republic)		Mary Mahaffey

FORMAT CODES

AC	- Adult Contemporary	J/NA	- Jazz and New Age
AOR	- Album Oriented Rock	M	- Middle of Road, (MOR) Full Service
B	- Black (audience predominately black - over 60%)	N	- News
BB	- Big Band, Nostalgia	O	- Oldies (1955 to near 1988)
C	- Country	R	- Religion, Christian
CHR	- Contemporary Hit Radio, Top 40, Contemporary	SAC	- Soft Adult Contemporary
CL	- Classical	SP	- Hispanic/Spanish
CL AOR	- Classic AOR, Classic Rock	T	- Talk
E	- Ethnic	U	- Urban (majority of audience is non-white)
EZ	- EZ Listening, Beautiful Music, Some Very soft AC	?	- Others or Unknown
G	- Gospel		

CORPUS CHRISTI

Arbitron Rank/Pop (12+): 126/285,000

MSA Rank/Pop: 133/359,900
ADI # 122
Average Person Ratings: 16.8
Market TSL: 22.50 hours

Stations: 17/17
Diaries: 713/400:1/47.0%
Sample Target: 680
% Below Line: 0.0
% Not Listed: 11.0

1989 Revenue: $8,000,000
HH Inc.: $24,641
Retail $: 2.3 Bil
Pop per Station: 16,764
#1 Biller: KOUL-F $1,500,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KZFM-F	(CHR)	80/16.7	13.9	13.0	14.5	15.1	----	129/1274	900/31.6	29.4	32.7		21.3	142	1263	KZFM-F
2. KOUL-F	(C)	56/11.7	14.3	12.8	14.9	16.9	----	96/919	642/22.5	28.0	26.9		13.9	93	872	KOUL-F
3. KRYS-AF	(C)	51/10.6	7.5	9.4	10.8	9.4	----	79/991	649/22.8	22.3	26.8		11.6	78	942	KRYS-AF
4. KUNO	(SP)	38/ 7.9	6.9	9.3	7.4	8.2	----	44/386	313/11.0	12.5	13.6		5.5	37	469	KUNO
5. KMXR-F	(AC)	36/ 7.5	5.2	5.3	4.5	1.9	----	47/596	464/16.3	15.3	15.3		5.1	34	527	KMXR-F
6. KNCN-F	(AOR)	33/ 6.9	8.8	8.6	9.3	10.5	----	52/686	504/17.7	20.1	16.2		9.6	64	705	KNCN-F
7. KLTG-F	(O)	23/ 4.8	7.1	3.1	6.5	3.9	----	30/449	345/12.1	15.6	14.7		3.4	23	431	KLTG-F
8. KCCT	(SP)	22/ 4.6	4.2	3.7	4.1	7.0	----	30/373	287/10.1	9.9	9.7		1.8	12	236	KCCT
9. KISQ-F	(CHR)	19/ 4.0	4.4	7.0	6.3	6.2	----	19/469	446/15.6	15.8	17.6		3.4	23	577	KISQ-F
10. KWVS-F	(AC)	13/ 2.7	2.3	2.7	----	----	----	19/248	180/ 6.3	5.1	6.2		2.1	14	181	KWVS-F
KMIQ-F	(SP)	13/ 2.7	2.3	----	----	----	----	15/236	205/ 7.2	6.3	0.0		3.6	24	335	KMIQ-F
KKHQ-F	(SP)	13/ 2.7	0.4	1.2	0.7	0.8	----	13/140	128/ 4.5	2.5	4.4		0.6	4	105	KKHQ-F
13. KEYS	(O)	9/ 1.9	2.3	5.6	3.5	5.8	----	11/209	176/ 6.2	6.3	11.5		2.1	14	293	KEYS
14. KSIX	(EZ)	7/ 1.5	1.9	2.3	2.6	1.4	----	12/228	173/ 6.1	4.9	6.7		1.3	9	106	KSIX
KDAE	(EZ)	7/ 1.5	2.5	2.7	2.0	2.3	----	10/138	102/ 3.6	5.1	4.6		1.2	8	95	KDAE
KCTA	(REL)	7/ 1.5	2.1	1.4	1.7	1.2	----	12/165	115/ 4.0	2.8	4.1		1.0	7	154	KCTA

12+ FM SHARE (METRO): 77.99% (333 of 427) (SPG 89: 69.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZFM-F	1 KZFM-F	1 KZFM-F	1 KOUL-F	1 KOUL-F>	1 KUNO	1 KZFM-F	1 KOUL-F	1 KZFM-F	1 KZFM-F>>	1 KNCN-F
2	2 KNCN-F	KOUL-F	2 KZFM-F	2 KZFM-F	2 KOUL-F	2 KOUL-F	2 KRYS-AF	2 KRYS-AF	2 KRYS-AF	2 KRYS-F
3	3 KOUL-F	3 KMXR-F	3 KMXR-F<	3 KRYS-AF	3 KRYS-AF>	3 KRYS-AF	3 KZFM-F<	3 KOUL-F	3 KOUL-F	KMXR-F
4	4 KRYS-AF<	4 KNCN-F<	4 KRYS-AF	4 KMXR-F	4 KCCT	4 KUNO	4 KUNO <	4 KNCN-F>	4 KISQ-F	KCCT
5	5 KMXR-F	5 KRYS-AF	5 KNCN-F	5 KNCN-F	5 KMXR-F	5 KMXR-F	5 KMXR-F	5 KUNO	5 KUNO	5
6	6	6	6	6 KUNO	6	6	6	6 KMXR-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZFM-F>>	I KZFM-F>	1 KZFM-F	1 KOUL-F<	1 KOUL-F>	1 KNCN-F	1 KNCN-F	1 KZFM-F	1 KNCN-F	1 KOUL-F
2 KOUL-F	2 KOUL-F	KOUL-F	2 KZFM-F>	2 KZFM-F	2 KMXR-F>	2 KZFM-F	KNCN-F	2 KZFM-F	2 KNCN-F
3 KMXR-F	3 KNCN-F	KNCN-F	3 KMXR-F	3 KMXR-F	3 KRYS-AF	3 KRYS-AF	3 KOUL-F	3 KOUL-F	3 KZFM-F
KLTG-F	4 KRYS-AF	4 KRYS-AF	4 KRYS-AF>	4 KRYS-AF	KZFM-F>	4 KOUL-F	4 KRYS-AF	4 KMXR-F<	KUNO
KKHQ-F	KMXR-F	5 KMXR-F	5 KNCN-F	5	5 KOUL-F	KMXR-F	5 KWVS-F>	5 KRYS-AF	5 KRYS-AF
KISQ-F>	6 KLTG-F	6 KLTG-F>	KLTG-F	6	KKHQ-F>	6	6 KMXR-F	6	6 KLTG-F
7	7	7 KISQ-F>	7	7	7 KLTG-F>>	7	KEYS >	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		99 (2)	99 (2)	23.2	22.5		
AOR/CLASSIC		33 (1)	33 (1)	7.7	9.6		
AC/OLDIES/SOFT ROCK	9 (1)	72 (3)	81 (4)	19.0	18.8		
MOR/VARIETY							
COUNTRY	4 (1)	103 (2)	107 (3)	25.1	25.5		
BLACK/URBAN							
BEAUTIFUL/EASY	14 (2)		14 (2)	3.3	5.7		
NEWS/TALK							
NOSTALGIA							
RELIGION/GOSPEL	7 (1)		7 (1)	1.6	1.5		
SPANISH	60 (2)	26 (2)	86 (4)	20.1	15.9		
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					0.4		
	94 (7)	333 (10)	427 (17)				

RADIO STATIONS

KCCT, 1150, 1 KW/500 W (DA-2), HISPANIC	CRC	, $ 21.00	(Caballero)		Manuel Davila
KCTA, 1030, 50 KW (DAYS) , RELIGION		, $ 12.00	(---)		Bob Trask
KDAE, 1590, 1 KW/500 W (DA-2), EZ	UNISUP, UNIULT	, $ 13.00	(McGuild)	(SINTON)	Steve Dewalt
KEYS, 1440, 1 KW (DA-N) , OLDIES	CNN, UNISUP	, $ 15.00	(Banner)		Brice Taylor
KSIX, 1230, 1 KW , EZ	CBS, MBS	, $ 12.00	(---)		Vann Kennedy
KUNO, 1400, 1 KW , HISPANIC		, $ 29.00	(Katz Hisp.)		Luis Munoz
KISQ-F, 105.5, 2 KW @ 360, CHR	ABC C	, $ 19.00	(Christal)		Dan Donovan
KKHQ-F, 98.3, 3 KW @ 300, HISPANIC		, $ 17.00	(Lotus)	(ODEM)	Lyn Pointer
KLTG-F, 96.5, 97 KW @ 956, OLDIES	UNISUP	, $ 21.00	(McGuild)		Steve Dewalt
KMIQ-F, 105.1, 3 KW @ 300, HISPANIC		, $ 14.00	(---)	(ROBSTOWN)	
KMXR-F, 93.9, 100 KW @ 840, AC	NBC	, $ 24.00	(Christal)		DeAnn Davis
KNCN-F, 101.3, 100 KW @ 380, AOR		, $ 28.00	(Torbet)		R. Delaney
KOUL-F, 103.7, 100 KW @ 943, COUNTRY	APR	, $ 30.00	(Republic)		Don Hibbits
KRYS-F, 99.1, 100 KW @ 932, COUNTRY		, $ 16.00	(Durpetti)	(KINGSVILLE)	Gary Miracle
KZFM-F, 95.5, 100 KW @ 640, CHR		, $ 35.00	(Banner)		Brice Taylor

Miscellaneous Comments: KJKC-F changes to KISQ-F (March)...KLTS to OLDIES from AC...

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 7/3,184,300

MSA Rank/Pop: 12/2,541,600 (Dallas)
ADI # 7 37/1,322,800 (Ft.Worth)
Average Person Ratings: 17.7
Market TSL: 23.50 hours

Stations: 29/29
Diaries: 3070/1037:1/54.2%
Sample Target: 2200
% Below Line: 0.0
% Not Listed: 7.6

1989 Revenue: $129,700,000
HH Inc.: $30,967
Retail $: 28.0 Bil
Pop per Station: 109,803
#1 Biller: KVIL-AF $21,000,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KSCS-F (C)	486/ 8.6	8.6	7.6	6.6	6.9	7.9	556/7037	6135/19.3	17.6	16.2		9.3	575	5137	KSCS-F
2. KPLX-F (C)	419/ 7.4	5.6	6.1	5.5	7.3	6.2	476/5749	4914/15.4	15.4	16.6		6.9	423	4180	KPLX-F
3. KVIL-AF (AC)	375/ 6.6	7.2	10.2	8.0	8.6	8.0	390/4469	4258/13.4	17.7	15.9		6.5	390	3943	KVIL-AF
4. WBAP (C)	329/ 5.8	4.6	4.4	7.3	6.6	5.5	548/7511	4825/15.2	12.9	15.8		3.9	243	2894	WBAP
5. KKDA-F (B)	324/ 5.7	6.3	5.4	5.6	5.9	5.8	364/4093	3604/11.3	10.9	12.4		7.0	431	4119	KKDA-F
6. KHYI-F (CHR)	266/ 4.7	4.7	3.2	4.2	4.3	4.2	277/5596	5308/16.7	13.2	15.1		5.0	310	5278	KHYI-F
7. KJMZ-F (B)	261/ 4.6	5.2	4.7	5.4	4.3	5.0	273/4456	4174/13.1	13.3	12.0		6.0	368	4807	KJMZ-F
8. KTXQ-F (AOR)	247/ 4.4	4.3	3.4	3.8	3.6	4.0	279/4155	3608/11.3	10.6	11.4		5.9	363	3605	KTXQ-F
9. KRLD (N/T)	237/ 4.2	4.5	6.3	5.3	4.3	5.1	273/5332	4373/13.7	21.8	14.2		3.8	233	3534	KRLD
10. KEGL-F (CHR)	220/ 3.9	4.2	3.4	4.0	4.4	3.9	269/5066	4310/13.5	13.9	15.4		5.1	315	5157	KEGL-F
11. KZPS-F (CL AOR)	201/ 3.6	3.0	2.6	2.9	2.7	3.0	229/3164	2814/ 8.8	8.5	8.8		3.7	230	2858	KZPS-F
12. KLUV-F (O)	200/ 3.5	3.0	3.1	3.4	3.1	3.3	225/3967	3518/11.0	10.3	9.9		2.9	179	2540	KLUV-F
13. KMEZ-F (EZ)	189/ 3.4	3.8	4.0	4.3	4.0	3.9	196/2238	2128/ 6.7	8.0	8.4		2.1	129	1870	KMEZ-F
14. KOAI-F (J/NA)	174/ 3.1	2.9	3.3	3.4	3.3	3.2	179/2643	2538/ 8.0	9.3	8.9		3.9	237	2592	KOAI-F
15. KLTY-F (REL)	137/ 2.4	3.3	2.9	3.5	2.8	3.0	160/2318	1861/ 5.8	6.1	7.1		3.4	212	2326	KLTY-F
16. WRR -F (CL)	135/ 2.4	2.4	2.0	1.7	1.4	2.1	141/1965	1847/ 5.8	6.2	4.6		2.5	152	1965	WRR -F
17. KMGC-F (AC)	133/ 2.4	1.8	2.6	2.8	2.3	2.4	139/2549	2395/ 7.5	7.3	7.8		1.9	115	1723	KMGC-F
18. KKDA (B)	132/ 2.3	1.9	1.2	1.8	2.6	1.8	135/1419	1358/ 4.3	3.6	4.2		1.9	119	881	KKDA
19. KLIF (T)	115/ 2.0	2.5	3.5	2.6	2.7	2.7	127/1992	1776/ 5.6	8.1	6.5		2.4	145	1781	KLIF
20. KHVN (REL/G)	107/ 1.9	2.0	1.3	2.0	1.8	1.8	107/1289	1268/ 4.0	2.8	3.4		2.1	132	1302	KHVN
21. KAAM (BB)	101/ 1.8	2.5	1.8	1.3	1.6	1.8	101/1381	1356/ 4.3	4.7	3.2		1.9	116	1133	KAAM
22. KQZY-F (AC)	97/ 1.7	2.1	3.0	2.7	2.8	2.4	107/2112	1895/ 6.0	8.4	7.9		1.0	63	1232	KQZY-F
KDGE-F (AOR)	97/ 1.7	1.3	1.4	1.1	1.4	1.4	99/1653	1550/ 4.9	4.0	3.0		1.6	96	1626	KDGE-F
24. KKWM-F (SAC)	80/ 1.4	1.3	2.1	1.6	2.2	1.6	82/1902	1763/ 5.5	7.5	7.2		0.9	58	717	KKWM-F
25.															

12+ FM SHARE (METRO): 77.62% (4043 of 5209) (SPG 89: 76.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHYI-F>	1 KTXQ-F<	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 WBAP <	1 KPLX-F
2 KJMZ-F	2 KKDA-F<	2 KPLX-F	2 KVIL-AF	2 KVIL-AF	2 WBAP <	2 KVIL-AF	2 KPLX-F	2 KPLX-F	2 KJMZ-F	2 KSCS-F<
3 KKDA-F	3 KSCS-F<	3 KVIL-AF	3 KPLX-F	3 KPLX-F	3 KVIL-AF	3 WBAP <	3 KVIL-AF>	3 KVIL-AF	3 KKDA-F<	3 KKDA-F
4 KEGL-F	4 KPLX-F	4 KKDA-F<	4 KLUV-F<	4 WBAP	4 KPLX-F	4 KPLX-F	4 WBAP	4 WBAP <	4 KHYI-F	4 WBAP
5	5 KJMZ-F<	5 KTXQ-F	5 WBAP <	5 KLUV-F	5 KRLD >	5 KRLD	5 KTXQ-F	5 KJMZ-F<	5 KSCS-F	5 KTXQ-F
6	6 KEGL-F	6 KJMZ-F<	6 KTXQ-F	6 KTXQ-F<	6 KMEZ-F	6 KKDA-F>	6 KMEZ-F	6 KKDA-F	6 KEGL-F	6 KRLD
7	7 KZPS-F	7 KZPS-F	7 KKDA-F<	7 KKDA-F	7 WRR -F	7 KTXQ-F	7 KKDA-F	7 KTXQ-F<	7 KPLX-F	7 KOAI-F
8	8	KLUV-F<	8 KZPS-F	8 KZPS-F	8	8	8	8 KZPS-F	8	8
9	9	9 WBAP <	9	9	9	9	9	9 KLUV-F	9	9
10	10	10 KEGL-F	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKDA-F<	1 KPLX-F	1 KSCS-F	1 KVIL-AF	1 KVIL-AF
2 KPLX-F<	KKDA-F	2 KVIL-AF	2 KPLX-F<	2 KSCS-F
3 KJMZ-F	3 KSCS-F	3 KPLX-F<	3 KSCS-F	3 KPLX-F
KEGL-F	4 KEGL-F	4 KKDA-F	4 KKDA-F>	4 KKDA-F<
5 KHYI-F>	5 KVIL-AF	5 KMGC-F	5 KLUV-F<	5 KLUV-F>
6 KDGE-F<	6 KHYI-F	6 KEGL-F	6 KEGL-F<	6 KHYI-F
7 KSCS-F<	7 KJMZ-F	7 KTXQ-F	7 KHYI-F	7 WBAP
8 KTXQ-F	8 KTXQ-F	KHYI-F	8	KMEZ-F<
9	9	9 KZPS-F	9	9 KLTY-F
10	10	10 KLUV-F	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTXQ-F	1 KTXQ-F>	1 KTXQ-F	1 KSCS-F<	1 KSCS-F
2 KKDA-F	2 KZPS-F<	2 KZPS-F	2 KTXQ-F	2 WBAP
3 KJMZ-F	3 KJMZ-F	3 KSCS-F	3 KPLX-F	3 KPLX-F
KEGL-F	KSCS-F	4 KJMZ-F	4 WBAP <	4 KTXQ-F
5 KHYI-F	5 KKDA-F	5 KPLX-F	5 KZPS-F	5 KZPS-F<
6 KSCS-F	6 KPLX-F	6 WBAP	6 KJMZ-F	6 KVIL-AF
KPLX-F<	7 KEGL-F	KKDA-F>	7 KKDA-F	7 KLUV-F
8 KZPS-F	8	8 KVIL-AF	8	8
9 KDGE-F>>	9	9	9	9
10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		486 (2)	486 (2)	9.3	9.3	KESS	1270	Ft.Worth/Dallas	0.8/2.1/ 45/ 661
AOR/CLASSIC		545 (3)	545 (3)	10.5	7.7	KFJZ	870	Ft. Worth/Dalls	0.8/1.2/ 46/ 390
AC/OLDIES/SOFT ROCK	6 (1)	879 (5)	885 (6)	17.0	21.3				
MOR/VARIETY									
COUNTRY	329 (1)	905 (2)	1234 (3)	23.7	22.1				
BLACK/URBAN	132 (1)	585 (2)	717 (3)	13.8	13.7				
BEAUTIFUL/EASY		189 (1)	189 (1)	3.6	4.5				
NEWS/TALK	352 (2)		352 (2)	6.8	7.5				
NOSTALGIA	101 (1)		101 (1)	1.9	2.3				
RELIGION/GOSPEL	152 (2)	137 (1)	289 (3)	5.5	4.9				
SPANISH	94 (2)	8 (1)	102 (3)	2.0	1.4				
CLASSICAL		135 (1)	135 (1)	2.6	1.5				
JAZZ/NEW AGE		174 (1)	174 (1)	3.3	3.5				
UNKNOWN/OTHERS					0.3				
	1166 (10)	4043 (19)	5209 (29)						

RADIO STATIONS

AM STATIONS

KAAM,	1310,	5 KW (DA-N)	,	Nostalgia	SMN UNISUP,	$ 45.00	(Durpetti)	Bonneville	Tom Glade
KESS,	1270,	5 KW (DA-1)	,	Hispanic	,	$ 48.00	(Katz Hisp.)		Bradley Gordon
KFJZ,	870,	500 W (DAYS)	,	Hispanic	,	$ 31.00	(---)		Jose Vasquez
KHVN,	970,	1 KW/270 W	,	Gospel	ABC FM UNIULT,	$ 35.00	(---)		
KKDA,	730,	500 W	,	Black	APR,	$ NA	(Katz)		Chuck Smith
KLIF,	570,	5 KW, (DA-2)	,	Talk	NBC,	$ 76.00	(Eastman)	Susquehanna	Dan Halyburton
KNRB,	1360,	5 KW/1 KW (DA-2)	,	Religion	,	$ 25.00	(---)	Marsh	Andy Willoughby
KRLD,	1080,	50 KW (DA-N)	,	News	CBS MBS,	$205.00	(CBS)	Command	Michael Ewing
KSKY,	660,	10 KW/500 W(DA-N)	,	Religion	,	$ 30.00	(---)	Bdcst Partners	Bill Simmons
WBAP,	820,	50 KW	,	Country Full Service	ABC I,	$190.00	(Banner)	Cap Cities/ABC	John Hare

FM STATIONS

KHYI,	94.9,	33 KW @ 1510	,	CHR	,	$115.00	(MMR)	Evergreen	John Marlin
KEGL,	97.1,	100 KW @ 1460	,	CHR	,	$146.00	(Torbet)	Sandusky	Ed Wodka
KJMZ,	100.3,	89 KW @ 1280	,	Black	UNISUP UNIPWR,	$100.00	(Mc-Guild)	Summit	
KKDA,	104.5,	100 KW @ 1590	,	Black	APR,	$159.00	(Katz)		
KKWM,	97.9,	100 KW @ 1680	,	Soft AC	SOURCE,	$ 85.00	(Republic)	Anchor	Denny Rossman
KLTY,	94.1,	100 KW @ 1590	,	Religion	ABC FM UNIULT,	$ 70.00	(K & P)		Mark Rodriguez
KLUV,	98.7,	100 KW @ 1590	,	Oldies	,	$118.00	(MMR)	TK	Bill Hazen
KMEZ,	107.5,	25 KW @ 1657	,	EZ	UNISUP UNIULT,	$100.00	(Mc-Guild)	Gilmore	Chuck Smith
KMGC,	102.9,	100 KW @ 1348	,	Soft AC	,	$103.00	(Christal)	Shamrock	Ross Reagan
KOAI,	106.1,	100 KW @ 1590	,	Jazz/NAC	,	$ 98.00	(HNWH)	Gannett	Brenda Adriance
KPLX,	99.5,	100 KW @ 1680	,	Country	APR,	$230.00	(Eastman)	Susquehanna	Dan Halyburton
KQZY,	105.3,	100 KW @ 1560	,	Soft AC	,	$104.00	(Group W)	Westinghouse	Jenny Rhoades
KSCS,	96.3,	100 KW @ 1680	,	Country	,	$190.00	(Banner)	Cap Cities/ABC	Victor Sansone
KTXQ,	102.1,	100 KW @ 1320	,	AOR	RADRAD,	$145.00	(CBS)	CBS	Clint Culp
KVIL,	103.7,	100 KW @ 1570	,	AC	,	$350.00	(Torbet)	Infinity	Jerry Bobo
KZPS,	92.5,	98 KW @ 1590	,	Classic AOR	,	$100.00	(Durpetti)	Bonneville	Tom Glade
WRR ,	101.1,	100 KW @ 1348	,	Classical	APR,	$ 70.00	(CMBS)	City of Dallas	Maurice Loewenthal
KDGE,	94.5,	100 KW @ 1896	,	AOR	,	$ 50.00	(K & P)	(GAINESVILLE)	Steve Allison

Miscellaneous Comments: KKWM sold by Anchor to Susquehanna for $4,200,000...
KMGC-F sold by Shamrock to Alliance for $17,500,000 (Blackburn)...

DAVENPORT-RI-MOLINE

Arbitron Rank/Pop (12+): 120/299,200

MSA Rank/Pop: 131/361,400
ADI # 78
Average Person Ratings: 16.6
Market TSL: 22.00 hours

Stations: 17/15
Diaries: 780/384:1/56.2%
Sample Target: 720
% Below Line: 2.4
% Not Listed: 14.5

1989 Revenue: $9,300,000
HH Inc.: $31,040
Retail $: 2.5 Bil
Pop per Station: 19,946
#1 Biller: WLLR-F $2,200,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WLLR-AF	(C)	80/16.1	18.8	15.2	17.6	18.1	----	136/1525	862/28.8	24.1	21.6		18.3	75	750	WLLR-AF
2. WPXR-F	(CHR)	70/14.1	17.1	16.4	16.9	14.5	----	148/1902	894/29.9	33.7	34.7		20.0	92	1060	WPXR-F
3. WXLP-F	(AOR)	52/10.4	14.4	11.1	13.2	16.1	----	126/1457	703/23.5	25.5	22.8		22.4	103	853	WXLP-F
4. KUUL-F	(O)	51/10.2	9.4	10.7	6.6	6.6	----	122/1574	746/24.9	21.9	21.4		11.5	53	652	KUUL-F
5. WOC	(N/T)	45/ 9.0	9.2	10.0	6.2	8.2	----	51/586	491/16.4	19.9	19.9		5.9	27	377	WOC
6. KRVR-F	(EZ)	37/ 7.4	6.7	8.5	9.3	9.8	----	42/634	501/16.7	14.0	19.0		5.2	24	363	KRVR-F
7. KMJC-F	(AC)	23/ 4.6	5.0	7.3	5.2	6.2	----	32/520	290/ 9.7	12.4	14.6		3.5	16	289	KMJC-F
8. KFMH-F	(AOR)	21/ 4.2	1.3	2.1	1.2	2.2	----	27/350	220/ 7.4	3.7	6.1		1.5	7	157	KFMH-F
9. WKBF	(C)	17/ 3.4	3.5	3.6	5.4	5.2	----	22/351	250/ 8.4	9.7	8.7		0.9	4	120	WKBF
10. WKEI	(BB)	9/ 1.8	0.4	0.8	2.3	1.0	----	19/158	106/ 3.5	1.8	2.0		0.9	4	101	WKEI

12+ FM SHARE (METRO): 79.34% (338 of 426) (SPG 89: 78.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXR-F>>	1 WPXR-F<	1 WLLR-AF	1 KUUL-F	1 WLLR-AF	1 WLLR-AF>	1 WLLR-AF>	1 WLLR-AF>	1 WLLR-AF<	1 WPXR-F	1 WOC
2 WXLP-F>>	2 WXLP-F>	WPXR-F	2 WLLR-AF	2 KUUL-F>	2 WOC	2 WPXR-F	2 WPXR-F	2 WPXR-F>	2 WXLP-F	2 WKEI >
3	3 WLLR-AF	3 KUUL-F	3 WPXR-F	3 WPXR-F	3 KRVR-F	3 KUUL-F<	3 WXLP-F	3 WXLP-F	3 WLLR-AF>	3 WLLR-F>
4	KUUL-F>	4 WXLP-F>>	4 WXLP-F	4 WXLP-F	4 KUUL-F>	4 WOC	WOC	4 KUUL-F>	4 KUUL-F<	4 WXLP-F
5	5 KFMH-F	5 KRVR-F	5 KRVR-F	5 KRVR-F	5 WKBF	5 WXLP-F	KUUL-F	5 WOC	5 WOC	5 WPXR-F
6	6	KFMH-F<	6	6	6	6 KRVR-F	6	6 KRVR-F	6	KUUL-F
		7 KMJC-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPXR-F>>	1 WPXR-F>>	1 WPXR-F>>	1 WPXR-F>	1 WLLR-AF	1 WXLP-F>>	1 WXLP-F>>	1 WXLP-F	1 WXLP-F	1 KUUL-F
2 WLLR-AF	2 WLLR-AF	2 KUUL-F>	2 WLLR-AF>	2 WPXR-F	2 WPXR-F	2 KUUL-F	2 KUUL-F>	2 KUUL-F	2 WLLR-AF
WXLP-F>	3 WXLP-F	3 WLLR-AF	3 KUUL-F	3 KUUL-F	3 KFMH-F	3 WLLR-AF	3 WLLR-AF	3 WLLR-AF>	3 WXLP-F>
4 KMJC-F>	4 KUUL-F	4 WXLP-F	4 KRVR-F	4 KRVR-F>	4 WLLR-AF >	KFMH-F	4 KFMH-F>	4 WPXR-F	4 WPXR-F
5 KFMH-F>>	5 KMJC-F	KMJC-F	5 KMJC-F	5 KMJC-F	5	5 WPXR-F	5 WPXR-F	5 KFMH-F	KFMH-F
6	6	6	6 WXLP-F	6	6	6	6 >	6	6 KRVR-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		70 (1)	70 (1)	16.4	18.3
AOR/CLASSIC	1 (1)	73 (2)	74 (3)	17.4	14.7
AC/OLDIES/SOFT ROCK		74 (2)	74 (2)	17.4	23.6
MOR/VARIETY	5 (1)		5 (1)	1.2	1.5
COUNTRY	21 (3)	78 (2)	99 (5)	23.2	18.1
BLACK/URBAN					
BEAUTIFUL/EASY		37 (1)	37 (1)	8.7	9.5
NEWS/TALK	52 (2)		52 (2)	12.2	12.6
NOSTALGIA	9 (1)		9 (1)	2.1	
RELIGION/GOSPEL		6 (1)	6 (1)	1.4	1.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	88 (8)	338 (9)	426 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGLR-F	93.5	Bettendorf	1.2/2.7/ 6/ 98
KSTT	1170	Davenport	0.2/2.1/ 1/ 62
WGN	720	Chicago	1.4/4.8/ 25/ 520
WMT	600	Cedar Rapids	1.0/5.1/ 18/ 326

RADIO STATIONS

WKBF ,	1270,	5 KW (DA-N)	, Country	CBS,	$ 18.00	(Mc-Guild)		Mike Hannan
WOC ,	1420,	5 KW (DA-2)	, News/Talk	ABC T,	$ 30.00	(Christal)		Vickie Palmer
KFMH-F,	99.7,	50 KW @ 470	, AOR	,	$ 15.00	(——)	(MUSCATINE)	John Flambo
KMJC-F,	96.1,	100 KW @ 981	, AC	UNIPWR,	$ 21.00	(Eastman)	Arrow (CLINTON)	Karl Hess
KRVR-F,	106.5,	60 KW @ 210	, EZ	,	$ 22.00	(Banner)	Comm. Service	Jim Gregori
WXLP-F,	96.9,	50 KW @ 500	, AOR	UNIPWR,	$ 37.00	(Katz)	Goodrich	Jeff Scarpelli
KUUL-F,	103.7,	100 KW @ 1190	, Oldies	UNIULT,	$ 31.00	(Christal)		Jim O'Hara
WLLR-F,	101.3,	50 KW @ 500	, Country	,	$ 50.00	(HNWH)	Sconnix	Larry Rosmilso
WPXR-F,	98.9,	39 KW @ 900	, CHR	ABC R,	$ 35.00	(Mc-Guild)	Roth	Mike Hannan

Misc: WMRZ-AM changes to WLLR and format from Oldies to Country and now simulcasts with WLLR-F . . .KQBC sold for $200,000

DAYTON

Arbitron Rank/Pop (12+): 48/807,400	Stations: 25/19	1989 Revenue: $21,500,000
	Diaries: 1219/662:1/57.7%	HH Inc.: $28,229
MSA Rank/Pop: 55/947,500	Sample Target: 1120	Retail $: 6.5 Bil
ADI # 52	% Below Line: 9.9	Pop per Station: 42,494
Average Person Ratings: 15.5	% Not Listed: 15.0	#1 Biller: WTUE-F $3,500,000
Market TSL: 20.75 hours		

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WGTZ-F	(CHR)	136/10.9	10.2	9.7	9.5	7.3	10.1	198/2985	2026/25.1	24.0	0.4		14.0	181	2237	WGTZ-F
2. WHKO-F	(C)	101/ 8.1	10.6	8.5	8.5	8.4	8.9	168/2254	1363/16.9	17.5	7.4		7.4	96	940	WHKO-F
3. WTUE-F	(AOR)	91/ 7.3	9.7	8.3	10.1	9.2	8.9	128/1959	1435/17.8	20.0	18.9		10.9	141	1710	WTUE-F
4. WWSN-F	(AC)	83/ 6.6	5.9	6.5	7.8	6.5	6.7	93/1498	1243/15.4	14.3	14.5		5.6	72	1099	WWSN-F
5. WHIO	(MOR)	81/ 6.5	7.0	8.9	7.1	8.8	7.4	85/1455	1291/16.0	17.8	19.9		7.4	83	1172	WHIO
6. WLW	(MOR)	74/ 5.9	3.4	3.9	5.0	4.9	4.6	173/2830	1075/13.3	10.4	12.4		3.5	45	726	WLW
7. WYMJ-F	(AC)	72/ 5.8	5.8	3.4	3.8	2.9	4.7	75/1037	984/12.2	12.0	9.4		4.3	55	667	WYMJ-F
WAZU-F	(AOR)	72/ 5.8	6.2	5.7	7.8	7.3	6.4	111/1509	1006/12.5	13.1	14.4		8.2	106	1203	WAZU-F
9. WVUD-F	(SAC)	57/ 4.6	6.2	5.8	5.3	6.1	5.5	67/856	741/ 9.2	12.0	14.2		4.0	51	672	WVUD-F
10. WDAO	(B)	54/ 4.3	3.8	2.8	2.5	1.9	3.3	55/587	579/ 7.2	5.9	4.2		5.3	69	593	WDAO
11. WONE	(C)	52/ 4.2	4.3	5.4	3.3	4.7	4.3	60/775	589/ 7.3	10.0	10.3		2.9	37	489	WONE
12. WCLR-F	(EZ)	37/ 3.0	3.0	4.0	3.0	2.7	3.3	51/761	547/ 6.8	7.2	5.4		0.6	8	170	WCLR-F

12+ FM SHARE (METRO): 70.08% (745 of 1063) (SPG 89: 73.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGTZ-F>>	1 WGTZ-F<	1 WGTZ-F	1 WGTZ-F<	1 WGTZ-F	1 WHKO-F<	1 WGTZ-F<	1 WHKO-F	1 WGTZ-F>	1 WLW	1 WHIO >>
2 WDAO	2 WTUE-F	2 WTUE-F	2 WWSN-F	2 WWSN-F	2 WHIO >	2 WHIO	2 WGTZ-F	2 WHKO-F	2 WGTZ-F>	2 WAZU-F<
3 WAZU-F	3 WAZU-F	3 WWSN-F	3 WTUE-F<	3 WHKO-F	3 WLW	3 WHKO-F	3 WWSN-F	3 WTUE-F	3 WHIO <	3 WTUE-F>
4	4 WWSN-F	4 WYMJ-F	4 WYMJ-F<	4 WYMJ-F	4 WONE <	4 WTUE-F<	WTUE-F	4 WWSN-F	4 WAZU-F	4 WGTZ-F
5	5	5 WHKO-F<	5 WHKO-F	WTUE-F	5 WYMJ-F	5 WWSN-F	5 WVUD-F	5 WAZU-F<	5 WTUE-F	5 WWSN-F
6	6	6 WAZU-F	6 WLW	6 WLW	6 WVUD-F	6 WYMJ-F<	6 WLW	6 WLW	6 WHKO-F	WONE
7	7	7	7 WVUD-F	WVUD-F	7 WWSN-F	7 WONE	WAZU-F<	7	7	WCLR-F
8	8	8	8	8	8	8	8 WYMJ-F	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGTZ-F>	1 WGTZ-F	1 WWSN-F	1 WGTZ-F	1 WWSN-F	1 WAZU-F>>	1 WTUE-F	1 WTUE-F>	1 WTUE-F	1 WTUE-F
2 WTUE-F>	2 WWSN-F>	2 WGTZ-F>	2 WWSN-F>	2 WGTZ-F<	2 WTUE-F	2 WAZU-F>	2 WGTZ-F	2 WAZU-F	2 WLW
3 WAZU-F>	3 WTUE-F>	3 WDAO	3 WYMJ-F	3 WYMJ-F	3 WGTZ-F>>	3 WGTZ-F	3 WLW >	3 WGTZ-F	3 WGTZ-F
4 WWSN-F	4 WDAO	4 WVUD-F	4 WHKO-F	4 WHKO-F	4 WWSN-F>	4	4 WAZU-F>>	4 WLW	4 WHKO-F>
5 WYMJ-F	5 WYMJ-F	WTUE-F	5 WTUE-F	5 WVUD-F	5 WOFX-F	5	5 WYMJ-F	5 WHKO-F	5 WYMJ-F
WHKO-F>	WHKO-F	6 WYMJ-F	6 WDAO <	6	WYMJ-F	6	WWSN-F	6 WYMJ-F	6 WWSN-F<
7 WDAO >	7 WVUD-F	WHKO-F>>	7 WVUD-F	7	WPFB-F>>	7	WPFB-F	WWSN-F	7 WVUD-F
8	WAZU-F	8	8	8	8	8	WHKO-F	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		136 (1)	136 (1)	12.8	11.8
AOR/CLASSIC		163 (2)	163 (2)	15.3	19.1
AC/OLDIES/SOFT ROCK	22 (1)	240 (6)	262 (7)	24.6	18.6
MOR/VARIETY	167 (3)		167 (3)	15.7	15.9
COUNTRY	52 (1)	144 (4)	196 (5)	18.4	18.8
BLACK/URBAN	54 (1)		54 (1)	5.1	8.7
BEAUTIFUL/EASY		52 (3)	52 (3)	4.9	5.3
NEWS/TALK					
NOSTALGIA	23 (2)		23 (2)	2.2	
RELIGION/GOSPEL		10 (1)	10 (1)	0.9	1.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	318 (8)	745 (17)	1063 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDJK-F	95.3	Xenia	0.5/0.9/ 6/ 76
WFCJ-F	93.7	Miamisburg/Datn	0.8/3.6/ 22/ 471
WING	1410	Dayton	1.8/5.5/ 31/ 541
WIZE	1340	Springfield	1.0/3.0/ 12/ 240
WKSW-F	101.7	Urbana/Spngfld.	0.8/1.2/ 31/ 319
WPFB	910	Middletown	1.3/2.5/ 23/ 300
WPFB-F	105.9	Middletown	1.6/3.4/ 46/ 615
WPTW	1570	Piqua	0.6/1.2/ 8/ 124
WBNS-F	97.1	Columbus	0.7/1.2/ 12/ 142
WBVE-F	96.5	Hamilton	1.0/2.8/ 54/ 811
WGRR-F	103.5	Hamilton/Cinci	0.5/1.4/ 42/ 602
WOFX-F	94.9	Fairfield	1.3/3.8/ 49/ 941
WWEZ-F	92.5	Cincinnati	0.5/1.8/ 44/ 579

RADIO STATIONS

WDAO,	1210,	1 KW (Days)	, Black	SBN, $ 25.00	(Eastman)		Jim Johnson
WHIO,	1290,	5 KW (DA-N)	, Full Service	CBS, $ 70.00	(Durpetti)	Cox	Sam Yacovazzi
WING,	1410,	5 KW (DA-N)	, Oldies	NBC, $ 30.00	(Katz)	Great Empire	Dave Leonard
WONE,	980,	5 KW (DA-N)	, Country	ABC I, $ 43.00	(Mc-Guild)	Summit	Don Schwartz
WAZU-F,	102.9,	50 KW @ 492	, AOR	ABC FM, $ 44.00	(Christal)	Osborn (SPRINGFIELD)	Pat Roselello
WCLR-F,	95.7,	50 KW @ 476	, EZ	, $ 22.00	(Regional)	(PIQUA)	Joanna Hill
WFCJ-F,	93.7,	50 KW @ 492	, Religion	, $ 15.00	(——)	(MIAMISBURG)	Clair Miller
WGTZ-F,	92.9,	40 KW @ 551	, CHR	UNIPWR, $ 68.00	(Katz)	Great Trails	Dave Leonard
WHKO-F,	99.1,	50 KW @ 1060	, Country	, $ 71.00	(Durpetti)	Cox	Sam Yacovazzi
WPFB-F,	105.9,	34 KW @ 593	, Country	, $ 20.00	(Roslin)	(MIDDLETOWN)	Doug Braden
WTUE-F,	104.7,	50 KW @ 500	, AOR	, $ 77.00	(Mc-Guild)	Summit	Don Schwartz
WVUD-F,	99.9,	50 KW @ 500	, Soft AC	ABC E, $ 40.00	(Republic)	Univ. of Dayton	Mike McGough
WWSN-F,	107.7,	50 KW @ 420	, AC	, $ 70.00	(Eastman)	Stoner	Bruce Dodge
WYMJ-F,	103.9,	1.2 KW @ 522	, Oldies	, $ 37.00	(Republic)		Alan Grey

DAYTONA BEACH

Arbitron Rank/Pop (12+): 116/311,400
MSA Rank/Pop: 138/349/700
Orlando ADI
Average Person Ratings: 16.0
Market TSL: 22.00 hours

Stations: 19/8
Diaries: 722/431:1/48.4%
Sample Target: 700
% Below Line: 50.7
% Not Listed: 11.2

1989 Revenue: NA
HH Inc.: NA
Retail $: 2.5 Bil
Pop per Station: 38,925
#1 Biller: NA

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WWLV-F	(EZ)	63/12.6	17.9	13.6	13.9	12.0	----	101/1141	652/20.9	25.6	20.4					WWLV-F
2.	WWKA-F	(C)	54/10.8	6.4	9.9	11.2	11.2	----	87/1137	590/18.9	16.2	16.9					WWKA-F
3.	WOCL-F	(O)	37/ 7.4	8.0	7.4	7.4	8.3	----	113/1044	495/15.9	16.7	13.7					WOCL-F
4.	WHTQ-F	(AOR)	36/ 7.2	8.2	6.0	2.7	4.1	----	58/684	432/13.9	14.4	11.3					WHTQ-F
	WGNE-F	(C)	36/ 7.2	2.9	1.0	----	----	----	36/439	439/14.1	7.0	4.0					WGNE-F
6.	WROD	(BB)	32/ 6.4	6.3	3.9	7.0	3.5	----	32/346	346/11.1	12.0	9.2					WROD
7.	WJHM-F	(B)	30/ 6.0	6.8	10.1	9.1	8.7	----	52/676	417/13.4	14.3	14.0					WJHM-F
8.	WJYO-F	(SAC)	26/ 5.2	5.2	5.1	5.3	6.7	----	59/755	351/11.3	11.1	12.3					WJYO-F
	WPUL	(B)	26/ 5.2	1.4	1.4	0.4	0.6	----	26/93	93/ 3.0	3.3	3.8					WPUL
10.	WDIZ-F	(AOR)	25/ 5.0	4.6	4.3	5.7	6.9	----	33/489	381/12.2	11.0	11.8					WDIZ-F
11.	WOMX-F	(CHR)	17/ 3.4	3.0	5.7	6.6	5.1	----	25/491	326/10.5	13.7	15.9					WOMX-F
12.	WNDB	(T)	16/ 3.2	3.2	4.1	4.2	3.1	----	16/224	224/ 7.2	7.4	7.0					WNDB
13.																	
14.																	
15.																	

12+ FM SHARE (METRO): 80.81% (358 of 443) (SPG 89: 84.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F>>	1 WHTQ-F	1 WHTQ-F	1 WOCL-F>	1 WOCL-F>	1 WWLV-F>	1 WWKA-F<	1 WWLV-F	1 WWLV-F	1 WWLV-F	1 WNDB >>
2 WOMX-F	2 WDIZ-F	2 WOCL-F	2 WGNE-F<	2 WWKA-F	2 WWKA-F	2 WWLV-F>	2 WWKA-F>	2 WWKA-F	2 WHTQ-F	2 WWLV-F
3 WHTQ-F>	3 WJHM-F	3 WDIZ-F	3 WJYO-F	WJYO-F	3 WROD >	3 WGNE-F	3 WOCL-F	3 WOCL-F<	3 WJHM-F	3 WHTQ-F<
4	4 WOCL-F	WGNE-F	4 WHTQ-F	WGNE-F	4 WGNE-F<	4 WROD	4 WROD	4 WGNE-F	4 WPUL >	4 WDIZ-F
5	WGNE-F	5 WWKA-F	WDIZ-F	5	5 WOCL-F	5	5 WJYO-F	5 WHTQ-F	5 WOCL-F	5
6	6 WWKA-F	WJYO-F	6 WPUL	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJHM-F	1 WJHM-F>	1 WJHM-F	1 WJYO-F	1 WJYO-F	1 WHTQ-F>	1 WHTQ-F	1 WOCL-F	1 WDIZ-F	1 WOCL-F>
WHTQ-F	2 WHTQ-F	2 WJYO-F>	2 WWKA-F	WPUL	2 WDIZ-F>>	WDIZ-F>	2 WDIZ-F>	2 WOCL-F	2 WDIZ-F
3 WWKA-F	3 WWKA-F	3 WWKA-F	WJHM-F	3 WWKA-F	3 WWKA-F	3 WOCL-F	3 WHTQ-F	WHTQ-F	3 WGNE-F>
WOMX-F	WOMX-F	WSTF-F	WPUL	4 WOCL-F	WPUL	4 WGNE-F	WGNE-F>	4 WGNE-F	4 WHTQ-F
5	5 WJYO-F	WOMX-F	5 WHTQ-F	WWLV-F	WGNE-F>>	5	5 WJHM-F>>	5	5 WWKA-F
6	6	WOCL-F	6	6	6	6	6	6	6
		WHTQ-F							

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		26 (2)	26 (2)	5.9	9.8
AOR/CLASSIC		61 (2)	61 (2)	13.8	11.8
AC/OLDIES/SOFT ROCK		74 (3)	74 (3)	16.7	18.4
MOR/VARIETY	3 (1)		3 (1)	0.7	2.0
COUNTRY		90 (2)	90 (2)	20.3	12.9
BLACK/URBAN	26 (1)	30 (1)	56 (2)	12.6	11.5
BEAUTIFUL/EASY	5 (1)	75 (2)	80 (3)	18.1	19.7
NEWS/TALK	16 (1)		16 (1)	3.6	5.5
NOSTALGIA	35 (2)		35 (2)	7.9	4.9
RELIGION/GOSPEL					0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		2 (1)	2 (1)	0.5	0.9
UNKNOWN/OTHERS					2.2
	85 (6)	358 (13)	443 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WNFI-F	99.9	Palatka	1.8/7.9/ 19/ 427
WSBB	1230	New Smyra Bch	1.0/3.1/ 5/ 95
WXVQ	1490	DeLand	0.6/1.6/ 3/ 51
WDBO	580	Orlando	0.6/1.5/ 10/ 141
WLOQ-F	103.1	Winter Pk/Orlnd	0.4/1.5/ 4/ 75
WSSP-F	104.1	Cocoa Beach	2.4/8.9/ 34/ 591
WSTF-F	101.1	Cocoa Beach	2.2/9.8/ 23/ 486

RADIO STATIONS

WNDB ,	1150,	1 KW (DA-N) ,	Talk	CBS ABC T, $20.00	(Eastman)	Root	Jim Underwood
WPUL ,	1590,	1 KW (DAYS) ,	Black	SMN SBN, $15.00	(---)		Charles Cherry
WROD ,	1340,	1 KW ,	Nostalgia	ABC I UNIULT, $22.00	(K & P)		Anthony Welch
WNFI-F,	99.9,	100 KW @ 1249 ,	CHR	ABC C UNISUP, $56.00	(Katz)	(PALATKA)	Jim Davis
WWLV-F,	94.5,	100 KW @ 1470 ,	EZ/Btfl	, $30.00	(Eastman)	Root	Jim Underwood

Other ranked stations -- See Orlando or Melbourne

DENVER

Arbitron Rank/Pop (12+): 24/1,599,500

MSA Rank/Pop: 27/1,662,400
ADI # 19
Average Person Ratings: 17.2
Market TSL: 22.25 hours

Stations: 31/31
Diaries: 1614/991:1/56.2%
Sample Target: 1560
% Below Line: 0.0
% Not Listed: 10.2

1989 Revenue: $67,000,000
HH Inc.: $32,533
Retail $: 14.5 Bil
Pop per Station: 51,596
#1 Biller: KOA $10,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KYGO-F	(C)	218/ 7.9	6.0	5.8	6.3	6.5	6.5	289/3387	2598/16.2	12.9	13.2		8.9	262	2479	KYGO-F
2. KXKL-AF	(O)	186/ 6.7	5.5	6.3	7.6	7.6	6.5	226/3623	2900/18.1	17.8	19.4		7.3	215	2992	KXKL-AF
3. KRXY-AF	(CHR)	182/ 6.7	7.0	7.5	7.5	7.0	7.2	204/3424	3120/19.5	21.5	18.3		9.9	293	3307	KRXY-AF
4. KBPI-F	(AOR)	174/ 6.3	4.6	3.8	4.0	3.5	4.7	203/2683	2127/13.3	13.5	14.0		6.1	180	2164	KBPI-F
5. KOA	(N/T)	169/ 6.2	7.8	8.4	6.1	6.2	7.1	241/4298	3112/19.5	26.6	19.0		6.0	176	2628	KOA
6. KOSI-F	(EZ)	168/ 6.1	6.5	7.1	5.8	6.3	6.4	204/3087	2504/15.7	14.5	14.3		4.1	121	1717	KOSI-F
7. KBCO-AF	(AOR)	167/ 6.1	6.2	7.3	6.9	8.2	6.6	176/2540	2289/14.3	14.5	15.3		7.8	231	2585	KBCO-AF
8. KQKS-F	(CHR)	165/ 6.0	5.8	5.3	5.1	4.9	5.6	197/3285	2703/16.9	14.7	15.0		6.2	184	2843	KQKS-F
9. KSYY-F	(AC)	114/ 4.2	4.3	4.0	4.0	2.7	4.1	129/2128	1771/11.1	11.8	8.8		2.6	76	1026	KSYY-F
10. KXLT-F	(AC)	113/ 4.1	4.1	5.0	5.3	4.2	4.6	126/2021	1800/11.3	11.7	12.3		6.9	204	2740	KXLT-F
11. KAZY-F	(AOR)	102/ 3.7	4.2	4.7	5.4	6.3	4.5	125/2302	1913/12.0	13.9	14.4		3.8	111	2003	KAZY-F
12. KEZW	(BB)	98/ 3.6	2.6	2.5	2.1	2.4	2.7	101/1062	1008/ 6.3	5.2	4.9		3.0	87	650	KEZW
13. KRFX-F	(CL AOR)	92/ 3.4	4.0	3.7	4.0	4.0	3.8	106/2173	1832/11.5	10.9	12.8		5.1	149	2113	KRFX-F
14. KVOD-F	(CL)	78/ 2.8	3.3	2.6	3.2	3.3	3.0	81/1244	1146/ 7.2	7.2	8.5		2.0	60	847	KVOD-F
15. KHIH-F	(J/NA)	66/ 2.4	2.5	2.3	2.6	2.8	2.5	67/1037	991/ 6.2	7.6	7.1		3.4	99	1083	KHIH-F
16. KHOW	(T)	63/ 2.3	4.2	2.9	3.4	3.2	3.2	88/1402	947/ 5.9	9.5	7.3		2.8	83	886	KHOW
17. KYBG	(T)	52/ 1.9	1.8	2.1	1.4	0.5	1.8	54/842	758/ 4.7	5.0	2.8		0.5	42	625	KYBG
18. KYGO	(C)	50/ 1.8	2.8	1.1	1.1	1.5	1.7	97/1129	748/ 4.7	3.5	3.5		2.4	70	915	KYGO
19. KDHT-F	(AOR)	47/ 1.7	0.9	1.5	0.9	——	1.3	62/868	692/ 4.3	3.4	0.0		1.7	49	473	KDHT-F
20. KLZ	(AOR)	36/ 1.3	1.2	2.5	2.9	2.0	2.0	51/746	443/ 2.8	5.2	5.9		1.5	45	802	KLZ

12+ FM SHARE (METRO): 75.02% (1850 of 2466) (SPG 89: 75.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKS-F	1 KBCO-AF	1 KBCO-AF	1 KBCO-AF	1 KYGO-F	1 KYGO-F	1 KOA	1 KYGO-F	1 KRXY-AF<	1 KBPI-F	1 KBPI-F>>
2 KRXY-AF>>	2 KRXY-AF	2 KXKL-AF<	2 KXKL-AF	2 KXKL-AF<	KOSI-F<	2 KYGO-F	2 KXKL-AF<	2 KYGO-F	2 KQKX-F	2 KHOW
3 KBPI-F	3 KQKS-F<	3 KBPI-F	3 KYGO-F>	3 KBCO-AF>	3 KOA	3 KXKL-AF	3 KOSI-F	3 KQKS-F	3 KOA	3 KYGO-F
4	4 KAZY-F	4 KYGO-F	4 KXLT-F	4 KOSI-F	4 KXKL-AF	4 KRXY-AF	4 KBCO-AF	4 KXKL-F	4 KBCO-AF	KBCO-F
5	5 KYGO-F	5 KRXY-AF	KOSI-F	5 KSYY-F	5 KEZW	5 KBCO-AF<	5 KOA <	5 KBPI-F	5 KXKL-AF	5 KDHT-F<
6	6 KXLT-F<	6 KQKS-F<	6 KSYY-F	6 KXLT-F	6 KSYY-F	6 KBPI-F<	6 KRXY-AF<	6 KBCO-AF	KYGO-F	6 KXKL-F
7	7 KRFX-F	7 KXLT-F	7 KRFX-F	7 KOA	7 KVOD-F	7 KOSI-F<	7 KBPI-F	7	7	KRFX-F
8	8	8 KAZY-F	KBPI-F	8	8	8 KQKS-F<	8	8	8	8
9	9	9	9	9	9	9 KXLT-F	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRXY-AF>	1 KRXY-AF>	1 KBCO-AF	1 KRXY-AF	1 KYGO-F
2 KBPI-F	2 KBCO-AF	2 KYGO-F	2 KYGO-F	2 KXKL-AF
3 KQKS-F>	3 KQKS-F<	3 KXLT-F	3 KXKL-AF<	3 KOSI-F
4 KXLT-F	4 KYGO-F	4 KRXY-AF<	4 KXLT-F	4 KXLT-F<
5 KAZY-F	KXLT-F	5 KRFX-F	5 KBCO-AF<	5 KBCO-AF
6 KBCO-AF	6 KBPI-F	6 KQKS-F	6 KQKS-F	6 KSYY-F
7 KXKL-AF	7 KXKL-AF<	7 KXKL-AF	7 KOSI-F	7 KRXY-AF
KYGO-F	8 KRFX-F	8 KOSI-F<	8 KSYY-F	8
KLZ	9	9 KSYY-F	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBPI-F>	1 KBPI-F>	1 KBCO-AF	1 KBPI-F	1 KBCO-AF
2 KAZY-F>	2 KBCO-AF	2 KBPI-F	2 KBCO-AF	2 KXKL-AF
3 KQKS-F	3 KAZY-F>	3 KHIH-F	3 KXKL-AF	3 KYGO-F
4 KRXY-AF	4 KRXY-AF<	4 KYGO-F	4 KAZY-F	4 KBPI-F
5 KXKL-AF	5 KQKS-F<	5 KRFX-F	5 KYGO-F	5 KOA
6 KRFX-F	6 KRFX-F	6 KRXY-AF	6 KRFX-F<	6 KHIH-F<
7 KLZ	7 KYGO-F	7 KAZY-F<	7 KOA	7 KRFX-F<
8 KBCO-AF	KHIH-F<	8 KXLT-F	8	8 KSYY-F<
9 KOA >	9 KXKL-AF	KOA	9	9 KOSI-F<
10	10	10	10	10 KYBG

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	10 (1)	337 (2)	347 (3)	14.1	13.1
AOR/CLASSIC	47 (2)	585 (6)	632 (8)	25.6	22.4
AC/OLDIES/SOFT ROCK	34 (2)	398 (3)	432 (5)	17.5	21.6
MOR/VARIETY	63 (1)		63 (1)	2.6	3.5
COUNTRY	50 (1)	218 (1)	268 (2)	10.9	11.0
BLACK/URBAN	12 (1)		12 (1)	0.5	1.5
BEAUTIFUL/EASY		168 (1)	168 (1)	6.8	7.0
NEWS/TALK	255 (4)		255 (4)	10.3	9.2
NOSTALGIA	98 (1)		98 (1)	4.0	2.7
RELIGION/GOSPEL	20 (1)		20 (1)	0.8	0.4
SPANISH	27 (2)		27 (2)	1.1	0.3
CLASSICAL		78 (1)	78 (1)	3.2	3.6
JAZZ/NEW AGE		66 (1)	66 (1)	2.7	3.1
UNKNOWN/OTHERS					0.6
	616 (16)	1850 (15)	2466 (31)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDEN	1340	Denver	0.7/3.3/ 18/ 526
KDKO	1510	Littleton/Denve	0.4/1.6/ 12/ 250
KFRR	1i50	Englewood	0.4/1.2/ 10/ 196
KJME	1390	Denver	0.6/0.9/ 19/ 158
KNUS	710	Denver	0.6/2.1/ 19/ 397
KRKS	990	Denver	0.7/2.3/ 20/ 389
KRZN	760	Englewood	0.7/2.4/ 27/ 490
KTCL-F	93.3	Denver	0.5/3.0/ 20/ 665

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW/17 W	HISPANIC		$ 30.00 (Lotus)		James Romero
KDEN, 1340, 1 KW	TALK	ABC C MBS	$ 35.00 (Savalli)		Doug Stevens
KDKO, 1510, 10 KW/1.3 KW(DA-2)	BLACK		$ 37.00 (---)		Jim Walker
KEZW, 1430, 5 KW (DA-N)	NOSTALGIA	SMN	$ 40.00 (Torbet)		Joe Davidman
KHOW, 630, 5 KW (DA-N)	FULL SERVICE	MBS NBC	$ 170.00 (Republic)	Viacom	Steve Keeney
KLTT, 800, 1 KW (DAYS, DA)	RELIGION		$ 18.00 (---)	Mortenson	
KLZ, 560, 5 KW (DA-1)	COUNTRY	SMN UNIPWR	$ 55.00 (McGuild)	Summit	Steve Youlios
KNUS, 710, 5 KW (DA-1)	TALK	ABC D UNIULT	$ 34.00 (---)		Doug Wayland
KOA, 860, 50 KW	NEWS/TALK	ABC E ABC I	$ 150.00 (Eastman)	Jacor	Lee Larson
KQXI, 1550, 10 KW (DA-1)	RELIGION		$ 25.00 (---)	Mid America Gospel	Gene Meegan
KRXY, 1600, 5 KW (DA-N)	SEE KRXY-F				
KRZN, 760, 5 KW/1 KW (DA-1)	OLDIES		$ 37.00 (Christal)	Genesis	Gayle Shaw
KXKL, 1280, 5 KW (DA-2)	SEE KXKL-F				
KYBG, 1090, 50 KW/500 W (DA-2)	SEE KYBG-F				
KYGO, 950, 5 KW (DA-N)	SEE KYGO-F				

FM STATIONS

KAZY, 106.7, 100 KW @ 987	AOR	ABC R	$ 85.00 (McGuild)	Summit	Steve Youlios
KBCO, 97.3, 100 KW @ 1541	AOR		$ 160.00 (MMR)	Noble (BOULDER)	Ray Skibitsky
KBPI, 105.9, 100 KW @ 1470	AOR	SOURCE	$ 90.00 (Banner)	Great American	Clint Sly
KHIH, 94.7, 100 KW @ 984	JAZZ/NAC	SMN	$ 65.00 (HNWH)	Adams (BOULDER)	Ross Allie
KOSI, 101.1, 100 KW @ 1624	EZ	UNISUP	$ 80.00 (Torbet)		Joe Davidman
KQKS, 104.3, 5 KW @ 1430	CHR		$ 72.00 (HNWH)	Western Cities (LONGMOUNT)	Palmer Pyle
KRFX, 103.5, 100 KW @ 1045	OLDIES	CBS	$ 64.00 (Eastman)	Jacor	Don Howe
KRXY, 107.5, 100 KW @ 1198	CHR		$ 84.00 (Katz)	Cap Cities/ABC	Joe Parish
KSYY, 95.7, 100 KW @ 1608	SOFT AC	MBS	$ 67.00 (Republic)	Viacom	Steve Keeney
KTCL, 93.3, 100 KW @ 1330	AOR		$ 44.00 (McGuild)	(FT COLLINS)	Stuart Haskell
KVOD, 99.5, 100 KW @ 282	CLASSICAL	UNISUP	$ 70.00 (Katz)	Henry	Pam Kenny
KXKL, 105.1, 100 KW @ 1169	OLDIES		$ 140.00 (Durpetti)	Shamrock	Marty Loughman
KXLT, 100.3, 100 KW @ 330	AC		$ 86.00 (Christal)	Genesis	Gayle Shaw
KYBG, 92.1, .8 KW @ 616	EZ		$ 30.00 (Banner)	Century (CASTLE ROCK)	Ron Jamison
KYGO, 98.5, 100 KW @ 1821	COUNTRY		$ 107.00 (CBS)	Jeff-Pilot	Bob Call

Miscellaneous Comments: KYBG changes to EZ (Aug)...

DES MOINES

Arbitron Rank/Pop (12+): 114/321,600
MSA Rank/Pop: 122/384,100
ADI # 67
Average Person Ratings: 16.4
Market TSL: 21.50 hours

Stations: 14/14
Diaries: 904/356:1/59.8%
Sample Target: 710
% Below Line: 0.0
% Not Listed: 10.0

1989 Revenue: $12,900,000
HH Inc.: $29,398
Retail $: 3.0 Bil
Pop per Station: 22,971
#1 Biller: WHO $3,200,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KGGO-F	(AOR)	79/14.9	12.9	17.0	14.9	21.5	——	130/1603	837/26.0	23.5	27.8	16.1	85	904	KGGO-F
2. KRNQ-F	(CHR)	73/13.8	12.7	11.2	11.1	10.0	——	139/2033	891/27.7	29.1	28.9	17.3	91	961	KRNQ-F
3. WHO	(MOR)	60/11.3	15.8	11.9	11.1	10.0	——	186/2558	834/25.9	30.6	23.8	11.4	60	744	WHO
4. KJJY-F	(C)	58/11.0	10.9	12.3	8.4	5.4	——	87/1044	647/20.1	21.9	17.7	9.7	51	557	KJJY-F
5. KLYF-F	(SAC)	52/ 9.8	8.4	7.3	8.8	12.4	——	97/1342	692/21.5	20.4	17.1	11.0	58	557	KLYF-F
6. KDWZ-F	(CHR)	31/ 5.9	4.9	3.4	4.8	5.7	——	74/1121	473/14.7	13.7	14.3	8.3	44	539	KDWZ-F
7. KRNT	(BB)	30/ 5.7	7.9	6.0	5.3	6.1	——	39/658	524/16.3	14.0	15.2	4.4	23	380	KRNT
8. KDMG-F	(O)	28/ 5.3	4.7	8.0	6.1	1.1	——	51/860	464/14.4	16.5	17.7	4.0	21	460	KDMG-F
9. KEZT-F	(EZ)	23/ 4.3	4.7	5.2	4.0	4.3	——	48/712	382/11.9	11.3	9.6	2.5	12	304	KEZT-F
10. KIOA	(O)	19/ 3.6	3.9	5.6	8.6	4.6	——	47/745	321/10.0	9.6	17.1	4.6	24	325	KIOA

12+ FM SHARE (METRO): 72.27% (344 of 476) (SPG 89: 70.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRNQ-F>>	1 KGGO-F>>	1 KGGO-F>	1 KLYF-F	1 KLYF-F<	1 WHO >	1 WHO	1 KGGO-F	1 KGGO-F	1 KRNQ-F	1 WHO >>
2 KGGO-F>	2 KRNQ-F>	2 KRNQ-F<	KGGO-F>	2 KGGO-F>	2 KJJY-F	2 KGGO-F	2 KJJY-F	2 KRNQ-F	2 KGGO-F>	2 KRNQ-F
3 KDWZ-F	3 KDWZ-F	3 KLYF-F>	3 KRNQ-F	3 KRNQ-F<	3 KLYF-F<	3 KRNQ-F	3 KRNQ-F	3 KJJY-F	3 WHO	KGGO-F>
4	4 KLYF-F	4 KJJY-F	4 KJJY-F	4 KJJY-F	4 KRNT >	4 KJJY-F	KLYF-F	4 KLYF-F>	4	4 KJJY-F
5	5 KJJY-F	5 KDWZ-F	5 WHO	5 WHO	5 KEZT-F	5 KLYF-F	5 WHO	5 WHO <	5	5 KRNT
6	6	6	6	6	6	6	6	6 KDWZ-F	6	KLYF-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRNQ-F	1 KRNQ-F	1 KGGO-F	1 KRNQ-F<	1 KLYF-F>	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>
2 KGGO-F>	KGGO-F>	2 KLYF-F	2 KLYF-F	2 KRNQ-F	2 KJJY-F	2 KRNQ-F	2 KDWZ-F	2 KJJY-F	2 KLYF-F
3 KDWZ-F>	3 KLYF-F>	3 KRNQ-F>>	3 KGGO-F>>	3 KGGO-F	3 KRNQ-F>	3 KJJY-F	KDMG-F	3 KRNQ-F	3 KJJY-F
4 KLYF-F	4 KDWZ-F>	4 KDMG-F	4 KJJY-F	4 KJJY-F	4 KDWZ-F>>	KDWZ-F>	4 KRNQ-F>	KLYF-F>	4 KRNQ-F
5 KJJY-F	5 KJJY-F	5	KDWZ-F	5 WHO	5	5 KDMG-F	5 KLYF-F	5 KDWZ-F	5 WHO
6 KDMG-F	6		6	KEZT-F		6	KJJY-F>	6	KIOA

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		104 (2)	104 (2)	21.8	15.9
AOR/CLASSIC	4 (1)	79 (1)	83 (2)	17.4	18.5
AC/OLDIES/SOFT ROCK	19 (1)	80 (2)	99 (3)	20.8	22.8
MOR/VARIETY	60 (1)		60 (1)	12.6	19.5
COUNTRY	15 (2)	58 (1)	73 (3)	15.3	16.5
BLACK/URBAN					
BEAUTIFUL/EASY		23 (1)	23 (1)	4.8	5.7
NEWS/TALK					
NOSTALGIA	30 (1)		30 (1)	6.3	
RELIGION/GOSPEL	4 (1)		4 (1)	0.8	1.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	132 (7)	344 (7)	476 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDLS	1310	Perry	1.5/1.3/ 12/ 101
KGGO	1460	Des Moines	0.8/2.5/ 8/ 190
KJJY	1390	Des Moines	1.3/4.4/ 8/ 183
KWKY	1150	Des Moines	0.8/5.5/ 5/ 196

RADIO STATIONS

KIOA, 940,	10 KW/5 KW (DA-2),	OLDIES	ABC E ,	$ 25.00	(Banner)	Midwest		Kipper McGee
KRNT, 1350,	5 KW (DA-N) ,	NOSTALGIA	CBS, UNISUP ,	$ 23.00	(Katz)	Saga		Gary Voss
WHO , 1040,	50 KW ,	FULL SER/TALK	ABC I ,	$ 64.00	(Christal)	Palmer		Chuck Jewell
KDMG-F, 103.3,	100 KW @ 745,	OLDIES	UNIPWR ,	$ 22.00	(Republic)	Valley	(PELLA)	Paul Garvin
KDWZ-F, 93.3,	100 KW @ 1063,	CHR/AOR	,	$ 27.00	(Banner)	Midwest		Kipper McGee
KEZT-F, 104.1,	100 KW @ 1009,	EZ	,	$ 20.00	(Republic)		(AMES)	Sandy Wyborny
KGGO-F, 94.9,	100 KW @ 1066,	AOR	SOURCE ,	$ 57.00	(Eastman)	Stoner		Peter McLane
KJJY-F, 92.5,	41 KW @ 541,	COUNTRY	,	$ 40.00	(McGuild)	Fuller-Jeffrey		Mike McKoy
KLYF-F, 100.3,	100 KW @ 1700,	SOFT AC	,	$ 42.00	(Christal)	Palmer		Chuck Jewell
KRNQ-F, 102.5,	100 KW @ 1248,	CHR	ABC F ,	$ 41.00	(Katz)	Saga		

Miscellaneous Comments: KRNT reclassified as NOSTALGIA...

DETROIT

Arbitron Rank/Pop (12+): 6/3,595,600
MSA Rank/Pop: 5/4,380,700
ADI # 8
Average Person Ratings: 18.8
Market TSL: 24.25 hours

Stations: 35/32
Diaries: 2586/1390:1/57.2%
Sample Target: 2320
% Below Line: 1.3
% Not Listed: 8.8

1989 Revenue: $113,300,000
HH Inc.: $31,289
Retail $: 30.8 Bil
Pop per Station: 112,362
#1 Biller: WJR $21,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WJR	(MOR)	577/ 8.5	7.9	8.3	9.2	9.9	8.5	786/10491	7751/21.6	21.4	24.6		7.6	502	6845	WJR
2. WJLB-F	(B)	455/ 6.7	7.3	7.8	6.4	7.4	7.1	474/5363	4976/13.8	14.3	15.0		9.6	636	6193	WJLB-F
3. WLTI-F	(SAC)	382/ 5.7	4.3	4.7	4.1	3.7	4.7	398/4895	4648/12.9	11.6	11.1		3.5	233	3183	WLTI-F
4. WHYT-F	(CHR)	346/ 5.1	5.9	5.0	4.3	3.8	5.1	374/7238	6558/18.2	16.2	17.0		7.1	473	7377	WHYT-F
5. WKQI-F	(CHR)	325/ 4.8	4.4	4.2	4.2	4.3	4.4	339/6134	5720/15.9	16.6	17.8		3.7	247	3951	WKQI-F
6. WWJ	(N/T)	313/ 4.6	5.8	5.7	3.9	4.5	5.0	334/6974	6475/18.0	18.0	14.9		4.0	266	3860	WWJ
7. WLLZ-F	(AOR)	288/ 4.3	3.9	3.6	3.3	4.1	3.8	310/5096	4514/12.6	12.7	14.2		4.8	320	4561	WLLZ-F
8. WWWW-F	(C)	277/ 4.1	4.9	4.7	3.5	4.3	4.3	302/4194	3790/10.5	11.9	10.2		4.5	300	4040	WWWW-F
9. WJZZ-F	(J/NA)	273/ 4.0	4.0	3.5	3.8	2.5	3.8	287/3569	3324/ 9.2	9.5	7.3		5.0	328	3901	WJZZ-F
10. WXYT	(T)	261/ 3.9	3.5	3.0	3.3	3.7	3.4	268/3023	2899/ 8.1	8.3	8.4		4.1	274	2596	WXYT
11. WJOI-F	(EZ)	256/ 3.8	5.4	4.8	5.0	5.5	4.8	265/3855	3656/10.2	12.0	12.3		2.6	174	1883	WJOI-F
12. WNIC-F	(AC)	248/ 3.7	4.3	3.9	4.1	3.8	4.0	261/4215	3960/11.0	12.8	13.7		4.2	275	3446	WNIC-F
13. WRIF-F	(AOR)	230/ 3.4	3.7	3.0	3.2	3.8	3.3	282/5100	4056/11.3	12.0	13.3		4.1	272	4913	WRIF-F
14. WOMC-F	(O)	217/ 3.2	2.8	2.6	4.1	2.6	3.2	231/4128	3830/10.7	8.8	9.7		2.4	157	2410	WOMC-F
15. WDFX-F	(CHR)	208/ 3.1	3.7	4.2	4.4	4.5	3.8	217/4769	4433/12.3	14.6	14.9		5.2	341	5779	WDFX-F
16. WCSX-F	(CL AOR)	206/ 3.0	3.5	3.6	3.6	3.9	3.4	236/4234	3600/10.0	12.0	11.9		4.7	311	3621	WCSX-F
17. CKLW	(BB)	156/ 2.3	2.3	2.7	3.2	3.2	2.6	208/3741	2907/ 8.1	7.8	6.6		2.8	187	2379	CKLW
18. WQRS-F	(CL)	149/ 2.2	1.5	2.2	1.5	1.8	1.9	163/2490	2243/ 6.2	6.4	5.2		1.4	93	1506	WQRS-F
19. WGPR-F	(B)	143/ 2.1	1.5	1.8	1.4	1.6	1.7	148/2501	2353/ 6.5	6.5	7.1		1.7	110	1842	WGPR-F
20. WKSG-F	(O)	137/ 2.0	1.9	2.0	2.7	2.1	2.2	141/2637	2594/ 7.2	7.1	7.2		2.5	167	2143	WKSG-F
21. WMTG	(B)	106/ 1.6	1.4	1.6	1.9	1.5	1.6	107/1496	1473/ 4.1	3.8	3.8		0.8	53	1157	WMTG
22. WMUZ-F	(REL)	92/ 1.4	0.7	0.8	0.7	0.8	0.9	94/1497	1344/ 3.7	3.2	2.8		0.6	40	869	WMUZ-F
23. CKMR-F	(O)	89/ 1.3	1.4	1.7	2.2	1.9	1.6	105/2454	2017/ 5.6	6.2	5.6		1.1	72	1499	CKMR-F
24. WQBH	(B)	70/ 1.0	1.0	1.1	1.4	1.1	1.1	71/1160	1141/ 3.2	2.9	3.7		0.5	36	495	WQBH
25. WCXI	(C)	66/ 1.0	1.3	1.5	1.2	1.5	1.3	80/1467	1238/ 3.4	4.3	4.3		1.0	66	848	WCXI

12+ FM SHARE (METRO): 72.45% (4463 of 6160) (SPG 89: 70.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F>>	1 WJLB-F	1 WJLB-F	1 WLTI-F<	1 WLTI-F	1 WJR >>	1 WJR >	1 WLTI-F	1 WJLB-F<	1 WJR	1 WJR
2 WJLB-F	2 WLLZ-F	2 WLTI-F<	2 WJLB-F	2 WJLB-F	2 WWJ	2 WWJ	2 WJR	2 WHYT-F<	2 WJLB-F>	2 WJLB-F<
3 WDFX-F>	3 WRIF-F	3 WKQI-F<	3 WKQI-F	3 WKQI-F	3 WLTI-F	3 WJLB-F<	3 WJLB-F	3 WLTI-F	3 WHYT-F	3 WWJ
4 WGPR-F	4 WHYT-F	4 WLLZ-F	4 WJZZ-F<	4 WJZZ-F	4 WJOI-F<	4 WKQI-F	4 WKQI-F<	WJR >	4 WJZZ-F>	4 WJZZ-F>
5	5 WLTI-F	5 WRIF-F<	5 WCSX-F	WJR	5 WXYT	5 WLTI-F	5 WXYT	5 WKQI-F	5 WNIC-F	5 WRIF-F
6	6 WDFX-F<	6 WNIC-F<	6 WLLZ-F<	6 WOMC-F<	WWWW-F	6 WLLZ-F	6 WWWW-F<	6 WLLZ-F<	6 WGPR-F<	6 WLLZ-F
7	7 WKQI-F<	7 WJZZ-F<	7 WOMC-F	7 WLLZ-F	7 WKQI-F	7 WHYT-F<	7 WNIC-F	7 WWWW-F	7 WJOI-F	7 WKQI-F
8	8 WJZZ-F<	8 WCSX-F	8 WNIC-F<	WCSX-F<	8 WOMC-F	8 WXYT	8 WJOI-F	WJZZ-F	8	8 WNIC-F
9	9 WNIC-F	9	9 WJR	9 WWWW-F	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WJLB-F	1 WJLB-F>	1 WJLB-F>	1 WJLB-F	1 WLTI-F
2 WNIC-F	2 WLTI-F	2 WLTI-F>	2 WLTI-F	2 WJLB-F
3 WHYT-F	3 WHYT-F<	3 WKQI-F	3 WKQI-F	3 WKQI-F
4 WDFX-F	4 WNIC-F	4 WHYT-F<	4 WNIC-F	4 WNIC-F
5 WLTI-F	5 WKQI-F	5 WJZZ-F	5 WHYT-F	5 WOMC-F
6 WKQI-F	6 WDFX-F	6 WNIC-F	6 WOMC-F	6 WWWW-F
7 WLLZ-F	7 WRIF-F<	7 WCSX-F	7 WLLZ-F	7 WJR
8 WRIF-F	8 WJZZ-F	8 WRIF-F<	WJZZ-F	8 WJZZ-F<
9	9 WLLZ-F	9 WOMC-F	9	9 WHYT-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLLZ-F>	1 WLLZ-F	1 WRIF-F	1 WLLZ-F	1 WJZZ-F
2 WRIF-F	2 WRIF-F>	2 WLLZ-F>	2 WRIF-F	WJR <
3 WDFX-F	3 WJLB-F	3 WJZZ-F	3 WJZZ-F<	3 WLLZ-F
4 WJLB-F>	4 WCSX-F<	WJLB-F	4 WCSX-F	4 WCSX-F<
5 WHYT-F	5 WJZZ-F	5 WCSX-F>	5 WJLB-F<	5 WRIF-F
6 WKSG-F	WDFX-F	6 WWJ	6 WKQI-F	6 WWJ
WCSX-F	7 WHYT-F	WLTI-F	WJR	WKQI-F<
8 WGPR-F	8	WHYT-F	8 WOMC-F<	8 WWWW-F
9	9	9 WJR	9 WLTI-F<	9
		10 WKQI-F	10 WWJ	

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		918 (4)	918 (4)	14.9	14.9
AOR/CLASSIC		772 (5)	772 (5)	12.5	12.8
AC/OLDIES/SOFT ROCK	33 (1)	1106 (6)	1139 (7)	18.5	17.3
MOR/VARIETY	599 (2)		599 (2)	9.7	10.7
COUNTRY	66 (1)	277 (1)	343 (2)	5.6	6.2
BLACK/URBAN	217 (3)	598 (2)	815 (5)	13.2	12.1
BEAUTIFUL/EASY		256 (1)	256 (1)	4.2	5.9
NEWS/TALK	574 (2)		574 (2)	9.3	8.9
NOSTALGIA	156 (1)		156 (1)	2.5	3.4
RELIGION/GOSPEL	25 (1)	92 (1)	117 (2)	1.9	1.3
SPANISH					
CLASSICAL		149 (1)	149 (1)	2.4	1.9
JAZZ/NEW AGE		273 (1)	273 (1)	4.4	4.1
UNKNOWN/OTHERS	27 (1)	22 (1)	49 (2)	0.8	0.4
	1697 (12)	4463 (23)	6160 (35)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
CIMX-F	88.7	Windsor/Detroit	0.3/2.5/ 23/1023
WCHB	1200	Taylor	0.6/2.2/ 41/ 828
WEXL	1340	Royal Oak	0.4/1.0/ 25/ 355
WHND	560	Monroe/Detroit	0.5/1.4/ 39/ 584
WMKM	1440	Inkster	0.4/1.4/ 30/ 561
WMXD-F	92.3	Detroit	0.5/2.8/ 37/1097
WPHM	1380	Port Huron	0.3/0.6/ 23/ 253
WIOG-F	102.5	Bay City/Flint	0.6/1.8/148/2308
WIOT-F	104.7	Toledo	0.3/1.4/141/2007
WIQB-F	102.9	Ann Arbor	0.4/1.3/ 63/1330

RADIO STATIONS

AM STATIONS

WCXI,	1130,	50 KW/10 KW (DA-2),	COUNTRY	APR,	$ 50.00	(Christal)	Shamrock	Phil Lamka
WCHB,	1440,	1 KW (DA-2)	, GOSPEL	NBN,	$ 30.00	(Torbet)		Wendall Cox
WHND,	560,	500 W (DAYS,DA)	, OLDIES	UNIPWR,	$ N/A	(McGuild)	Greater Media (MONROE)	Tom Bender
WJR ,	760,	50 KW	, FULL SERVICE	ABC I,	$ 260.00	(Katz)	Cap Cities/ABC	Jim Long
WMTG,	1310,	5 KW (DA-2)	, BLACK OLDIES	SMN,	$ N/A	(McGuild)		Joe Barcarella
WQBH,	1400,	1 KW	, BLACK	,	$ 45.00	(Patt)		Martha Jean Steinberg
WWJ ,	950,	5 KW (DA-N)	, NEWS	CBS UNISUP,	$ 155.00	(CBS)	CBS	Rod Zimmerman
WXYT,	1270,	5 KW (DA-N)	, TALK	NBC MBS,	$ 75.00	(Durpetti)		Michael Packer
CKLW,	800,	50 KW (DA-2)	, NOSTALGIA	UNISUP,	$ 70.00	(Banner)	(WINDSOR)	

FM STATIONS

WCSX,	94.7,	13 KW @ 950,	CLASSIC AOR	UNIPWR,	$ 130.00	(McGuild)	Greater Media	Tom Bender
WDFX,	99.5,	21 KW @ 755,	CHR	SOURCE,	$ 100.00	(MMR)	Hoker	Paul Jacobs
WGPR,	107.5,	50 KW @ 375,	BLACK	SBN,	$ 55.00	(Lazar)		George Mathews
WHYT,	96.3,	20 KW @ 786,	CHR	ABC C,	$ 100.00	(Banner)	Cap Cities/ABC	John Cravens
WJLB,	97.9,	50 KW @ 490,	BLACK	,	$ 170.00	(MMR)	Booth	Verna Green
WJOI,	97.1,	12 KW @ 890,	EZ	UNISUP,	$ 104.00	(CBS)	CBS	Rod Zimmerman
WJZZ,	105.9,	20 KW @ 724,	JAZZ	,	$ 80.00	(Torbet)		Ron Wooding
WKQI,	95.5,	100 KW @ 426,	CHR	UNIPWR,	$ 132.00	(HNWH)	Brdcst. Partners	Steve Candullo
WKSG,	102.7,	50 KW @ 500,	OLDIES	UNISUP,	$ 80.00	(Durpetti)	Ragan Henry	Al Winston
WLLZ,	98.7,	50 KW @ 480,	AOR	MBS NBC,	$ 160.00	(Group W)	Westinghouse	Kevin Smith
WLTI,	93.1,	26 KW @ 668,	SOFT AC	,	$ 90.00	(Christal)	Viacom	Terry Wood
WMUZ,	103.5,	50 KW @ 465,	RELIGION	,	$ 40.00	(---)	Crawford	Frank Franciosi
WMXD,	92.3,	21 KW @ 700,	AC/URBAN	,	$ 70.00	(Durpetti)		Chris Fritz
WNIC,	100.3,	32 KW @ 600,	AC	,	$ 168.00	(McGuild)	Fairmont	Joe Bacarella
WOMC,	104.3,	190 KW @ 360,	OLDIES	UNIULT,	$ 140.00	(Republic)	Infinity	Elaine Baker
WQRS,	105.1,	20 KW @ 784,	CLASSICAL	,	$ 80.00	(CMBS)	Marlin	
WRIF,	101.1,	27 KW @ 880,	AOR	ABC R,	$ 110.00	(Republic)	Great American	Bob Schutt
WWWW,	106.7,	61 KW @ 510,	COUNTRY	APR UNIULT,	$ 150.00	(Christal)	Shamrock	Phil Lamka
CKMR,	93.9,	100 KW @ 655,	OLDIES	,	$ 65.00	(Banner)		

DULUTH

Arbitron Rank/Pop (12+): 205/127,000

MSA Rank/Pop: 182/238,100
ADI # 125
Average Person Ratings: 18.3
Market TSL: 23.75 hours

Stations: 11/10
Diaries: 712/178:1/66.0%
Sample Target: 550
% Below Line: 0.4
% Not Listed: 16.8

1989 Revenue: $6,500,000
HH Inc.: $27,630
Retail $: 1.77 Bil
Pop per Station: 12,700
#1 Biller: NA

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KZIO-F	(CHR)	34/14.7	----	9.7	----	8.3	----	57/608	423/33.3		22.5		19.4	51	524	KZIO-F
2.	WAVC-F	(C)	28/12.1	----	4.3	----	5.5	----	44/509	288/22.7		13.8		9.9	26	382	WAVC-F
	KDAL	(MOR)	28/12.1	----	8.7	----	11.0	----	40/527	342/26.9		20.1		8.4	22	378	KDAL
4.	KDAL-F	(SAC)	23/ 9.9	----	6.4	----	7.7	----	27/390	306/24.1		17.2		10.3	27	340	KDAL-F
5.	KQDS-F	(AOR)	19/ 8.2	----	7.4	----	9.6	----	37/530	264/19.8		18.2		15.6	41	429	KQDS-F
6.	WAKX-F	(O)	17/ 7.3	----	9.0	----	5.0	----	29/487	258/20.3		19.5		9.1	24	276	WAKX-F
7.	KXTP	(BB)	15/ 6.5	----	3.3	----	3.9	----	16/214	186/14.6		9.6		3.0	8	101	KXTP
8.	WDSM	(C)	12/ 5.2	----	4.1	----	6.1	----	15/300	199/15.7		10.2		4.2	11	197	WDSM
9.	WWJC	(REL)	8/ 3.4	----	1.0	----	0.6	----	21/191	62/ 4.9		3.0		0.8	2	65	WWJC
	WEBC	(T)	8/ 3.4	----	2.6	----	4.4	----	15/264	172/13.5		13.2		3.4	9	260	WEBC

12+ FM SHARE (METRO): 62.69% (121 of 193) (SPG 89: 61.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZIO-F>>	1 KZIO-F>	1 KZIO-F	1 KDAL-F<	1 WAVC-F	1 KDAL	1 KDAL	1 KZIO-F	1 KZIO-F	1 KZIO-F>	1 WDSM
2	2 KQDS-F	2 KDAL-F	2 KZIO-F	KDAL-F	2 WAVC-F>	2 KZIO-F>	KDAL-F	2 WAVC-F	2 KQDS-F	2 WEBC
3	3 WAKX-F	3 KQDS-F	3 WAVC-F	3 KZIO-F	3 KXTP	3 KDAL-F<	3 WAVC-F<	3 KDAL-F<	KDAL	KZIO-F
4	4 KDAL-F	4 WAKX-F	4 WAKX-F	4 WAKX-F	4 WDSM	4 WAVC-F	4 KDAL	4 KQDS-F	4 WEBC	4
5	5	5 WAVC-F	5	5 KDAL	KDAL-F	5	5	5	WAVC-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZIO-F>>	1 KZIO-F>>	1 KZIO-F>>	1 KZIO-F	1 KZIO-F	1 KQDS-F>>	1 KQDS-F>	1 WAKX-F	1 KQDS-F>	1 WAVC-F
2 WAKX-F	2 KDAL-F	2 KDAL-F	2 KDAL-F>	KDAL-F	2 KZIO-F>>	2 KZIO-F	2 KZIO-F	2 KZIO-F	2 WAKX-F
KQDS-F	3 WAKX-F>>	3 WAKX-F>	3 WAVC-F	3 WAVC-F>	3	3 WAKX-F>	KQDS-F>	3 WAKX-F	KQDS-F
KDAL-F	4	4 WAVC-F>>	WAKX-F	4 WAKX-F	4	4 WAVC-F	4 WAVC-F	4 WAVC-F	KDAL-F>
5	5	5	5	KDAL	5	KDAL-F	KDAL-F>	KDAL-F	5 KZIO-F
									KDAL

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		34 (1)	34 (1)	17.6	21.6
AOR/CLASSIC		19 (1)	19 (1)	9.8	8.7
AC/OLDIES/SOFT ROCK		40 (2)	40 (2)	20.7	21.9
MOR/VARIETY	28 (1)		28 (1)	14.5	15.6
COUNTRY	13 (2)	28 (1)	41 (3)	21.2	23.4
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK	8 (1)		8 (1)	4.1	
NOSTALGIA	15 (1)		15 (1)	7.8	7.5
RELIGION/GOSPEL	8 (1)		8 (1)	4.1	1.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	72 (6)	121 (5)	193 (11)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WKKQ	650	Hibbing	0.4/1.4/ 45/ 409

RADIO STATIONS

KDAL ,	610,	5 KW (DA-N) ,	MOR/Full Service	CBS,	$24.00	(Katz)	Shockley	John Snee
KXTP ,	970,	1 KW ,	Nostalgia	ABC D UNISUP,	$13.00	(K & P)		Lew Latto
WDSM ,	710,	10 KW/5 KW (DA-N),	Country	NBC,	$16.00	(Torbet)		Ken Buehler
WEBC ,	560,	5 KW (DA-N) ,	Talk	ABC E UNISUP,	$14.00	(Mc-Guild)	Brill	Bob Christy
WWJC ,	850,	10 KW (DAYS) ,	Religion	,	$ 8.00	(——)		Ted Elm
KDAL-F,	95.7,	100 KW @ 833 ,	Soft AC	,	$27.00	(Katz)	Shockley	John Snee
KQDS-F,	94.9,	100 KW @ 730 ,	AOR	,	$21.00	(HNWH)		Steve Grazier
KZIO-F,	102.5,	100 KW @ 600 ,	CHR	ABC C,	$26.00	(Torbet)		Ken Buehler
WAKX-F,	98.9,	100 KW @ 600 ,	Oldies/AC	,	$19.00	(K & P)		Richard Caya
WAVC-F,	105.1,	100 KW @ 790 ,	Country	UNIULT,	$25.00	(Mc-Guild)	Brill	Bob Christy

Misc Comments: St. Louis North county has now been deleted from this Arbitron Metro . . . This has worked to exclude about 5 stations from the rating book and has cleaned this market up . . . Because of the change, share comparisons with previous rating periods are misleading. . .

EL PASO

Arbitron Rank/Pop (12+): 79/454,000
MSA Rank/Pop: 88/569,700
ADI # 103
Average Person Ratings: 19.1
Market TSL: 25.00 hours

Stations: 25/16
Diaries: 895/507:1/56.8%
Sample Target: 840
% Below Line: 5.8
% Not Listed: 8.2

1989 Revenue: $13,200,000
HH Inc.: $21,657
Retail $: 2.6 Bil
Pop per Station: 28,375
#1 Biller: KHEY-AF $3,400,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KPRR-F	(CHR)	127/14.6	13.3	13.0	13.3	14.4	13.6	140/1657	1525/33.6	28.5	28.3	18.8	164	1471	KPRR-F
2. KHEY-F	(C)	103/11.9	10.5	12.5	11.0	11.6	11.5	110/1113	977/21.5	24.8	23.3	13.6	119	1121	KHEY-F
3. KLAQ-F	(AOR)	81/ 9.3	10.9	12.6	11.6	9.9	11.1	117/1438	1046/23.0	25.5	23.1	13.5	118	1095	KLAQ-F
4. KBNA-AF	(SP)	56/ 6.5	6.8	6.0	6.8	6.9	6.5	57/732	687/15.1	15.1	16.5	5.2	45	472	KBNA-AF
5. KOFX-F	(AC)	55/ 6.3	6.5	7.0	3.7	6.8	5.9	66/916	807/17.8	14.6	12.7	6.4	56	602	KOFX-F
6. KAMA	(SP)	54/ 6.2	5.1	6.5	5.9	4.8	5.9	59/645	587/12.9	11.7	9.5	3.8	33	665	KAMA
7. KLTO-F	(AC)	48/ 5.5	5.5	3.0	2.8	5.1	4.2	51/839	784/17.3	10.1	16.6	3.0	26	403	KLTO-F
KEZB-F	(CHR)	48/ 5.5	5.4	3.6	6.2	4.6	5.2	53/985	897/19.8	16.7	22.0	5.0	44	754	KEZB-F
9. KTSM-F	(EZ)	46/ 5.3	5.8	6.1	8.1	8.3	6.3	63/948	704/15.5	14.1	17.0	6.9	60	607	KTSM-F
10. KAMZ-F	(AC)	44/ 5.1	4.2	3.5	4.3	4.7	4.3	47/827	793/17.5	12.3	18.0	4.2	37	640	KAMZ-F
11. KROD	(O)	24/ 2.8	2.5	3.5	2.9	1.9	2.9	34/496	393/ 8.7	10.2	7.5	1.6	14	342	KROD
12. KTSM	(N/T)	22/ 2.5	3.2	3.6	3.0	2.4	3.1	24/344	313/ 6.9	8.5	7.4	3.3	29	370	KTSM
13. KHEY	(C)	18/ 2.1	3.0	4.4	2.6	2.9	3.0	18/445	381/ 8.4	11.1	9.9	2.6	23	360	KHEY

12+ FM SHARE (METRO): 77.94% (622 of 798) (SPG 89: 81.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRR-F	1 KLAQ-F<	1 KHEY-F	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>	1 KPRR-F	1 KHEY-F	1 KPRR-F	1 KPRR-F>>	1 KTSM-F
2	2 KPRR-F	2 KPRR-F	2 KOFX-F	2 KOFX-F	2 KTSM-F	2 KHEY-F	2 KPRR-F	2 KHEY-F	2 KLAQ-F<	KPRR-F<
3	3 KHEY-F>	3 KLAQ-F	3 KLAQ-F	3 KLAQ-F	3 KBNA-AF	3 KAMA	3 KLAQ-F	3 KLAQ-F>	3 KAMZ-F	3 KLAQ-F
4	4 KOFX-F	4 KOFX-F	4 KPRR-F	4 KPRR-F	4 KAMA >	4 KLAQ-F	4 KOFX-F	4 KEZB-F<	4 KHEY-F	KHEY-F>
5	5 KLTO-F	5 KLTO-F	5 KBNA-AF<	5 KAMA <	5 KOFX-F	5 KOFX-F	5 KAMA <	5 KBNA-AF	5 KTSM-F	5 KOFX-F
6	6	KEZB-F	6 KEZB-F	6 KBNA-AF	6	6	6 KLTO-F	KOFX-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPRR-F	1 KHEY-F	1 KHEY-F	1 KHEY-F	1 KHEY-F	1 KPRR-F	1 KLAQ-F>	1 KLAQ-F>	1 KLAQ-F	1 KHEY-F<
2 KHEY-F>	2 KPRR-F>	2 KPRR-F	2 KPRR-F>	2 KAMA	2 KLAQ-F>>	2 KPRR-F>	2 KOFX-F	2 KPRR-F<	2 KLAQ-F<
3 KLAQ-F	3 KLAQ-F	3 KAMA	3 KAMA	3 KPRR-F	3 KHEY-F	3 KOFX-F<	3 KHEY-F	3 KHEY-F	3 KOFX-F>
4 KLTO-F>	4 KAMA	4 KLAQ-F	4 KEZB-F	4 KEZB-F	4 KOFX-F	4 KHEY-F	4 KLTO-F	4 KOFX-F>	4 KLTO-F
5 KBNA-AF	5 KLTO-F	5 KEZB-F	5 KLAQ-F<	5 KBNA-AF	5 KEZB-F>	5	KAMZ-F	5 KLTO-F	5 KROD
6 KEZB-F	KEZB-F	6 KOFX-F	6 KBNA-AF	6 KOFX-F	6 KLTO-F>	6	6 KBNA-AF	KAMZ-F	6
KAMA >	7	KAMZ-F>	KLTO-F	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		175 (2)	175 (2)	21.9	21.0
AOR/CLASSIC		81 (1)	81 (1)	10.2	10.9
AC/OLDIES/SOFT ROCK	24 (1)	147 (3)	171 (4)	21.4	20.4
MOR/VARIETY					
COUNTRY	18 (1)	103 (1)	121 (2)	15.2	16.0
BLACK/URBAN					
BEAUTIFUL/EASY		46 (1)	46 (1)	5.8	9.2
NEWS/TALK	22 (1)		22 (1)	2.8	2.7
NOSTALGIA					
RELIGION/GOSPEL	11 (1)		11 (1)	1.4	3.2
SPANISH	101 (7)	70 (6)	171 (13)	21.4	16.6
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	176 (11)	622 (14)	798 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KELP	1590	El Paso	1.3/2.8/ 11/ 128
KEZB	1150	El Paso	1.3/4.1/ 11/ 186
XCJC	1490	Ciudad Juarez	0.9/1.5/ 8/ 70
XEJ	970	Ciudad Juarez	0.7/3.2/ 8/ 162
XEPZ	1190	Ciudad Juarez	0.8/2.1/ 7/ 95
XHH -F	100.7	Ciudad Juarez	0.5/1.5/ 4/ 69
XHIM-F	105.1	Ciudad Juarez	0.7/2.4/ 6/ 108
XHNZ-F	107.5	Ciudad Juarez	0.8/3.5/ 7/ 160
XHPX-F	98.3	Ciudad Juarez	0.5/1.8/ 4/ 81
XHTO-F	104.3	Ciudad Juarez	0.3/1.3/ 3/ 58
XROK	800	Ciudad Juarez	0.6/2.8/ 5/ 147

RADIO STATIONS

KAMA,	750,	10 KW/1 KW (DA-2),	HISPANIC		, $ 28.00 (Caballero)	Pinnacle	Buddy Howell
KBNA,	920,	1 KW/500 W (DA-N),	SEE KBNA-F				
KHEY,	690,	10 KW (DA-2)	, COUNTRY	ABC I	, $ SEE FM (Katz)	Ragan Henry	Bob Burton
KROD,	600,	5 KW (DA-2)	, OLDIES	ABC E	, $ 17.00 (HNWH)		Charlie Cohn
KTSM,	1380,	5 KW/500 W	, TALK/NEWS	TALKNT, CBS	, $ 19.00 (HNWH)		Karl Wyler
KAMZ-F,	93.1,	30 KW @ 1189,	AC		, $ 32.00 (Eastman)	Pinnacle	Buddy Howell
KBNA-F,	97.5,	100 KW @ 1088,	HISPANIC		, $ 35.00 (Katz Hisp)	Tichenor	Dan Wilson
KEZB-F,	93.9,	100 KW @ 1207,	CHR	ABC F	, $ 30.00 (Christal)		Bob Proud
KHEY-F,	96.3,	100 KW @ 1388,	COUNTRY		, $ 65.00 (Katz)	Ragan Henry	Rob Burton
KLAQ-F,	95.5,	100 KW @ 1388,	AOR	ABC R	, $ 40.00 (HNWH)		Brad DuBow
KLTO-F,	94.7,	61 KW @ 981,	AC		, $ 27.00 (Republic)		Jim Ray
KOFX-F,	92.3,	100 KW @ 1860,	OLDIES	UNIPWR	, $ 30.00 (McGuild)		Les Roberson
KPRR-F,	102.1,	100 KW @ 1190,	CHR		, $ 39.00 (McGuild)		Dick Lewis
KTSM-F,	99.9,	100 KW @ 1820,	EZ	NBC, CBS,	$ 27.00 (HNWH)		Karl Wyler

ERIE

Arbitron Rank/Pop (12+): 142/231,700

MSA Rank/Pop: 159/279,900
ADI # 139
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 12/10
Diaries: 667/347:1/60.1%
Sample Target: 610
% Below Line: 2.3
% Not Listed: 13.7

1989 Revenue: $5,900,000
HH Inc.: $28,598
Retail $: 1.7 Bil
Pop per Station: 23,170
#1 Biller: WXKC $1,800,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WJET-F	(CHR)	78/19.8	19.4	24.5	23.8	24.1	——	92/1021	879/37.9	38.9	41.1		20.9	80	1010	WJET-F
2. WXKC-F	(AC)	61/15.5	13.7	13.5	17.3	17.2	——	65/847	654/28.2	30.9	29.6		11.5	44	691	WXKC-F
3. WRKT-F	(AOR)	58/14.7	14.2	——	——	1.5	——	60/587	558/24.1	25.3	0.0		20.2	77	757	WRKT-F
4. WCCK-F	(CHR)	39/ 9.9	8.9	11.5	14.8	14.2	——	57/866	579/25.0	25.8	29.8		10.7	41	684	WCCK-F
5. WEYZ	(BB)	34/ 8.6	8.6	10.4	7.7	9.0	——	35/382	356/15.4	13.5	17.7		8.1	31	336	WEYZ
6. WXTA-F	(C)	21/ 5.3	2.4	0.5	——	——	——	21/261	261/11.3	5.4	1.9		2.6	10	161	WXTA-F
7. WZPR-F	(C)	13/ 3.3	3.8	6.0	5.8	3.5	——	55/627	186/ 8.0	8.4	9.7		3.1	12	114	WZPR-F
8. WRIE	(O)	11/ 2.8	2.7	5.8	2.7	5.5	——	11/228	221/ 9.5	9.4	16.9		3.1	12	266	WRIE
WLKK	(C)	11/ 2.8	2.2	4.4	3.5	3.2	——	11/245	236/10.2	8.1	9.2		2.9	11	185	WLKK
10. WREO-F	(EZ)	7/ 1.8	3.5	4.7	7.4	6.1	——	21/284	132/ 5.7	11.6	11.1		1.8	7	122	WREO-F
11. WCTL-F	(REL)	5/ 1.3	3.2	2.2	1.1	1.7	——	6/150	100/ 4.3	3.7	4.5		1.3	5	113	WCTL-F
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 82.94% (282 of 340) (SPG 89: 75.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJET-F>>	1 WRKT-F	1 WRKT-F<	1 WXKC-F	1 WXKC-F	1 WEYZ	1 WJET-F>	1 WXKC-F<	1 WJET-F	1 WJET-F	1 WJET-F>
2	2 WJET-F	2 WXKC-F<	2 WRKT-F	2 WRKT-F	2 WXKC-F>	2 WXKC-F>	2 WJET-F	2 WRKT-F	2 WRKT-F>	2 WXKC-F
3	3 WXKC-F	3 WJET-F>	3 WJET-F	3 WJET-F<	3 WJET-F	3 WRKT-F	3 WRKT-F	3 WXKC-F	3 WXKC-F>	3 WRKT-F
4	4 WCCK-F	4 WCCK-F	4 WCCK-F	4 WCCK-F	4 WXTA-F	4 WCCK-F<	4 WCCK-F	4 WCCK-F	4 WCCK-F	WCCK-F
5	5	5	5	5	5	5 WEYZ	5 WEYZ	5 WEYZ	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJET-F>>	1 WJET-F>	1 WJET-F	1 WXKC-F	1 WXKC-F	1 WRKT-F>	1 WRKT-F>>	1 WRKT-F>>	1 WRKT-F>>	1 WRKT-F>
2 WXKC-F	2 WXKC-F	2 WXKC-F	WJET-F>	2 WJET-F	2 WJET-F	2 WCCK-F	2 WCCK-F	2 WXKC-F	2 WXKC-F
WRKT-F>>	3 WRKT-F>	WCCK-F	3 WRKT-F	3 WCCK-F>	3 WCCK-F>	3 WXKC-F	3 WXKC-F>	3 WJET-F	3 WCCK-F
4	4 WCCK-F	4 WRKT-F	4 WCCK-F	4 WRKT-F	4 WXKC-F>>	WJET-F	4 WJET-F>	4 WCCK-F	4 WJET-F
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		117 (2)	117 (2)	34.4	29.3
AOR/CLASSIC		58 (1)	58 (1)	17.1	13.8
AC/OLDIES/SOFT ROCK	11 (1)	61 (1)	72 (2)	21.2	23.7
MOR/VARIETY	2 (1)		2 (1)	0.6	
COUNTRY	11 (1)	34 (2)	45 (3)	13.2	12.5
BLACK/URBAN					
BEAUTIFUL/EASY		7 (1)	7 (1)	2.1	5.6
NEWS/TALK					
NOSTALGIA	34 (1)		34 (1)	10.0	12.5
RELIGION/GOSPEL		5 (1)	5 (1)	1.5	2.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	58 (4)	282 (8)	340 (12)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WJR	760	Detroit	0.5/1.6/ 7/ 100

RADIO STATIONS

WEYZ ,	1450, 5 KW (DA-2) ,	Nostalgia	ABC I UNISUP, $16.00	(Katz)	Burbach	Bob Mallery
WLKK ,	1400, 1 KW ,	Country	SMN, $10.00	(Roslin)		Tim DeCapua
WRIE ,	1260, 5 KW (DA-2) ,	Oldies	SMN, $12.00	(Christal)		Don Kelly
WCCK-F,	103.7, 50 KW @ 500 ,	CHR	ABC D, $26.00	(Katz)	Burbach	Bob mallery
WCTL-F,	106.3, 3 KW @ 300 ,	Religion	, $ 6.00	(——)	(UNION CITY)	Bill Baker
WJET-F,	102.3, .5 KW @ 670 ,	CHR	, $32.00	(Banner)	Myron Jones	John Kenzius
WRKT-F,	100.9, 3 KW @ 262 ,	AOR	, $25.00	(——)	(NORTH EAST)	Amy Randolph
WXKC-F,	99.9, 50 KW @ 500 ,	AC	UNISUP, $39.00	(Christal)		Don Kelly
WXTA-F,	97.9, 6 KW @ 500 ,	Country	UNIULT, $17.00	(Torbet)	(EDINBORO)	Bob Winters
WZPR-F,	100.3, 20 KW @ 588 ,	Country	ABC E, $16.00	(——)	(MEADVILLE)	Gary Gunion
WREO-F,	97.1, 50 KW @ 500 ,	EZ	APR, $14.00	(——)	(ASHTABULA, OH)	Tina Mangine

EUGENE

Arbitron Rank/Pop (12+): 146/221,200

MSA Rank/Pop: 165/267,200
ADI # 121
Average Person Ratings: 14.6
Market TSL: 20.00 hours

Stations: 15/14
Diaries: 613/361:1/53.1%
Sample Target: 620
% Below Line: 1.2
% Not Listed: 18.3

1989 Revenue: $6,700,000
HH Inc.: $22,628
Retail $: 1.6 Bil
Pop per Station: 15,800
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KUGN-F	(C)	46/14.3	14.0	16.6	8.4	13.8	——	51/489	413/18.7	22.2	22.5		10.5	34	390	KUGN-F
2. KZEL-F	(AOR)	32/ 9.9	6.1	7.3	9.6	8.9	——	37/615	450/20.3	19.7	20.3		7.7	25	539	KZEL-F
KSND-F	(CHR)	32/ 9.9	10.0	9.0	11.1	12.1	——	33/576	488/22.1	25.8	23.9		16.0	52	560	KSND-F
4. KLCX-F	(AOR)	28/ 8.7	8.2	6.4	3.0	4.9	——	48/656	321/14.5	16.0	11.5		8.9	29	335	KLCX-F
5. KMGE-F	(AC)	27/ 8.4	9.1	8.5	7.5	8.2	——	34/484	383/17.3	18.2	20.4		10.5	34	408	KMGE-F
6. KUGN	(MOR)	26/ 8.1	7.9	8.5	9.9	9.5	——	28/417	369/16.7	17.7	20.8		9.2	30	440	KUGN
7. KPNW-F	(SAC)	21/ 6.5	7.9	7.0	8.4	9.5	——	35/634	375/17.0	14.6	14.4		7.4	24	315	KPNW-F
8. KPNW	(MOR)	14/ 4.3	6.1	4.7	5.7	5.6	——	17/430	268/12.1	17.5	11.6		4.0	13	282	KPNW
9. KDUK	(BB)	13/ 4.0	3.6	2.9	3.0	2.6	——	13/232	214/ 9.7	5.9	6.7		2.8	9	165	KDUK
10. KEED	(C)	6/ 1.9	2.7	0.6	1.8	2.6	——	8/137	104/ 4.7	6.9	5.2		1.5	5	114	KEED

12+ FM SHARE (METRO): 73.00% (192 of 263) (SPG 89: 74.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSND-F	1 KZEL-F	1 KZEL-F	1 KZEL-F	1 KUGN-F	1 KUGN-F>	1 KUGN-F<	1 KUGN-F>	1 KUGN-F	1 KSND-F>	1 KMGE-F>
2	2 KLCX-F	2 KUGN-F	2 KUGN-F	2 KZEL-F	2 KUGN >	2 KUGN >	2 KLCX-F	2 KZEL-F	2 KUGN	2 KUGN
3	3 KMGE-F	KLCX-F	KMGE-F>	3 KMGE-F>	3 KPNW-F	3 KSND-F	3 KZEL-F	3 KLCX-F	KZEL-F	3 KZEL-F>
4	4 KSND-F>	4 KMGE-F	4 KPNW-F	4 KPNW-F	4 KPNW	4 KMGE-F	4 KPNW-F	4 KSND-F	4 KUGN-F	4 KUGN-F
5	5 KUGN-F	5 KSND-F	5	5 KUGN	KDUK	5 KZEL-F	5 KMGE-F	5 KMGE-F	5 KPNW-F	5
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSND-F>>	1 KMGE-F	1 KMGE-F>>	1 KMGE-F	1 KMGE-F	1 KLCX-F>>	1 KLCX-F	1 KZEL-F>>	1 KZEL-F	1 KZEL-F
2 KUGN-F	2 KSND-F>	2 KZEL-F>	2 KUGN-F	2 KUGN-F	2 KZEL-F>>	2 KZEL-F	2 KLCX-F>	KLCX-F>	2 KUGN-F>
3 KZEL-F	3 KZEL-F	3 KUGN-F	KSND-F>	3 KPNW-F>	3 KUGN-F	3	3 KSND-F	3 KUGN-F>	3 KLCX-F
KMGE-F	4 KUGN-F>	KPNW-F>	4 KPNW-F	4 KUGN	KSND-F>>	4	KMGE-F	4 KMGE-F	4 KPNW
KLCX-F>>	5 KPNW-F	5 KSND-F>	5 KZEL-F	5 KZEL-F	5	5	5 KUGN-F>	5 KSND-F	KMGE-F
6	6	6 KUGN >>	6	6		6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		32 (1)	32 (1)	12.2	12.5
AOR/CLASSIC		60 (2)	60 (2)	22.8	17.8
AC/OLDIES/SOFT ROCK	8 (2)	50 (3)	58 (5)	22.1	23.5
MOR/VARIETY	40 (2)		40 (2)	15.2	17.0
COUNTRY	6 (1)	46 (1)	52 (2)	19.8	23.9
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA	13 (1)		13 (1)	4.9	3.8
RELIGION/GOSPEL	4 (1)	4 (1)	8 (2)	3.0	1.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	71 (7)	192 (8)	263 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KKXO	1450	Eugene	1.2/5.1/ 5/ 126
KNND	1400	Cottage Grov	1.2/1.5/ 4/ 34
KORE	1050	Springfld/Eug.	1.2/3.7/ 4/ 82
KZAM-F	95.3	Creswell/Eug.	0.6/3.6/ 2/ 80
KHPE-F	107.9	Albany	1.2/2.1/ 8/ 130

RADIO STATIONS

KDUK, 1280, 5 KW/1 KW (DA-N)	, NOSTALGIA		, $ 13.00 (McGuild)	Pacific Telecom	J. Lorenzon
KEED, 1600, 5 KW/1 KW (DA-N)	, COUNTRY		, $ 10.00 (MMR)	Comm. Pacific	Mike Groshong
KKXO, 1450, 1 KW	, OLDIES	UNISUP,UNIULT	, $ 11.00 (Eastman)		Bob Oxarart
KPNW, 1120, 50 KW (DA-1)	, MOR/AC	ABC I	, $ 17.00 (Katz)	Pacific NW	Dave Woodward
KUGN, 590, 5 KW/1 KW (DA-N)	, MOR/FULL SER.		, $ 27.00 (Torbet)		Chuck Chackel
KLCX-F, 104.7, 62 KW @ 2326	, AOR		, $ 24.00(McGuild)	Pacific Telecom	J. Lorenzon
KMGE-F, 94.5, 100 KW @ 1299	, AC		, $ 28.00 (Eastman)		Bob Oxarart
KPNW-F, 99.1, 100 KW @ 1620	, SOFT AC		, $ 26.00 (Katz)	Pacific NW	Dave Woodward
KSND-F, 93.1, 100 KW @ 984	, CHR		, $ 32.00 (MMR)	Comm. Pacific	Mike Groshong
KUGN-F, 97.9, 100 KW @ 785	, COUNTRY	MBS, UNISUP	, $ 39.00 (Torbet)		Chuck Chackel
KZAM-F, 95.3, 1.6 KW @ 400	, OLDIES	SMN, UNISUP	, $ 13.00 (Eastman)	(CRESWELL)	Steve Sandman
KZEL-F, 96.1, 43 KW @ 870	, AOR	NBC, SOURCE	, $ 27.00 (Christal)		Dan Gittings

EVANSVILLE

Arbitron Rank/Pop (12+): 140/234,900

MSA Rank/Pop: 158/282,700
ADI # 93
Average Person Ratings: 17.4
Market TSL: 22.75 hours

Stations: 13/10
Diaries: 785/299:1/58.1%
Sample Target: 630
% Below Line: 5.9
% Not Listed: 8.6

1989 Revenue: $10,500,000
HH Inc.: $27,360
Retail $: 2.2 Bil
Pop per Station: 23,490
#1 Biller: WIKY-AF $2,600,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WSTO-F	(CHR)	75/18.4	----	22.1	----	19.9	----	175/2027	918/39.1		40.0					WSTO-F
2.	WIKY-F	(MOR)	70/17.2	----	19.3	----	24.8	----	82/939	692/29.5		37.6					WIKY-F
3.	WYNG-F	(C)	55/13.5	----	16.2	----	14.5	----	71/685	471/20.1		26.4					WYNG-F
4.	WKDQ-F	(AC)	52/12.7	----	11.9	----	13.7	----	110/1260	610/26.0		26.8					WKDQ-F
5.	WWOK	(BB)	32/ 7.8	----	1.2	----	1.6	----	36/365	300/12.8		3.7					WWOK
6.	WRBT-F	(AC)	21/ 5.1	----	----	----	----	----	38/538	304/12.9		0.0					WRBT-F
7.	WGBF-F	(AOR)	18/ 4.4	----	6.2	----	7.2	----	29/380	257/10.9		12.2					WGBF-F
8.	WBKR-F	(C)	17/ 4.2	----	6.0	----	6.7	----	0/1157	300/12.8		16.3					WBKR-F
9.	WIKY	(MOR)	14/ 3.4	----	2.4	----	2.1	----	14/232	213/ 9.1		7.0					WIKY
10.																	

12+ FM SHARE (METRO): 84.45% (315 of 373) (SPG 89: 91.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSTO-F	1 WSTO-F>>	1 WSTO-F	1 WSTO-F	1 WSTO-F	1 WIKY-F>	1 WIKY-F	1 WIKY-F	1 WSTO-F>	1 WSTO-F>>	1 WIKY-F>
2	2 WKDQ-F	2 WKDQ-F	2 WKDQ-F	2 WYNG-F	2 WYNG-F	2 WSTO-F	2 WYNG-F<	2 WIKY-F	2 WKDQ-F	2 WKDQ-F>
3	3 WYNG-F	3 WYNG-F>	3 WYNG-F>	WKDQ-F>	3 WWOK <	3 WYNG-F	3 WSTO-F	3 WKDQ-F	3 WIKY-F	3 WSTO-F>
4	4 WRBT-F	4 WIKY-F	4 WIKY-F	4 WIKY-F	4 WKDQ-F	4 WKDQ-F	4 WKDQ-F	4 WYNG-F	4 WYNG-F	4 WYNG-F
5	5 WGBF-F	5	5	5	5	5	5	5	5	5
6	6	6	6	6	5	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSTO-F>>	1 WSTO-F>	1 WSTO-F	1 WKDQ-F	1 WKDQ-F		1 WSTO-F>>	1 WSTO-F>>	1 WSTO-F	1 WSTO-F	1 WYNG-F
2 WKDQ-F>>	2 WKDQ-F>	2 WKDQ-F>	2 WSTO-F>	2 WSTO-F		2 WRBT-F>	2 WRBT-F>	2 WRBT-F	2 WYNG-F<	2 WKDQ-F
3 WGBF-F>>	3 WYNG-F	3 WIKY-F>	3 WYNG-F	3 WYNG-F<		3 WBKR-F	3 WYNG-F	3 WGBF-F>	3 WKDQ-F	3 WSTO-F
4 WVHI	4 WIKY-F	4 WRBT-F	4 WIKY-F	4 WIKY-F		WVHI	WGBF-F	4 WKDQ-F>>	4 WRBT-F	4 WRBT-F
WRBT-F	5 WGBF-F	WGBF-F>	5	5		WKDQ-F	5	5 WIKY-F>>	5 WIKY-F	WIKY-F
6	6	6	6	6		WGBF-F>	6	6	5	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		75 (1)	75 (1)	20.1	24.5
AOR/CLASSIC		18 (1)	18 (1)	4.8	8.2
AC/OLDIES/SOFT ROCK		76 (3)	76 (3)	20.4	13.2
MOR/VARIETY	14 (1)	70 (1)	84 (2)	22.5	24.0
COUNTRY		76 (3)	76 (3)	20.4	25.6
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA	39 (2)		39 (2)	10.5	2.9
RELIGION/GOSPEL	5 (1)		5 (1)	1.3	1.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	58 (4)	315 (9)	373 (13)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WSON	860	Henderson	1.7/4.4/ 7/ 130
WVHI	1330	Evansville	1.2/2.1/ 6/ 77
WRAY-F	98.1	Princeton	0.7/3.7/ 20/ 285
WRUL-F	97.3	Carmi	1.0/1.4/ 14/ 148

RADIO STATIONS

WIKY, 1400, 1 KW SEE WIKY-F
WSON, 860, 500 W , NOSTALGIA SMN, $ 10.00 (Regional) (HENDRICKSON, KY) Henry Lackey
WWOK, 1280, 5 KW/1 KW (DA-N), NOSTALGIA , $ 14.00 (Katz) Larry Aiken

WGBF-F, 103.1, 1.7 KW @ 440, CL AO% ABC R, SOURCE, $ 17.00 (Katz) (HENRICKSON, KY) Larry Aiken
WIKY-F, 104.1, 39 KW @ 580, MOR/FULL SER. MBS , $ 55.00 (Christal) South Central Charles Blake
WKDQ-F, 99.5, 100 KW @ 500, AC ABC I , $ 39.00 (McGuild) (HENRICKSON, KY)
WRBT-F, 94.9, 50 KW @ 420, AC , $ 15.00 (---) (MOUNT CARMEL, IL) Scott Fenneman
WSTO-F, 96.1, 100 KW @ 1000, CHR ABC F , $ 48.00 (Republic) (OWENSBORO) Leonard Norcia
WYNG-F, 105.3, 50 KW @ 500, COUNTRY UNIULT , $ 40.00 (HNWH) Pinnacle Tim Roberts

WBKR-F, See Owensboro in 1990 Small Market Edition...Misellaneous Comments: WIKY-F programs EZ at night...

FARGO

Arbitron Rank/Pop (12+): 207/126,400

MSA Rank/Pop: 246/148,900
ADI # 108
Average Person Ratings: 19.9
Market TSL: 26.25 hours

Stations: 9/9
Diaries: 634/199:1/60.9%
Sample Target: 550
% Below Line: 0.0
% Not Listed: 14.3

1989 Revenue: $6,700,000
HH Inc.: $27,845
Retail $: 1.2 Bil
Pop per Station: 14,044
#1 Biller: KFGO $1,600,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KQWB-F	(AOR)	39/15.5	——	18.5	——	13.3	——	49/554	386/30.5		27.5					KQWB-F
2. WDAY-F	(CHR)	33/13.1	——	18.0	——	17.0	——	63/888	473/37.4		37.6					WDAY-F
3. KVOX-F	(C)	29/11.6	——	10.7	——	12.8	——	42/428	294/23.3		21.8					KVOX-F
4. KLTA-F	(AC)	28/11.2	——	9.4	——	11.2	——	53/532	305/24.1		23.6					KLTA-F
5. WDAY	(MOR)	25/10.0	——	9.4	——	13.8	——	50/654	334/26.4		24.8					WDAY
6. KFGO	(C)	23/ 9.2	——	11.6	——	12.2	——	69/730	245/19.4		26.4					KFGO
7. KFGO-F	(AC)	15/ 6.0	——	5.2	——	5.3	——	34/438	217/17.2		16.2					KFGO-F
8. KVOX	(BB)	12/ 4.8	——	0.4	——	3.2	——	15/185	140/11.1		5.3					KVOX
9. KQWB	(AC)	11/ 4.4	——	3.9	——	4.3	——	15/235	166/13.1		11.8					KQWB
10.																

12+ FM SHARE (METRO): 66.98% (144 of 215) (SPG 89: 69.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDAY-F>>	1 KQWB-F>>	1 KQWB-F>	1 KLTA-F	1 KLTA-F<	1 WDAY	1 WDAY-F<	1 KQWB-F	1 KQWB-F	1 KQWB-F	1 KQWB-F
2 KQWB-F>>	2 WDAY-F<	2 KLTA-F	2 KQWB-F	2 KVOX-F	2 KFGO	2 KQWB-F<	2 KLTA-F	2 KLTA-F	2 WDAY-F	2 WDAY >
3 KLTA-F	3 KLTA-F	3 KVOX-F	3 KVOX-F	3 KQWB-F>	3 KVOX-F	3 WDAY <	3 KVOX-F<	3 WDAY-F	3 WDAY	3 WDAY-F
4	4 KVOX-F	4 WDAY-F	4 WDAY-F	4 WDAY-F	4 KVOX	4 KVOX-F	4 WDAY	4 KVOX-F	4 KVOX-F	4 KVOX-F
5	5	5	5	5 WDAY	5	5 KLTA-F	5	5	5	5
6	6	6	6	KFGO-F	6	KFGO	6	6	6	6
7	7	7	7	KFGO	7	7	7	7	7	7
8	8	8	8	8 KQWB	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDAY-F>>	1 KLTA-F	1 KLTA-F>>	1 KLTA-F	1 KLTA-F	1 KQWB-F>>	1 KQWB-F>>	1 KQWB-F>>	1 KQWB-F>>	1 KQWB-F>
2 KVOX-F	2 WDAY-F	2 KVOX-F	2 WDAY-F	2 KVOX-F>	2 WDAY-F	2 WDAY-F	2 WDAY-F	2 KVOX-F	2 KVOX-F
3 KQWB-F	3 KVOX-F	KQWB-F>	KVOX-F>	3 WDAY-F	KVOX-F>>	3 KVOX-F	KLTA-F	3 WDAY-F	3 KLTA-F
KLTA-F>>	4 KQWB-F>	4 WDAY-F	4 KQWB-F	WDAY	4	4	4 KVOX-F	4 KLTA-F	KFGO
5	5 KFGO-F	KFGO-F>>	KFGO-F	KFGO-F		5	KQWB	KFGO	5 KQWB
6	6	6	6	6	6	6	KFGO >	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		33 (1)	33 (1)	15.3	20.4
AOR/CLASSIC		39 (1)	39 (1)	18.1	20.9
AC/OLDIES/SOFT ROCK	11 (1)	43 (2)	54 (3)	25.1	20.9
MOR/VARIETY	25 (1)		25 (1)	11.6	10.7
COUNTRY	23 (1)	29 (1)	52 (2)	24.2	25.7
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA	12 (1)		12 (1)	5.6	1.5
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	71 (4)	144 (5)	215 (9)		

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME

RADIO STATIONS

KFGO, 790, 5 KW (DA-N)	, COUNTRY	ABC I, ABC E,	$ 36.00	(CBS)		Richard Voight
KQWB, 1550, 10 KW/5 KW (DA-N)	, OLDIES	UNISUP,UNIPWR ,	$ 12.00	(HNWH)	Brill	Jim Lakoduk
KVOX, 1280, 5 KW/1 KW (DA-N)	, NOSTALGIA	ABC D, SMN ,	$ 11.00	(Torbet)		John Grosen
WDAY, 970, 5 KW (DA-N)	, MOR/FUL SER.	NBC, MBS ,	$ 22.00	(Katz)	Forum	Roger Greenley
KFGO-F, 101.9, 100 KW @ 986, AC		ABC E ,	$ 18.00	(CBS)		Richard Voight
KLTA-F, 105.1, 100 KW @ 710, AC		,	$ 24.00	(Christal)	Ingstad	Nancy Odney
KQWB-F, 98.7, 100 KW @ 580, AOR		UNIPWR ,	$ 24.00	(HNWH)	Brill	Jim Lakoduk
KVOX-F, 99.9, 100 KW @ 440, COUNTRY		ABC D ,	$ 25.00	(Torbet)		John Grosen
WDAY-F, 93.7, 100 KW @ 1050, CHR		,	$ 25.00	(Katz)	Forum	Roger Greenly

Miscellaneous Comments: KVOX changes from COUNTRY to NOSTALGIA...

FAYETTEVILLE, NC

Arbitron Rank/Pop (12+): 121/298,500	Stations: 21/11	1989 Revenue: $7,400,000
	Diaries: 749/399:1/51.7%	HH Inc.: $21,576
MSA Rank/Pop: 168/261,700	Sample Target: 690	Retail $: 1.8 Bil
ADI # Raleigh	% Below Line: 12.9	Pop per Station: 27,136
Average Person Ratings: 16.6	% Not Listed: 10.7	#1 Biller: WKML-F $2,200,000
Market TSL: 21.75 hours		

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WZFX-F (B)	117/23.6	----	17.6	----	17.5	----	167/1670	1046/35.0		30.0		31.8	246	1931	WZFX-F
2. WKML-F (C)	72/14.5	----	17.8	----	12.2	----	171/1658	768/25.7		26.3		14.2	110	1102	WKML-F
3. WQSM-F (CHR)	64/12.9	----	13.7	----	14.8	----	97/1289	826/27.7		32.0		11.1	86	929	WQSM-F
4. WRCQ-F (CL AOR)	35/ 7.1	----	5.2	----	6.1	----	53/528	381/12.8		14.3					WRCQ-F
5. WFNC (MOR)	26/ 5.3	----	4.3	----	6.3	----	27/297	291/ 9.7		11.2		1.9	15	287	WFNC
6. WSTS-F (R/G)	24/ 4.8	----	3.2	----	4.3	----	50/568	309/10.4		7.9		3.5	27	353	WSTS-F
7. WIDU (G)	15/ 3.0	----	4.1	----	5.1	----	15/159	153/ 5.1		7.7		3.0	23	297	WIDU
8. WDCG-F (CHR)	14/ 2.8	----	1.9	----	1.8	----	26/498	328/11.0		7.5		2.6	20	286	WDCG-F
9. WTRG-F (O)	13/ 2.6	----	0.6	----	1.2	----	29/396	228/ 7.6		3.1		1.8	14	109	WTRG-F
10. WRAL-F (AC)	10/ 2.0	----	2.4	----	4.9	----	18/432	185/ 6.2		9.0		2.3	18	258	WRAL-F

12+ FM SHARE (METRO): 86.65% (383 of 442) (SPG 89: 86.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZFX-F	1 WZFX-F>>	1 WZFX-F>	1 WZFX-F<	1 WZFX-F<	1 WKML-F>	1 WZFX-F	1 WZFX-F	1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F>>
2	2 WQSM-F	2 WQSM-F	2 WQSM-F	2 WQSM-F	2 WQSM-F	2 WQSM-F	2 WQSM-F	2 WKML-F	2 WKML-F	2 WKML-F
3	3 WRCQ-F	3 WKML-F>	3 WKML-F>>	3 WKML-F	3 WFNC	WKML-F>	3 WKML-F>	3 WQSM-F>	3 WQSM-F>	3 WQSM-F
4	4 WKML-F	4 WRCQ-F	4 WRCQ-F	4	4 WZFX-F	4 WFNC >	4 WRCQ-F	4 WRCQ-F	4 WRCQ-F	4
5	5	5	5	5	5 WSTS-F	5 WRCQ-F	5 WFNC	5 WSTS-F	5 WFNC	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZFX-F>>	1 WZFX-F>>	1 WQSM-F>>	1 WZFX-F	1 WQSM-F>	1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F
2 WRCQ-F	2 WQSM-F>	2 WZFX-F	2 WQSM-F>	2 WZFX-F	2 WRCQ-F>	2 WRCQ-F	2 WQSM-F	2 WKML-F	2 WKML-F
WQSM-F	3 WRCQ-F	3 WRCQ-F>	3 WKML-F	WKML-F	3 WKML-F	3 WKML-F	WKML-F	3 WRCQ-F	3 WQSM-F>
WKML-F	4	4 WKML-F>	4	4	4 WQSM-F>	4 WQSM-F	4 WRCQ-F>	WQSM-F	4 WRCQ-F
5 WDCG-F	5	5	5	5	5 WTRG-F>>	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		83 (3)	83 (3)	18.8	19.6
AOR/CLASSIC		42 (4)	42 (4)	9.5	6.0
AC/OLDIES/SOFT ROCK		36 (5)	36 (5)	8.1	8.4
MOR/VARIETY	26 (1)		26 (1)	5.9	5.4
COUNTRY		81 (3)	81 (3)	18.3	22.2
BLACK/URBAN		117 (1)	117 (1)	26.5	26.5
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA	6 (1)		6 (1)	1.4	2.8
RELIGION/GOSPEL	15 (1)	24 (1)	39 (2)	8.8	8.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	12 (2)		12 (2)	2.7	0.6
	59 (5)	383 (17)	442 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFAI	1230	Fayetteville	1.2/3.6/ 6/ 106
WFMO	860	Fairmont/Lumber	1.4/2.5/ 7/ 95
WJSK-F	102.3	Lumberton	0.8/1.8/ 4/ 73
WYRU	1160	Red Springs	1.0/2.5/ 7/ 105
WZYZ-F	100.9	Fairmont/Lmbrtn	0.6/1.9/ 3/ 92
WKRR-F	92.3	Asheboro/Grnsbr	0.4/3.1/ 6/ 145
WQDR-F	94.7	Raleigh	1.0/4.7/ 21/ 429
WQOK-F	97.5	S. Boston	0.4/1.4/ 2/ 42
WRDU-F	106.1	Wilson	0.4/2.3/ 7/ 136
WYLT-F	96.1	Raleigh	1.0/3.2/ 10/ 158
WZNS-F	92.9	Dillon	1.2/2.3/ 18/ 266
WZZU-F	93.9	Burlington	1.0/4.2/ 8/ 189

RADIO STATIONS

WFNC, 640,	10KW/1 KW (DA-N)	, MOR/FULL SER.	CBS	, $ 20.00	(Katz)	Cape Fear		Victor Dawson
WIDU, 1600,	1 KW/25 W	, GOSPEL		, $ 8.00	(Roslin)			Wes Cookman
WFAI, 1230,	1 KW	, NOST.	UNISUP, UNIULT	, $ 10.00	(McGuild)	Beasley		Danny Highsmith
WKML-F, 95.7,	100 KW @ 1054,	COUNTRY	UNIULT	, $ 50.00	(McGuild)	Beasley	(LUMBERTON)	Danny Highsmith
WQSM-F, 98.1,	100 KW @ 500,	CHR		, $ 47.00	(Katz)	Cape Fear		Victor Dawson
WRCQ-F, 103.5,	50 KW @ 500,	CLASSIC AOR	ABC I	, $ 15.00	(K & P)		(DUNN)	Ron Walton
WSTS-F, 96.5,	100 KW @ 850,	RELIGION	NBC, UNIULT	, $ 10.00	(---)			Jim Bule
WZFX-F, 100.9,	100 KW @ 984,	BLACK	SBN	, $ 38.00	(KMMH)	Joyner		Kelvin Buncum

OTHER RANKED STATIONS -- See Raleigh

Miscellaneous Comments: WDKS changes to WRCQ and format from BLACK to CLASSIC AOR (Dec 89)...

FLINT

Arbitron Rank/Pop (12+): 101/351,300
MSA Rank/Pop: 108/435,900
ADI # 59 (w/Saginaw)
Average Person Ratings: 18.1
Market TSL: 24.00 hours

Stations: 25/10
Diaries: 882/398:1/53.7%
Sample Target: 810
% Below Line: 29.0
% Not Listed: 13.2

1989 Revenue: $10,300,000
HH Inc.: $26,589
Retail $: 3.2 Bil
Pop per Station: 35,130
#1 Biller: WCRZ-F $3,200,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WCRZ-F (AC)	101/15.9	18.2	14.9	14.4	13.1	——	129/1197	999/28.4	34.2	30.1		14.4	95	1023	WCRZ-F
2. WWCK-F (CHR)	69/10.9	11.1	10.0	5.7	5.6	——	80/1120	954/27.2	24.0	24.3		14.4	95	1119	WWCK-F
3. WDZZ-F (B)	67/10.6	12.7	12.6	12.7	17.4	——	67/639	634/18.0	21.3	21.2		16.5	109	968	WDZZ-F
4. WIOG-F (CHR)	63/ 9.9	9.4	13.0	20.2	22.3	——	105/1482	953/27.1	25.8	31.1		9.4	62	1115	WIOG-F
5. WFDF (MOR)	41/ 6.5	6.2	5.9	6.7	4.5	——	51/521	450/12.8	14.5	12.2		5.6	37	351	WFDF
6. WKMF (C)	37/ 5.8	3.7	5.9	4.8	4.0	——	37/339	328/ 9.3	7.4	8.1		3.6	24	270	WKMF
7. WJR (MOR)	34/ 5.4	7.6	7.5	5.0	6.0	——	61/814	518/14.7	16.2	19.6		4.4	29	395	WJR
8. WFLT (REL)	29/ 4.6	1.1	2.6	2.5	1.3	——	29/168	168/ 4.8	2.2	5.1		3.3	22	184	WFLT
9. WKCQ-F (C)	24/ 3.8	3.8	3.6	2.7	2.9	——	41/573	351/10.0	9.9	8.6		2.7	18	240	WKCQ-F
10. WDLZ (AOR)	12/ 1.9	2.4	2.1	3.7	3.8	——	16/246	186/ 5.3	4.6	10.1		4.1	27	218	WDLZ

12+ FM SHARE (METRO): 69.87% (385 of 551) (SPG 89: 70.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWCK-F>>	1 WWCK-F	1 WCRZ-F>	1 WCRZ-F>>	1 WCRZ-F>>	1 WCRZ-F>	1 WCRZ-F>	1 WCRZ-F>	1 WCRZ-F	1 WWCK-F	1 WCRZ-F
2 WIOG-F	WCRZ-F	2 WIOG-F	2 WIOG-F	2 WDZZ-F<	2 WFDF	2 WIOG-F<	2 WIOG-F	2 WWCK-F	2 WCRZ-F	2 WDZZ-F>
3 WDZZ-F	3 WIOG-F	WDZZ-F	WDZZ-F>	3 WIOG-F>	3 WKMF	3 WDZZ-F<	3 WDZZ-F	3 WIOG-F	3 WDZZ-F	3 WJR
4	4 WDZZ-F	4 WWCK-F	4 WWCK-F>	4 WFLT	4 WJR	4 WWCK-F	4 WWCK-F	4 WDZZ-F	4 WJR	WWCK-F
5	5	5	5 WKCQ-F	5 WKCQ-F	5 WDZZ-F	5 WFDF	5 WFDF	5 WKMF	5 WIOG-F	5
6	6	6	6	WKMF	6 WFLT	6 WJR	6 WKMF	WFDF	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWCK-F	1 WCRZ-F	1 WCRZ-F>>	1 WCRZ-F>	1 WCRZ-F>	1 WWCK-F>	1 WWCK-F<	1 WIOG-F>	1 WCRZ-F>	1 WCRZ-F>
2 WDZZ-F>	2 WWCK-F	2 WIOG-F	2 WDZZ-F	2 WDZZ-F	2 WDLZ	2 WIOG-F	2 WWCK-F	2 WIOG-F	2 WIOG-F
3 WIOG-F	WDZZ-F	WDZZ-F	3 WIOG-F	3 WIOG-F>	3 WIOG-F	3 WCRZ-F	WCRZ-F	3 WWCK-F>	3 WKCQ-F
WCRZ-F>>	4 WIOG-F	4 WWCK-F>>	4 WWCK-F	4 WWCK-F	WCRZ-F>>	4 WDLZ	4 WDZZ-F	4 WDZZ-F	4 WDZZ-F
5 WTLZ-F>>	5	5 WKCQ-F	5	WFLT	5 WRIF-F	5 WDZZ-F	5 WRIF-F	5 WKCQ-F	5 WWCK-F
6	6	6	6	6	WDZZ-F>>	6	WKCQ-F	6 WDLZ	WKMF
							WCSX-F>>		

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	2 (1)	132 (2)	134 (3)	24.3	26.3
AOR/CLASSIC	12 (1)	24 (4)	36 (5)	6.5	3.2
AC/OLDIES/SOFT ROCK	3 (1)	109 (3)	112 (4)	20.3	18.4
MOR/VARIETY	75 (2)		75 (2)	13.6	18.2
COUNTRY	37 (1)	34 (3)	71 (4)	12.9	11.6
BLACK/URBAN		75 (2)	75 (2)	13.6	16.1
BEAUTIFUL/EASY		11 (2)	11 (2)	2.0	1.5
NEWS/TALK	6 (1)		6 (1)	1.1	0.8
NOSTALGIA					
RELIGION/GOSPEL	31 (2)		31 (2)	5.6	3.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					0.4
UNKNOWN/OTHERS					
	166 (9)	385 (16)	551 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGMZ-F	101.7	Tuscola	1.1/2.5/ 16/ 182
WTAC	600	Flint/Saginaw	0.3/3.5/ 3/ 136
WWCK	1570	Flint	0.3/1.4/ 2/ 58
WCSX-F	94.7	Birmingham	1.1/3.7/ 22/ 208
WHND	560	Monroe/Detroit	0.5/1.1/ 3/ 58
WHNN-F	96.1	Bay City/Flint	0.8/4.7/ 14/ 331
WITL-F	100.7	Lansing	1.1/3.0/ 20/ 237
WJOI-F	97.1	Detroit	0.6/1.4/ 4/ 56
WKQZ-F	93.3	Midland/Saginaw	0.3/1.5/ 8/ 95
WLLZ-F	98.7	Detroit	0.8/2.8/ 7/ 121
WOMC-F	104.3	Detroit	0.5/1.6/ 5/ 136
WRIF-F	101.1	Detroit	1.6/4.4/ 11/ 192
WTLZ-F	107.1	Saginaw	1.3/8.2/ 8/ 287
WWJ	950	Detroit	0.9/4.3/ 10/ 229
WWWW-F	106.7	Detroit	0.5/1.6/ 15/ 192

RADIO STATIONS

WDLZ, 1330,	5 KW/1 KW (DA-2)	, AOR	SMN	, $ 14.00 (Christal)		Larry Getz
WFDF, 910,	5 KW/1 KW (DA-N)	, NOSTALGIA	CBS	, $ 20.00 (HNWH)		Vernon Merritt
WFLT, 1420,	500 W/144 W	, RELIGION	MBS	, $ 11.00 (P/W)		Neal Mason
WKMF, 1470,	5 KW/1 KW (DA-N)	, COUNTRY		, $ 23.00 (Katz)	Faircom	John Risher
WCRZ-F, 107.9,	50 KW @ 330,	AC		, $ 67.00 (Katz)	Faircom	John Risher
WDZZ-F, 92.7,	3 KW @ 256,	CHR		, $ 40.00 (HNWH)		Vernon Merritt
WWCK-F, 105.5,	3 KW @ 328,	CHR	NBC	, $ 35.00 (Christal)		Mark Steenbarger

OTHER RANKED STATIONS — See Detroit or Saginaw...Miscellaneous Comments: WFLT sold for $225,000...

FORT WAYNE

Arbitron Rank/Pop (12+): 123/294,300
MSA Rank/Pop: 126/370,900
ADI # 101
Average Person Ratings: 17.6
Market TSL: 23.00 hours

Stations: 16/13
Diaries: 861/342:1/60.5%
Sample Target: 690
% Below Line: 4.1
% Not Listed: 12.5

1989 Revenue: $11,700,000
HH Inc.: $29,443
Retail $: 2.4 Bil
Pop per Station: 22,638
#1 Biller: WMEE-F $3,000,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WMEE-F (CHR)	103/19.9	19.8	23.4	28.8	24.6	----	209/2624	1184/40.2	39.5	45.1					WMEE-F
2. WAJI-F (AC)	58/11.2	13.7	12.5	18.3	19.1	----	115/1373	694/23.6	24.8	28.0					WAJI-F
3. WOWO-AF (MOR)	53/10.2	8.8	8.8	9.0	7.2	----	108/1905	832/28.3	27.1	23.7					WOWO-AF
4. WBYR-F (O)	47/ 9.1	9.0	9.6	----	----	----	146/1725	716/24.3	21.1	23.4					WBYR-F
5. WXKE-F (AOR)	45/ 8.7	7.4	7.7	9.7	8.3	----	70/759	500/17.0	16.2	16.7					WXKE-F
6. WBTU-F (C)	32/ 6.2	8.8	6.7	6.1	6.8	----	95/1150	403/13.7	16.7	17.8					WBTU-F
7. WQHK (C)	27/ 5.2	6.8	5.2	4.2	8.1	----	37/465	304/10.3	13.9	13.3					WQHK
8. WGL (N/T)	25/ 4.8	4.1	3.3	1.9	1.9	----	31/417	318/10.8	8.5	9.6					WGL
9. WJFX-F (CHR)	19/ 3.7	----	----	----	----	----	19/218	203/ 6.9	0.0	0.0					WJFX-F
WEZV-F (AC)	19/ 3.7	4.9	5.8	6.7	8.5	----	20/300	267/ 9.1	13.7	14.0					WEZV-F

12+ FM SHARE (METRO): 76.38% (346 of 453) (SPG 89: 76.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMEE-F	1 WMEE-F>>	1 WMEE-F>	1 WMEE-F	1 WMEE-F<	1 WOWO-AF>	1 WMEE-F>	1 WMEE-F	1 WMEE-F>	1 WMEE-F>	1 WOWO
2	2 WXKE-F<	2 WAJI-F	2 WAJI-F	2 WAJI-F>	2 WAJI-F	2 WOWO-AF	2 WAJI-F>	2 WAJI-F	2 WXKE-F	2 WBYR-F
3	3 WBYR-F	3 WXKE-F	3 WXKE-F	3 WXKE-F	3 WMEE-F	3 WAJI-F>	3 WBYR-F<	3 WBYR-F	3 WOWO-AF	3 WGL >
4	4 WAJI-F>	WBYR-F	WBYR-F>	WBYR-F	4 WQHK	4 WBYR-F	4 WXKE-F<	4 WXKE-F<	4 WBYR-F	4 WMEE-F
5	5 WJFX-F	5	5 WOWO-AF	5 WOWO-AF	5 WGL	5 WXKE-F	5 WOWO-AF	5 WOWO-AF	5 WJFX-F	5 WXKE-F
6	6	6	6 WBTU-F	6 WBTU-F	6 WBTU-F	6 WQHK	6 WBTU-F	6	WGL	6
7	7	7	7	7	7	7 WBTU-F	7	7	7 WAJI-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMEE-F>>	1 WMEE-F>>	1 WMEE-F>>	1 WMEE-F>>	1 WMEE-F	1 WMEE-F>	1 WXKE-F	1 WXKE-F	1 WXKE-F	1 WXKE-F
2 WXKE-F	2 WAJI-F	2 WAJI-F>	2 WAJI-F>	2 WAJI-F>	2 WXKE-F	WBYR-F	WBYR-F>	2 WBYR-F	2 WBYR-F
WBYR-F>>	3 WXKE-F	3 WXKE-F	3 WBYR-F	3 WOWO-AF>	WBYR-F	3 WMEE-F>	3 WMEE-F	3 WMEE-F	3 WAJI-F
4 WJFX-F	4 WBYR-F	4 WBYR-F>	4 WXKE-F>	4 WBYR-F	4 WJFX-F>	4 WAJI-F>	4 WAJI-F>>	4 WAJI-F	4 WMEE-F
WEZV-F	5	5	5 WEZV-F	5 WEZV-F	5 WAJI-F>	5 WJFX-F	5	5	5 WOWO-AF
WAJI-F>	6		WBTU-F	WBTU-F	6	6		6	6 WBTU-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		122 (2)	122 (2)	26.9	26.3
AOR/CLASSIC		45 (1)	45 (1)	9.9	8.7
AC/OLDIES/SOFT ROCK		124 (3)	124 (3)	27.4	26.3
MOR/VARIETY	48 (2)	10 (1)	58 (3)	12.8	12.7
COUNTRY	27 (1)	32 (1)	59 (2)	13.0	13.4
BLACK/URBAN					
BEAUTIFUL/EASY	2 (1)	11 (1)	13 (2)	2.9	7.7
NEWS/TALK	25 (1)		25 (1)	5.5	3.8
NOSTALGIA	5 (1)		5 (1)	1.1	1.2
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		2 (1)	2 (1)	0.4	
	107 (6)	346 (10)	453 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEZR	1450	Fort Wayne	0.4/2.6/ 2/ 77
WIFF-F	105.5	Auburn	0.4/3.0/ 2/ 87
CKLW	800	Windsor	1.0/2.3/ 21/ 249
WLW	700	Cincinnati	1.0/2.8/ 17/ 360
WMRI-F	106.9	Marion	2.1/5.1/ 48/ 627

RADIO STATIONS

WGL , 1250,	2.3KW/1 KW (DA-2),	NEWS/TALK	CNN, TALKNT,	$ 15.00	(Roslin)		Frank Kovas
WOWO, 1190,	50 KW (DA-N) ,	MOR/FULL SER.	CBS,	$ 35.00	(McGuild)	Price	Jane Bartsch
WQHK, 1380,	5 KW (DA-2) ,	COUNTRY	ABC I,	$ 24.00	(Christal)	Federated	Julie Lockard
WAJI-F, 95.1,	39 KW @ 680,	AC	,	$ 50.00	(Republic)	Sarkes-Tarzian	Candy Wendling
WBTU-F, 93.3,	50 KW @ 469,	COUNTRY	MBS,	$ 27.00	(Torbet)	(KENDALVILLE)	Carl Lanci
WBYR-F, 98.9,	50 KW @ 453,	OLDIES	UNIPWR,	$ 25.00	(Eastman)	(VAN WERTON)	Chris Caggiano
WEZV-F, 101.7,	3 KW @ 328,	EZ/SOFT AC	,	$ 23.00	(Banner)	Fairfield	Fred Bohn
WJFX-F, 107.9,	2.5 KW @ 350,	CONTEMP.	,	$ N/A	(---)	(NEW HAVEN)	
WMEE-F, 97.3,	26 KW @ 689.	CHR	ABC C,	$ 70.00	(Christal)	Federated	Julie Lockard
WOWO-F, 103.1,	3 KW @ 300,	SEE WOWO-A					
WXKE-F, 103.9,	3 KW @ 328,	AOR	SOURCE,	$ 25.00	(HNWH)		Bob Taylor

Miscellaneous Comments: WEZV-F changes to SOFT AC in March...WAWK, WBTU-F sold by Ron Kempff for $4,000,000 (Richards)

FRESNO

Arbitron Rank/Pop (12+): 71/505,300
MSA Rank/Pop: 82/619,800
ADI # 62
Average Person Ratings: 17.4
Market TSL: 23.50 hours

Stations: 28/26
Diaries: 994/508:1/53.3%
Sample Target: 890
% Below Line: 2.3
% Not Listed: 10.9

1989 Revenue: $18,500,000
HH Inc.: $27,283
Retail $: 3.5 Bil
Pop per Station: 19,434
#1 Biller: KMJ $3,100,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KMJ	(N/T)	91/10.3	9.8	11.1	5.8	7.6	9.3	144/1573	995/19.7	21.4	16.3		7.2	62	733	KMJ
2. KBOS-F	(CHR)	90/10.2	7.4	9.0	8.3	8.1	8.7	186/2274	1103/21.8	17.1	19.2		12.3	106	1276	KBOS-F
3. KFSO-F	(O)	63/ 7.2	3.9	5.7	5.3	5.0	5.5	111/1475	816/16.1	14.2	13.1		5.6	48	667	KFSO-F
4. KNAX-F	(C)	59/ 6.7	10.0	8.6	9.2	5.6	8.6	63/872	723/14.3	16.1	11.8		9.3	80	871	KNAX-F
5. KJOI-F	(EZ)	51/ 5.8	5.9	4.7	5.7	8.8	5.5	95/1173	642/12.7	13.7	12.4		4.4	38	449	KJOI-F
6. KKDJ-F	(AOR)	45/ 5.1	4.1	6.1	5.5	5.5	5.2	72/937	592/11.7	13.0	14.7		6.8	59	618	KKDJ-F
7. KZZF-F	(AOR)	37/ 4.2	2.4	1.7	2.4	2.2	2.7	66/765	410/ 8.1	5.2	7.3		5.9	51	435	KZZF-F
KTHT-F	(SAC)	37/ 4.2	3.5	2.2	1.7	1.8	2.9	40/714	564/11.2	8.2	6.8		2.7	23	397	KTHT-F
9. KRZR-F	(CHR)	34/ 3.9	3.6	5.2	4.8	5.1	4.4	39/814	592/11.7	13.1	17.8		5.0	43	652	KRZR-F
10. KFYE-F	(AC)	31/ 3.5	3.6	3.1	1.8	2.9	3.0	72/1274	572/11.3	9.2	8.2		2.7	23	437	KFYE-F
11. KJFX-F	(CL AOR)	25/ 2.8	6.1	6.0	5.4	4.8	5.1	41/771	477/ 9.4	17.4	16.8		7.1	61	905	KJFX-F
12. KFRE	(C)	23/ 2.6	4.9	4.1	2.3	4.0	3.5	67/950	441/ 8.7	8.8	9.4		5.2	45	412	KFRE
KEZL-F	(J/NA)	23/ 2.6	2.9	2.8	2.4	2.2	2.7	23/294	294/ 5.8	4.6	5.0		2.7	23	226	KEZL-F
14. KKAM	(B)	22/ 2.5	0.5	0.6	0.7	1.2	1.1	24/250	228/ 4.5	3.0	3.5		0.9	8	117	KKAM
15. KGST	(SP)	18/ 2.0	2.7	3.8	4.0	4.5	3.1	18/241	241/ 4.8	6.6	6.2		2.3	20	317	KGST
KEYQ	(BB)	18/ 2.0	1.9	1.0	1.5	0.9	1.6	23/362	268/ 5.3	2.3	2.0		0.8	7	127	KEYQ
17. KYNO	(O)	17/ 1.9	0.8	0.7	1.7	1.2	1.3	18/349	334/ 6.6	4.1	4.4		1.4	12	215	KYNO
18. KJUG-F	(C)	16/ 1.8	----	----	0.4	0.3	0.6	71/788	172/ 3.4	0.0	1.7		0.3	3	64	KJUG-F
KFIG-F	(AC)	16/ 1.8	2.8	2.5	3.8	3.5	2.7	17/476	425/ 8.4	9.1	12.2		3.1	27	333	KFIG-F
20. KXEX	(SP)	14/ 1.6	1.5	1.1	4.2	2.2	2.1	14/178	178/ 3.5	3.4	5.8		0.5	4	77	KXEX

12+ FM SHARE (METRO): 70.96% (557 of 785) (SPG 89: 70.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBOS-F>>	1 KKDJ-F<	1 KFSO-F	1 KFSO-F>	1 KFSO-F	1 KMJ >	1 KMJ >	1 KMJ >	1 KBOS-F>	1 KBOS-F>	1 KMJ >>
2	2 KBOS-F>	2 KBOS-F	2 KNAX-F	2 KNAX-F>	2 KJOI-F	2 KBOS-F>	2 KNAX-F<	2 KFSO-F	2 KMJ >	2 KJOI-F<
3	3 KNAX-F	3 KNAX-F<	3 KKDJ-F<	3 KMJ	3 KFSO-F	3 KFSO-F	3 KFSO-F	3 KMJ <	3 KKDJ-F>	3 KBOS-F
4	4 KZZF-F	4 KKDJ-F	4 KMJ <	KKDJ-F<	4 KNAX-F	4 KNAX-F	4 KJOI-F	4 KJOI-F	4 KZZF-F<	4
5	5 KTHT-F<	5 KZZF-F	5 KBOS-F	5 KBOS-F	5	5 KJOI-F	5 KKDJ-F<	5 KNAX-F	5 KFSO-F	5
6	6 KRZR-F	KTHT-F	6 KTHT-F	6 KTHT-F	6	6	6 KBOS-F	6 KKDJ-F	6 KRZR-F	6
	7 KFSO-F	7 KRZR-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBOS-F>>	1 KBOS-F	1 KTHT-F	1 KFSO-F<	1 KFSO-F>	1 KZZF-F>	1 KKDJ-F	1 KKDJ-F>	1 KKDJ-F	1 KKDJ-F
2 KTHT-F>	2 KTHT-F	2 KNAX-F>	2 KBOS-F	2 KNAX-F	2 KKDJ-F>	2 KZZF-F>	2 KFSO-F	2 KZZF-F	KFSO-F
3 KRZR-F	3 KNAX-F>	3 KFSO-F	3 KTHT-F	3 KTHT-F	3 KRZR-F	3 KRZR-F	3 KRZR-F	3 KFSO-F<	3 KMJ <
KNAX-F	4 KKDJ-F	KBOS-F	4 KNAX-F>	KJOI-F	KBOS-F>	KBOS-F	KBOS-F	4 KNAX-F	4 KNAX-F
5 KKDJ-F	5 KFSO-F	5 KKDJ-F>	5 KJOI-F	5 KBOS-F	5 KNAX-F	5 KNAX-F	5 KNAX-F	5 KMJ	5 KEZL-F
6 KJFX-F	6 KRZR-F	6 KFYE-F	KFYE-F	6 KFYE-F	6 KXMX-F>>	6 KFSO-F	KMJ	KBOS-F<	6 KZZF-F
							7 KZZF-F	7 KRZR-F	KKAM
									KBOS-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		124 (2)	124 (2)	15.8	20.7
AOR/CLASSIC		107 (3)	107 (3)	13.6	9.0
AC/OLDIES/SOFT ROCK	17 (1)	151 (5)	168 (6)	21.4	18.5
MOR/VARIETY	5 (1)		5 (1)	0.6	0.4
COUNTRY	23 (1)	79 (3)	102 (4)	13.0	12.0
BLACK/URBAN	22 (1)		22 (1)	2.8	2.8
BEAUTIFUL/EASY		51 (1)	51 (1)	6.5	10.2
NEWS/TALK	91 (1)		91 (1)	11.6	9.2
NOSTALGIA	18 (1)		18 (1)	2.3	1.0
RELIGION/GOSPEL	10 (2)		10 (2)	1.3	0.5
SPANISH	42 (3)	22 (2)	64 (5)	8.2	15.6
CLASSICAL					
JAZZ/NEW AGE		23 (1)	23 (1)	2.9	
UNKNOWN/OTHERS					
	228 (11)	557 (17)	785 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFIG	1430	Fresno	0.6/1.8/ 5/ 111
KIRV	1510	Fresno	0.7/1.4/ 7/ 102
KOQO	790	Clovis/Fresno	1.1/1.9/ 11/ 117
KOQO-F	101.9	Fresno	1.0/4.2/ 18/ 324
KRDU	1130	Dinuba	0.5/1.9/ 8/ 168
KSEQ-F	97.1	Visalia/Fresno	0.5/2.9/ 33/ 497
KOMX-F	92.1	Madera	1.5/3.0/ 13/ 165
KUBB-F	96.3	Mariposa/Mdesto	0.5/2.5/ 48/ 672

RADIO STATIONS

KEYQ	980	500 W/48 W	Nostalgia		$18.00	(CBS)	Americom		Karl Crass
KFRE	940	50 KW (DA-2)	Country	ABC D UNISUP	$26.00	(HNWH)	First Sierra		Al Grosby
KGST	1600	5 KW (DA-N)	Hispanic		$28.00	(Lotus)	Lotus		Dan Cratty
KKAM	1340	1 KW	Black	CBS	$21.00	(CBS)			Ed Prince
KMJ	580	5 KW	News/Talk	TA[illegible]NT NBC	$56.00	(Katz)	Henry		Al Smith
KOQO	790	5 KW/2.5 KW (DA-2)	-- see KOQO-F						
KXEX	1550	5 KW/2.5 KW (DA-2)	Hispanic		$20.00	(SBS)			S. Sonder
KYNO	1300	5 KW/1 KW (DA-N)	Oldies	SMN	$18.00	(Banner)	Brown		Trini Amador
KBOS-F	94.7	17 KW @ 847	CHR	ABC FM	$37.00	(CBS)		(TULARE)	Ed Prince
KFIG-F	101.1	50 KW @ 310	AC		$30.00	(Torbet)			Phil Davis
KFSO-F	92.9	18 KW @ 847	Oldies		$41.00	(CBS)	Americom	(VISALIA)	Karl Crass
KFYE-F	93.7	68 KW @ 1912	AC		$33.00	(Katz)	Henry		Al Smith
KJFX-F	95.7	18 KW @ 850	Classic AOR		$33.00	(Banner)	Brown		Trini Amador
KJOI-F	98.9	19 KW @ 820	EZ	UNIULT	$30.00	(MMR)			Scott Moseley
KKDJ-F	105.9	2.4 KW @ 1960	AOR		$50.00	(Durpetti)			Wallace Heuser
KNAX-F	97.9	48 KW @ 312	Country	ABC E	$46.00	(HNWH)	First Sierra		Al Grosby
KOQO-F	101.9	2 KW @ 1948	Hispanic	CRC	$25.00	(Caballero)	Group III		Ed Distel
KRZR-F	103.7	50 KW @ 500	CHR/AOR		$27.00	(Christal)	Olympia	(HANFORD)	Jim Votaw
KTHT-F	102.7	50 KW @ 500	Soft AC		$31.00	(Christal)			Randy Rahe
KOMX-F	92.1	25 KW @ 312	Hispanic	UPI	$22.00	(Katz Hisp)		(MADERA)	Pat Ryan
KZZF-F	107.5	21 KW @ 783	AOr	SMN	$30.00	(Republic)	Liggett	(HANFORD)	Michael Scott
KEZL-F	96.7	25 KW @ 300	Jazz/NAC		$21.00	(K & P)		(FOWLER)	Bill Donahue

Misc: KEAP changes to KEYQ (Jan) . . . KYNO-F changes to KJFX-F and format from CHR to Classic AOR (March) . . . KOJY-F changes to KJOI-F (Feb) . . . KCLQ changes to KZZF (Feb) . . .KRZR-F sold by Olympia to Fred Sands for $1,500,000 (MVP) . . . 50% of KEZL-F sold to Atsinger $650,000...

GRAND RAPIDS

Arbitron Rank/Pop (12+): 66/544,500

MSA Rank/Pop: 72/674,500
ADI # 37 (w/Kalamazoo)
Average Person Ratings: 17.0
Market TSL: 22.25 hours

Stations: 27/19
Diaries: 1057/515:1/59.2%
Sample Target: 920
% Below Line: 8.9
% Not Listed: 15.5

1989 Revenue: $23,800,000
HH Inc.: $31,191
Retail $: 4.7 Bil
Pop per Station: 28,657
#1 Biller: WCUZ-AF $3,800,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WGRD-F	(CHR)	106/11.5	9.1	8.0	10.6	8.3	9.8	156/2578	1547/28.4	24.8	23.4		16.7	152	1552	WGRD-F
2. WOOD-F	(EZ)	92/10.0	9.7	9.5	10.2	11.4	9.9	146/2054	1160/21.3	19.7	22.4		9.7	54	784	WOOD-F
3. WLAV-F	(AOR)	63/ 6.8	6.4	8.5	5.8	7.9	6.9	101/1343	836/15.4	17.6	17.5		9.0	82	1140	WLAV-F
WCUZ-F	(C)	63/ 6.8	8.5	11.0	7.0	7.0	8.3	120/1500	820/15.1	20.8	16.4		6.8	62	717	WCUZ-F
5. WODJ-F	(O)	60/ 6.5	7.4	3.9	0.4	0.7	4.6	104/1555	860/15.8	8.7	2.0		5.9	54	784	WODJ-F
6. WLHT-F	(AC)	58/ 6.3	7.2	7.7	7.8	7.7	7.3	71/1213	932/17.1	18.4	15.9		5.6	51	674	WLHT-F
7. WKLQ-F	(CHR)	54/ 5.9	5.8	6.5	5.6	4.4	5.9	82/1650	1054/19.4	19.3	19.3		7.1	65	1020	WKLQ-F
8. WOOD	(MOR)	47/ 5.1	6.5	6.4	5.5	7.4	5.9	54/813	677/12.4	13.3	14.2		5.1	46	766	WOOD
9. WSNX-F	(CHR)	32/ 3.5	2.8	3.2	5.6	3.7	3.8	109/1484	592/10.8	11.9	15.7		3.1	28	578	WSNX-F
10. WYXX-F	(SAC)	31/ 3.4	2.9	1.6	2.7	2.1	2.7	35/584	407/ 7.5	7.3	6.2		2.3	21	308	WYXX-F
11. WCUZ	(C)	27/ 2.9	1.5	1.5	3.0	3.1	2.2	27/447	410/ 7.5	5.6	8.5		1.4	13	177	WCUZ
12. WMUS-F	(C)	25/ 2.7	5.0	4.4	4.2	4.8	4.1	71/1092	458/ 8.4	9.4	12.0		4.2	38	441	WMUS-F
13. WJFM-F	(O)	24/ 2.6	3.0	5.5	6.0	3.7	4.3	61/1134	501/ 9.2	12.7	12.3		3.2	29	506	WJFM-F
14. WFUR-F	(REL)	18/ 2.0	3.0	2.0	0.7	2.3	1.9	24/634	440/ 8.1	8.5	8.0		1.4	13	401	WFUR-F
15.																

12+ FM SHARE (METRO): 83.72% (653 of 780) (SPG 89: 80.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGRD-F>>	1 WGRD-F	1 WGRD-F	1 WODJ-F	1 WODJ-F	1 WOOD-F>	1 WOOD-F<	1 WOOD-F<	1 WGRD-F	1 WGRD-F>>	1 WOOD >>
2	2 WLAV-F	2 WLAV-F	2 WLAV-F<	2 WCUZ-F	2 WCUZ-F	2 WGRD-F	2 WGRD-F	2 WOOD-F	2 WKLQ-F	2 WLAV-F
3	3 WLHT-F<	3 WODJ-F<	3 WLHT-F	3 WLHT-F<	3 WOOD	3 WCUZ-F<	3 WCUZ-F	3 WODJ-F	3 WLAV-F	3 WOOD-F
4	4 WKLQ-F	4 WLHT-F	4 WCUZ-F>	4 WLAV-F	4 WODJ-F>	4 WOOD	4 WODJ-F	4 WLHT-F<	4 WOOD <	4 WKLQ-F
5	5	5 WKLQ-F	5 WGRD-F	5 WOOD-F	5 WCUZ	5 WLAV-F	5 WLAV-F	5 WLAV-F<	5 WOOD-F<	5
6	6	6 WCUZ-F	6	6 WGRD-F	6	6	6 WLHT-F	6 WCUZ-F<	6 WLHT-F	6
								7 WKLQ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGRD-F>>	1 WGRD-F<	1 WLHT-F>	1 WLHT-F<	1 WLHT-F	1 WGRD-F	1 WLAV-F>	1 WLAV-F>	1 WLAV-F>	1 WLAV-F
2 WLHT-F	2 WLHT-F>	2 WGRD-F	2 WGRD-F>	2 WOOD-F	2 WKLQ-F	2 WKLQ-F<	2 WJFM-F	2 WODJ-F	2 WODJ-F
3 WKLQ-F>>	3 WKLQ-F	3 WLAV-F	3 WODJ-F	WODJ-F	3 WLAV-F>>	3 WGRD-F>	3 WSNX-F	3 WKLQ-F	3 WCUZ-F>
4 WSNX-F	4 WLAV-F>	4 WKLQ-F	4 WOOD-F	4 WCUZ-F	4 WSNX-F	4 WSNX-F	4 WCUZ-F	WGRD-F	4 WLHT-F
WODJ-F	5 WYXX-F	5 WYXX-F	WKLQ-F	5 WGRD-F	5 WODJ-F	5 WJFM-F	5 WYXX-F	5 WCUZ-F	WJFM-F
WLAV-F	6	6 WJFM-F	WCUZ-F	6	6 WGRD	6 WODJ-F	WODJ-F	6	6
WKWM							WLHT-F		

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		192 (3)	192 (3)	24.6	20.0
AOR/CLASSIC		67 (2)	67 (2)	8.6	9.7
AC/OLDIES/SOFT ROCK	4 (1)	177 (5)	181 (6)	23.2	18.5
MOR/VARIETY	65 (4)	3 (1)	68 (5)	8.7	10.4
COUNTRY	29 (2)	88 (2)	117 (4)	15.0	19.3
BLACK/URBAN	13 (1)		13 (1)	1.7	2.1
BEAUTIFUL/EASY		92 (1)	92 (1)	11.8	14.0
NEWS/TALK	12 (2)		12 (2)	1.5	1.3
NOSTALGIA					
RELIGION/GOSPEL	4 (1)	34 (2)	38 (3)	4.9	4.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	127 (11)	653 (16)	780 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGRD	1410	Grand Rapids	0.4/1.6/ 6/ 155
WHTC	1450	Holland	1.3/3.3/ 19/ 248
WJQK-F	99.3	Zeeland/Holland	1.7/5.4/ 20/ 373
WKWM	1140	Kentwood/Gr.Rpd	1.4/2.4/ 16/ 160
WWJQ	1260	Zeeland/Holland	0.4/1.4/ 5/ 89
WEVS-F	92.7	Saugatuck	0.4/1.0/ 4/ 89
WGN	720	Chicago	0.4/1.8/ 6/ 142
WKBZ	850	Muskegon	0.3/0.9/ 9/ 217
WLCS-F	98.3	N. Muskegon	0.4/1.3/ 12/ 257
WLUP	1000	Chicago	0.9/1.6/ 11/ 118
WMUS	1090	Muskegon/GrRpds	0.2/0.2/ 2/ 82

RADIO STATIONS

WCUZ ,	1230,	1 KW	— See WCUZ-FM				
WKWM ,	1140,	5 KW (DAYS, DA),	Black	SBN, $16.00	(Patt)		Richard Culpepper
WOOD ,	1300,	5 KW (DA-N) ,	MOR/Full Service	NBC, $54.00	(Katz)	United Artists	Jim White
WCUZ-F,	101.3,	50 KW @ 420 ,	Country	ABC I, $75.00	(Christal)	Federated	Ron Dykstra
WFUR-F,	102.9,	48 KW @ 510 ,	Religion	, $15.00	(Patt)	Kuiper	Bill Kuiper
WGRD-F,	97.9,	13 KW @ 590 ,	CHR	ABC C, $42.00	(Durpetti)	Regional	Jim Davis
WJFM-F,	93.7,	320 KW @ 780 ,	Oldies	CBS, $36.00	(Mc-Guild)	Fetzer	Jake Phillips
WKLQ-F,	94.5,	50 KW @ 500 ,	CHR/AOR	ABC FM, $44.00	(Eastman)	Bloomington	Bart Brandmiller
WLAV-F,	96.9,	50 KW @ 500 ,	AOR	SOURCE, $62.00	(MMR)	Adams	Gary Lewis
WLHT-F,	95.7,	41 KW @ 554 ,	AC	, $66.00	(Republic)	Liggett	Phil Catlett
WODJ-F,	107.3,	50 KW @ 492 ,	Oldies	, $40.00	(Banner)	Goodrich (GREENVILLE)	Bob Lewis
WOOD-F,	105.7,	265 KW @ 810 ,	EZ	, $57.00	(Katz)	United Artists	Jim White
WYXX-F,	96.1,	50 KW @ 492 ,	Soft AC	UNISUP, $24.00	(Patt)	(HOLLAND)	Chris Martin
WMUS-F,	106.9,	50 KW @ 480 ,	Country	ABC D, $39.00	(HNWH)	(MUSKEGON)	Tim Achterhoff
WSNX-F,	104.5,	50 KW @ 360 ,	CHR	UNIPWR, $34.00	(Banner)	Goodrich (MUSKEGON)	Jeff Scarpelli

Misc. Comments . . . WKTH-AM changes to WGRD-AM (May) . . .

GREEN BAY

Arbitron Rank/Pop (12+): 183/157,000	Stations: 14/6	1989 Revenue: $8,000,000
	Diaries: 686/229:1/65.6%	HH Inc.: $28,717
MSA Rank/Pop: 208/193,000	Sample Target: 550	Retail $: 1.5 Bil
ADI # 67 (w/Appleton)	% Below Line: 28.9	Pop per Station: 26,166
Average Person Ratings: 18.3	% Not Listed: 15.7	#1 Biller: WIXX-F $2,600,000
Market TSL: 23.75 hours		

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WIXX-F	(CHR)	69/24.0	——	25.3	——	29.0	——	192/2499	791/50.4		49.0		31.0	88	880	WIXX-F
2. WAPL-F	(AOR)	52/18.1	——	14.3	——	12.2	——	190/1956	515/32.8		28.0		19.7	56	557	WAPL-F
3. WGEE	(C)	25/ 8.7	——	8.4	——	13.1	——	51/674	345/22.0		20.6		12.0	34	399	WGEE
4. WQLH-F	(SAC)	22/ 7.7	——	9.2	——	11.4	——	46/788	293/18.7		23.2		8.5	24	315	WQLH-F
5. WDUZ	(MOR)	16/ 5.6	——	9.9	——	7.3	——	20/305	253/16.1		23.7		6.0	17	251	WDUZ
6. WNFL	(AC)	15/ 5.2	——	6.6	——	8.2	——	19/324	272/17.3		20.5		2.8	8	211	WNFL
7. WKFX-F	(AC)	14/ 4.9	——	4.0	——	1.6	——	34/549	188/12.0		12.7		1.4	4	114	WKFX-F
8. WJLM-F	(C)	12/ 4.2	——	7.3	——	7.3	——	24/326	195/12.4		16.0		4.6	13	176	WJLM-F
9.																
10.																

12+ FM SHARE (METRO): 72.31% (175 of 242) (SPG 89: 67.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIXX-F>>	1 WAPL-F	1 WIXX-F<	1 WIXX-F	1 WIXX-F>	1 WGEE >	1 WIXX-F>	1 WAPL-F	1 WIXX-F>	1 WIXX-F>>	1 WIXX-F
2 WAPL-F>>	2 WIXX-F>>	2 WAPL-F>>	2 WAPL-F>	2 WAPL-F>	2 WIXX-F>	2 WAPL-F	2 WIXX-F>	2 WAPL-F>>	2 WAPL-F>	2 WAPL-F
3	3 WQLH-F>	3 WQLH-F	3 WQLH-F	3 WQLH-F	3 WQLH-F	3 WGEE >>	3 WQLH-F>	3 WQLH-F>	3 WNFL >	3
4	4	4 WKFX-F	4 WKFX-F	4 WKFX-F	WNFL	4 WQLH-F	4 WGEE	4	4	4
5	5	5	5	5 WGEE	WDUZ	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIXX-F>>	1 WIXX-F>>	1 WIXX-F	1 WIXX-F>>	1 WIXX-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>
2 WAPL-F>>	2 WAPL-F	2 WQLH-F>>	2 WAPL-F	2 WQLH-F>	2 WIXX-F>>	2 WIXX-F>>	2 WIXX-F>>	2 WIXX-F>>	2 WIXX-F>
3	3 WQLH-F>	3 WAPL-F>	WQLH-F>	3 WGEE	3	3	3 WKFX-F>	3 WKFX-F>	3 WKFX-F>
4	4	4 WJLM-F>>	4	WDUZ	4	4	4	4	4 WQLH-F
5	5	5	5	5	5	5	5	5	WNFL

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		69 (1)	69 (1)	28.5	27.9
AOR/CLASSIC		52 (1)	52 (1)	21.5	15.8
AC/OLDIES/SOFT ROCK	17 (2)	38 (3)	55 (5)	22.7	12.6
MOR/VARIETY	16 (1)		16 (1)	6.6	13.4
COUNTRY	26 (2)	12 (1)	38 (3)	15.7	17.8
BLACK/URBAN		3 (1)	3 (1)	1.2	
BEAUTIFUL/EASY					10.1
NEWS/TALK					1.2
NOSTALGIA	8 (1)		8 (1)	3.3	
RELIGION/GOSPEL		1 (1)	1 (1)	0.4	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.2
	67 (6)	175 (8)	242 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAUN-F	92.7	Kewaunee	1.0/3.6/ 10/ 164
WEMI-F	100.1	Neenah-Menasha	0.3/1.4/ 6/ 171
WNAM	1280	Neenah-Menasha	2.8/7.5/ 41/ 566
WOZZ-F	93.5	New London/Aplt	0.7/4.9/ 27/ 499
WQWM	1050	Kaukauna	0.7/2.9/ 11/ 262
WYNE	1150	Kimberly	0.3/2.0/ 28/ 383

RADIO STATIONS

WDUZ ,	1400,	1 KW ,	MOR	ABC E, $18.00	(Mc-Guild)		Michael Watts
WGEE ,	1360,	5 KW (DA-N) ,	Country	ABC D, $24.00	(Banner)	Midwest	D.E. Wright
WNFL ,	1440,	5 KW/1 KW (DA-2),	AC	NBC, $20.00	(Katz)	WinCom	Craig Eckert
WIXX-F,	101.1,	100 KW @ 1080 ,	CHR	, $56.00	(Banner)	Midwest	D.E. Wright
WJLM-F,	95.9,	3 KW @ 308 ,	Country	SMN MBS, $15.00	(K & P)	(DE PERE)	Jack LeDuc
WQLH-F,	98.5,	100 KW @ 500 ,	Soft AC	ABC E, $20.00	(Mc-Guild)		Michael Watts

Misc: WDUZ-F changes to WQLH-F and format to Soft AC (Jan) . . .

Other rated stations — See Appleton-Oshkosh

GREENSBORO-WS

Arbitron Rank/Pop (12+): 50/787,400
MSA Rank/Pop: 56/934,000
ADI # 49
Average Person Ratings: 17.4
Market TSL: 23.00 hours

Stations: 30/21
Diaries: 1224/643:1/53.9%
Sample Target: 1100
% Below Line: 4.9
% Not Listed: 11.4

1989 Revenue: $22,000,000
HH Inc.: $26,025
Retail $: 11.3 Bil
Pop per Station: 37,495
#1 Biller: WTQR-F $4,250,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WTQR-F	(C)	209/15.3	18.2	13.8	15.3	15.9	15.7	391/4094	2194/27.9	22.9	27.5		14.4	201	2230	WTQR-F
2. WKRR-F	(CL AOR)	163/11.9	10.2	9.6	11.4	9.2	10.8	240/2602	1564/19.9	17.5	17.0		15.0	210	1813	WKRR-F
3. WJMH-F	(B)	100/ 7.3	7.1	8.8	7.1	11.5	7.6	159/2070	1293/16.4	18.6	18.9		10.5	146	1702	WJMH-F
4. WMAG-F	(AC)	92/ 6.7	5.8	6.9	5.0	5.7	6.1	121/1653	1158/14.7	15.4	14.3		4.8	67	819	WMAG-F
5. WQMG-F	(B)	82/ 6.0	5.8	4.5	4.8	4.0	5.3	108/1348	961/12.2	9.9	9.8		11.2	156	1093	WQMG-F
6. WKZL-F	(CHR)	78/ 5.7	4.7	6.0	5.6	5.8	5.5	98/1830	1300/16.5	14.6	16.7		4.9	68	1141	WKZL-F
7. WWWB-F	(AC)	77/ 5.6	5.8	5.2	4.6	3.9	5.3	125/1766	1012/12.9	11.7	11.6		2.3	32	840	WWWB-F
8. WSJS	(N/T)	64/ 4.7	5.8	4.5	3.8	4.8	4.7	67/914	865/11.0	9.6	10.3		4.0	56	773	WSJS
WKSI-F	(CHR)	64/ 4.7	4.2	3.9	3.4	3.9	4.1	88/2075	1217/15.5	13.1	13.8		5.1	71	850	WKSI-F
10. WMQX-F	(O)	47/ 3.4	3.4	4.9	4.2	4.2	4.0	110/1653	831/10.6	12.9	10.5		4.9	69	758	WMQX-F
11. WWMY-F	(EZ)	40/ 2.9	3.4	3.0	1.9	2.4	2.8	56/822	547/ 6.9	8.0	5.5					WWMY-F
12. WRDX-F	(AC)	20/ 1.5	——	1.6	1.1	0.4	1.0	47/495	270/ 3.4	2.3	1.3					WRDX-F
WPCM-F	(C)	20/ 1.5	1.6	1.4	1.9	2.0	1.6	92/1317	366/ 4.6	4.3	6.3		1.3	18	243	WPCM-F
WAAA	(B)	20/ 1.5	0.8	2.0	1.7	1.4	1.5	20/225	225/ 2.9	3.9	3.3		0.9	12	257	WAAA
15.																

12+ FM SHARE (METRO): 87.56% (1063 of 1214) (SPG 89: 84.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMH-F<	1 WKRR-F>>	1 WKRR-F	1 WTQR-F	1 WTQR-F	1 WTQR-F>>	1 WTQR-F>	1 WTQR-F	1 WTQR-F	1 WTQR-F<	1 WTQR-F>
2 WKZL-F	2 WTQR-F	2 WTQR-F>	2 WKRR-F>	2 WKRR-F>	2 WSJS	2 WKRR-F>	2 WKRR-F>	2 WKRR-F>	2 WKRR-F	2 WSJS
3 WKSI-F	3 WJMH-F	3 WMAG-F<	3 WMAG-F	3 WMAG-F	3 WWWB-F	3 WSJS	3 WMAG-F	3 WJMH-F	3 WJMH-F>	3 WKRR-F
4 WQMG-F	4 WQMG-F<	4 WJMH-F	4 WWWB-F<	4 WWWB-F	WMAG-F>	4 WMAG-F	4 WWWB-F	4 WWWB-F	4 WQMG-F	4 WMFR
WKRR-F	5 WKZL-F	5 WQMG-F	5 WJMH-F	5 WJMH-F	5 WWMY-F	5 WKZL-F<	5 WJMH-F	WMAG-F	5 WKSI-F<	WQMG-F
6	6 WKSI-F	6 WWWB-F	6 WQMG-F	6 WQMG-F	6	6 WQMG-F	6 WQMG-F	6 WQMG-F	6 WSJS	6 WJMH-F
7	7 WMAG-F	7	7 WMQX-F	7	7	7	7 WKZL-F	7 WKZL-F	7 WKZL-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRR-F	1 WKRR-F>	1 WMAG-F	1 WTQR-F	1 WTQR-F>	1 WKRR-F>>	1 WKRR-F>>	1 WKRR-F>>	1 WKRR-F>	1 WKRR-F
2 WKZL-F<	2 WJMH-F<	WKRR-F	2 WMAG-F	2 WMAG-F	2 WTQR-F	2 WTQR-F	2 WTQR-F	2 WTQR-F>	2 WTQR-F>>
3 WJMH-F	3 WMAG-F<	3 WTQR-F	3 WKRR-F	3 WWWB-F	WQMG-F	WQMG-F>	WQMG-F>	3 WQMG-F	3 WMAG-F
4 WKSI-F	4 WTQR-F	4 WJMH-F	4 WJMH-F	4 WKRR-F	WKSI-F	4 WJMH-F<	4 WJMH-F	4 WJMH-F	WJMH-F<
5 WTQR-F	WKZL-F	5 WKZL-F	5 WKZL-F	5 WJMH-F	5 WKZL-F	5 WKSI-F	5 WMQX-F	5 WWWB-F	5 WWWB-F
6 WQMG-F	6 WKSI-F	6 WWWB-F	6 WWWB-F	6 WMQX-F	6 WJMH-F>>	6	6 WKSI-F	6 WMAG-F	WQMG-F
7 WMAG-F	7	7 WMQX-F	7 WQMG-F	7	7	7	7	7	7
		8 WKSI-F	8 WKSI-F						

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		147 (3)	147 (3)	12.1	12.1
AOR/CLASSIC		167 (2)	167 (2)	13.8	10.0
AC/OLDIES/SOFT ROCK		247 (6)	247 (6)	20.3	16.9
MOR/VARIETY					6.7
COUNTRY		244 (4)	244 (4)	20.1	20.6
BLACK/URBAN	36 (2)	187 (3)	223 (5)	18.4	20.9
BEAUTIFUL/EASY		40 (1)	40 (1)	3.3	3.0
NEWS/TALK	64 (1)		64 (1)	5.3	
NOSTALGIA	28 (3)		28 (3)	2.3	3.5
RELIGION/GOSPEL	23 (2)	24 (2)	47 (4)	3.9	5.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		7 (1)	7 (1)	0.6	0.4
	151 (8)	1063 (22)	1214 (30)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGLD	1320	Greensboro	0.5/1.4/ 7/ 114
WHPE-F	95.5	High Point	0.7/2.9/ 27/ 469
WMFR	1230	High Point	1.2/3.0/ 17/ 237
WPET	950	Greensboro	0.6/1.3/ 9/ 125
WQMG	1510	Greensboro	1.2/1.5/ 16/ 126
WTNC	790	Thomasville	1.1/2.7/ 16/ 228
WTOB	1380	Winston-Salem	0.3/2.1/ 4/ 187
WMGL-F	94.1	Lexington/WS	1.0/2.8/ 19/ 396
WDCG-F	105.1	Durham/Raleigh	0.4/2.8/ 46/ 839
WEZC-F	102.9	Hickory/Chrltte	0.4/1.4/ 19/ 378
WFMX-F	105.7	Statesville	0.7/4.1/ 55/1041
WMXC-F	104.7	Charlotte	0.4/1.7/ 35/ 487
WPEG-F	97.9	Concord	0.4/1.6/ 32/ 379
WRFX-F	99.7	Kannapolis/Chrl	0.5/1.6/ 32/ 497
WSOC-F	103.7	Charlotte	0.4/2.2/ 61/1102
WZZU-F	93.9	Burlington/Rlgh	0.3/1.7/ 26/ 636

RADIO STATIONS

WAAA ,	980,	1 KW/69 W	,	Black	NBN,	$17.00	(Roslin)			Mutter Evans
WMFR ,	1230,	1 KW	,	Nostalgia	ABC I APR,	$21.00	(Christal)	Voyager		Dick Harlow
WSJS ,	600,	5 KW (DA-2)	,	MOR/Full Service	NBC MBS,	$44.00	(Mc-Guild)	New Market		Tom Kennedy

WHPE-F,	95.5,	100 KW @ 522	,	Religion	,	$14.00	(—)			Judd Mast
WJMH-F,	102.1,	66 KW @ 1165	,	Black/Urban	,	$50.00	(HNWH)	Beasley	(REIDSVILLE)	Roger Stockton
WKRR-F,	92.3,	100 KW @ 1288	,	Classic AOR	,	$70.00	(Katz)	Dick		Allen Dick
WKSI-F,	98.7,	100 KW @ 1035	,	CHR	,	$42.00	(Republic)	Bahakel		
WKZL-F,	107.5,	100 KW @ 500	,	CHR	ABC R,	$45.00	(Banner)	Nationwide		Chuck Holloway
WMAG-F,	99.5,	100 KW @ 1500	,	AC	,	$77.00	(Christal)	Voyager		Dick Harlow

WMQX-F,	93.1,	100 KW @ 1099	,	Oldies	,	$39.00	(Durpetti)	Guild		Jeff Silver
WPCM-F,	101.1,	100 KW @ 1176	,	Country	MBS,	$23.00	(—)		(BURLINGTON)	Catherine Harris
WQMG-F,	97.1,	100 KW @ 1234	,	Black	RADRAD,	$40.00	(Banner)			Nancy Cooper
WTQR-F,	104.1,	100 KW @ 1420	,	Country	MBS,	$94.00	(Mc-Guild)	New Market		Tom Kennedy
WWMY-F,	94.5,	100 KW @ 982	,	EZ	UNIULT,	$25.00	(Katz)	Ragan Henry	(EDEN)	Michael Whalen
WWWB-F,	100.3,	100 KW @ 1035	,	AC	UNISUP UNIULT,	$46.00	(MMR)	Mann		Ed Weiss
WWGL-F,	94.1,	100 KW @ 485	,	Religion	,	$17.00	(—)		(LEXINGTON)	Bill Hilton

GREENVILLE - NEW BERN - WASHINGTON, NC

Arbitron Rank/Pop (12+): 85/418,800
MSA Rank/Pop: NA
ADI # 105
Average Person Ratings: 17.1
Market TSL: 22.75 hours

Stations: 21/18
Diaries: 976/429:1/56.6%
Sample Target: 810
% Below Line: 7.8
% Not Listed: 15.5

1989 Revenue: NA
HH Inc.: NA
Retail $: 2.8 Bil
Pop per Station: 23,266
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WIKS-F	(B)	134/18.7	20.2	16.9	19.6	23.1	——	161/1683	1170/27.9	29.7	28.2					WIKS-F
2. WRNS-F	(C)	123/17.2	11.1	14.6	15.0	14.4	——	148/1636	1096/26.2	22.0	24.3					WRNS-F
3. WDLX-F	(CHR)	61/ 8.5	8.6	11.0	9.6	11.6	——	112/1768	846/20.2	20.3	22.4					WDLX-F
4. WNCT-F	(EZ)	35/ 4.9	6.0	6.1	7.9	5.8	——	78/845	403/ 9.6	12.4	11.7					WNCT-F
WKOO-F	(O)	35/ 4.9	4.9	3.5	3.9	2.0	——	41/460	403/ 9.6	8.5	8.5					WKOO-F
6. WZYC-F	(AOR)	34/ 4.8	3.7	4.7	8.2	7.0	——	34/552	526/12.6	11.2	12.9					WZYC-F
7. WRDU-F	(AOR)	25/ 3.5	1.5	1.9	1.7	2.4	——	110/1049	287/ 6.9	4.8	4.5					WRDU-F
8. WTRG-F	(AC)	23/ 3.2	2.7	1.9	0.9	0.8	——	82/1018	276/ 6.6	8.1	5.7					WTRG-F
9. WXQR-F	(AOR)	22/ 3.1	3.0	1.9	2.9	3.1	——	32/226	189/ 4.5	5.5	3.7					WXQR-F
WSFL-F	(AC)	22/ 3.1	4.2	7.2	6.2	7.6	——	23/493	424/10.1	12.0	15.0					WSFL-F
11. WHTE-F	(B)	18/ 2.5	3.8	3.2	2.9	——	——	62/702	295/ 7.0	8.1	6.6					WHTE-F

12+ FM SHARE (METRO): 94.04% (568 of 604) (SPG 89: 89.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIKS-F>>	1 WIKS-F>	1 WIKS-F	1 WRNS-F	1 WRNS-F	1 WRNS-F>>	1 WRNS-F	1 WRNS-F	1 WIKS-F<	1 WIKS-F>>	1 WIKS-F>>
2 WDLX-F	2 WRNS-F	2 WRNS-F>	2 WIKS-F>>	2 WIKS-F>>	2 WIKS-F	2 WIKS-F>>	2 WIKS-F>	2 WRNS-F>>	2 WRNS-F	2 WRNS-F>>
3	3 WDLX-F>	3 WDLX-F>	3 WKOO-F	3 WKOO-F	3 WNCT-F	3 WDLX-F>	3 WDLX-F	3 WDLX-F>	3 WDLX-F>	3 WDLX-F
4	4 WZYC-F	4 WZYC-F	4 WTRG-F	4 WTRG-F	4 WKOO-F	4 WKOO-F	4 WNCT-F	4 WKOO-F<	4 WZYC-F	4
5	5	5 WKOO-F	5	5 WZYC-F	5	5 WNCT-F	5 WKOO-F	5 WNCT-F	5	5
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F>	1 WIKS-F>	1 WRNS-F	1 WDLX-F	1 WIKS-F	1 WIKS-F	1 WRNS-F<	1 WRNS-F>
2 WDLX-F	2 WRNS-F>	2 WRNS-F>>	2 WRNS-F>>	2 WIKS-F>>	2 WIKS-F>	2 WDLX-F	2 WRNS-F>	2 WIKS-F>	2 WIKS-F>>
3 WRNS-F	3 WDLX-F>	3 WKOO-F	3 WDLX-F	3 WKOO-F	3 WXQR-F>	3 WRNS-F	3 WZYC-F>>	3 WDLX-F>	3 WZYC-F
4 WRDU-F>	4 WRDU-F	4 WSFL-F	4 WKOO-F	4 WTRG-F	4 WRDU-F	4 WZYC-F	4 WVVY-F	4 WZYC-F	WKOO-F
5 WZYC-F	5	WDLX-F	5 WSFL-F	WSFL-F	WRNS-F	5 WXQR-F	WHTE-F	5 WXQR-F	5
WXQR-F>	6	6	6	6	6	6	WDLX-F>	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		61 (1)	61 (1)	10.1	13.1
AOR/CLASSIC		81 (3)	81 (3)	13.4	9.8
AC/OLDIES/SOFT ROCK		96 (5)	96 (5)	15.9	13.6
MOR/VARIETY	6 (1)		6 (1)	1.0	1.4
COUNTRY	13 (2)	131 (2)	144 (4)	23.8	20.8
BLACK/URBAN		152 (2)	152 (2)	25.2	22.7
BEAUTIFUL/EASY		35 (1)	35 (1)	5.8	6.9
NEWS/TALK	5 (1)		5 (1)	0.8	
NOSTALGIA					
RELIGION/GOSPEL	12 (1)		12 (1)	2.0	4.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		4 (1)	4 (1)	0.7	
UNKNOWN/OTHERS		8 (1)	8 (1)	1.3	7.6
	36 (5)	568 (16)	604 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCZI-F	98.3	Washington/Grnv	0.6/1.7/ 4/ 90
WELS	1010	Kinston	1.5/2.9/ 11/ 121
WJNC	1240	Jacksonville	0.8/1.8/ 6/ 75
WOOW	1340	Greenville	1.7/2.3/ 12/ 98
WRHT-F	96.3	Morehead City	0.8/3.2/ 6/ 135
WRNS	960	Kinston	0.3/0.9/ 6/ 65
WRQR-F	94.3	Farmville/Grnvl	1.4/3.7/ 11/ 204
WRRF	930	Washington	0.7/1.5/ 6/ 86
WVVY-F	99.5	Grifton	1.1/2.9/ 8/ 122
WKTC-F	96.9	Tarboro/Rky Mnt	1.1/4.5/ 52/ 748

RADIO STATIONS

WELS, 1010, 1 KW (DAYS)	, COUNTRY		, $ 10.00	(——)	(KINSTON)	Jack Hankins
WOOW, 1340, 1 KW (DA-1)	, GOSPEL		, $ 9.00	(Southern)	(GREENVILLE)	Jim Rouse
WDLX-F, 93.3, 100 KW @ 1780,	CHR	ABC F	, $ 31.00	(Banner)	(WASHINGTON)	Zoth Pitts
WHTE-F, 103.7, 50 KW @ 330,	BLACK		, $ 13.00	(McGuild)	(WILLIAMSTON)	Louis Miller
WIKS-F, 101.9, 100 KW @ 983,	BLACK	ABC C, UNIULT,	$ 37.00	(HNWH)	(NEW BERN)	Mike Brinkley
WKOO-F, 98.7, 100 KW @ 978,	OLDIES		, $ 17.00	(Eastman)	(JACKSONVILLE)	Ron Brown
WNCT-F, 107.9, 100 KW @ 1701,	EZ	ABC E, CBS,	$ 21.00	(MMR)	Park (WASHINGTON)	Joe Mule
WRNS-F, 95.1, 100 KW @ 1500,	COUNTRY	UNIULT,	$ 39.00	(McGuild)	Pinnacle (KINSTON)	Webster James
WSFL-F, 106.5, 100 KW @ 915,	AC	UNIPWR,	$ 18.00	(Eastman)	Caravelle (NEW BERN)	Jerry McKeown
WXQR-F, 105.5, 3 KW @ 300,	AOR	SOURCE, ABC F,	$ 13.00	(Market4)	(JACKSONVILLE)	Bill Waldron
WZYC-F, 103.3, 100 KW @ 593,	AOR	ABC R ,	$ 16.00	(Christal)	(NEWPORT)	Ben Ball

OTHER RANKED STATIONS — See Raleigh

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 58/643,400

MSA Rank/Pop: 81/623,800
ADI # 35 (w/Asheville)
Average Person Ratings: 17.4
Market TSL: 23.00 hours

Stations: 25/19
Diaries: 1395/461:1/52.1%
Sample Target: 1010
% Below Line: 5.8
% Not Listed: 10.7

1989 Revenue: $20,000,000
HH Inc.: $23,181
Retail $: 4.9 Bil
Pop per Station: 33,863
#1 Biller: WESC-AF $4,800,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WMYI-F (AC)	144/12.9	15.9	11.4	10.4	9.4	12.6	245/2855	1580/24.6	25.1	19.8	14.3	163	1685	WMYI-F
2. WESC-F (C)	142/12.7	11.3	11.8	12.8	9.3	12.1	257/2700	1488/23.1	22.2	20.8	1.2	14	218	WESC-F
3. WSSL-F (C)	123/11.0	8.5	9.3	11.1	8.4	10.0	202/2313	1343/20.9	17.4	19.6	12.0	137	1345	WSSL-F
4. WANS-F (CHR)	105/ 9.4	8.7	8.3	9.3	10.4	8.9	150/2051	1472/22.9	19.2	18.5	12.7	145	1418	WANS-F
5. WSPA-F (EZ)	93/ 8.3	8.5	7.9	7.2	7.3	8.0	137/1479	863/13.4	14.9	14.7	3.5	40	625	WSPA-F
6. WCKN-F (CL AOR)	67/ 6.0	3.9	5.4	5.7	4.1	5.3	78/1243	840/13.1	11.6	10.3	8.2	93	991	WCKN-F
7. WLWZ-F (B)	63/ 5.6	5.2	6.1	6.1	7.8	5.8	63/634	634/ 9.9	9.3	11.5	8.1	92	1044	WLWZ-F
8. WFBC-F (AC)	56/ 5.0	5.5	5.6	7.9	9.0	6.0	77/1230	812/12.6	16.3	21.0	2.9	33	655	WFBC-F
9. WCKZ-F (CHR)	35/ 3.1	5.4	4.4	3.8	3.8	4.2	86/1031	445/ 6.9	8.3	8.3	4.5	51	647	WCKZ-F
10. WPJM (BB)	34/ 3.0	2.7	——	——	——	1.4	34/249	239/ 3.7	0.0	0.0				WPJM
11. WFBC (N/T)	18/ 1.6	2.0	2.0	1.5	2.5	1.8	18/255	238/ 3.7	5.1	5.5	2.3	26	417	WFBC
12. WHYZ (B)	16/ 1.4	1.0	3.0	0.7	1.3	1.5	16/243	227/ 3.5	2.8	2.7	2.0	23	401	WHYZ
WBBO-F (J/NA)	16/ 1.4	1.5	1.6	1.1	2.1	1.4	26/437	234/ 3.6	5.5	5.6	1.6	18	232	WBBO-F
14. WSPA (MOR)	14/ 1.3	2.8	2.1	2.1	2.3	2.1	16/388	307/ 4.8	6.8	5.8	1.1	13	224	WSPA
15.														

12+ FM SHARE (METRO): 89.10% (891 of 1000) (SPG 89: 88.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WANS-F>>	1 WMYI-F>	1 WMYI-F>	1 WMYI-F>	1 WMYI-F>	1 WESC-F>	1 WESC-F	1 WMYI-F	1 WMYI-F	1 WANS-F>	1 WESC-F<
2 WLWZ-F>	2 WANS-F	2 WSSL-F	2 WSSL-F	2 WESC-F	2 WSPA-F	2 WMYI-F	2 WESC-F<	2 WSSL-F<	2 WSSL-F	2 WLWZ-F>>
3 WCKZ-F	3 WCKN-F	3 WESC-F<	WESC-F>	3 WSSL-F>	3 WSSL-F>	3 WSSL-F>	3 WSSL-F	3 WESC-F	3 WSPA-F	3 WSSL-F
4	4 WSSL-F>	4 WANS-F	4 WCKN-F	4 WCKN-F	4 WMYI-F>	4 WANS-F	4 WSPA-F>	4 WANS-F	WLWZ-F	4 WMYI-F
5	5 WLWZ-F	5 WCKN-F	5 WLWZ-F<	5 WLWZ-F	5 WFBC-F	5 WSPA-F>	5 WANS-F<	5 WSPA-F	5 WESC-F	5 WANS-F
6	6	6	6 WFBC-F	WFBC-F	6	6 WLWZ-F	6 WCKN-F	6	WCKN-F	6
			WANS-F						7 WMYI-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WANS-F>	1 WMYI-F>>	1 WMYI-F>>	1 WMYI-F>	1 WMYI-F>	1 WANS-F>	1 WCKN-F<	1 WCKN-F	1 WMYI-F	1 WESC-F
2 WCKZ-F	2 WANS-F	2 WSSL-F	2 WSSL-F	2 WSSL-F	2 WMYI-F	2 WMYI-F	2 WMYI-F>>	2 WCKN-F	2 WMYI-F
3 WSSL-F	3 WSSL-F>	3 WLWZ-F	3 WANS-F	WESC-F>>	3 WCKN-F	3 WANS-F>	3 WSSL-F	3 WSSL-F	3 WSSL-F<
4 WMYI-F	4 WLWZ-F	4 WANS-F>	4 WESC-F>	4 WLWZ-F<	4 WSSL-F>	4 WSSL-F>	WANS-F	4 WESC-F	4 WCKN-F>
WCKN-F>	5 WCKZ-F	5 WCKN-F	5 WLWZ-F	5 WSPA-F	5 WZZG-F	5 WLWZ-F	5 WLWZ-F	5 WANS-F	5 WFBC-F
6 WLWZ-F>	WCKN-F	6 WESC-F>	6	WFBC-F	WESC-F	6 WESC-F	WFBC-F>	6	6 WLWZ-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		42 (2)	42 (2)	4.2	7.2
AOR/CLASSIC		67 (1)	67 (1)	6.7	4.7
AC/OLDIES/SOFT ROCK		216 (4)	216 (4)	21.6	22.1
MOR/VARIETY	14 (1)		14 (1)	1.4	2.7
COUNTRY	10 (1)	274 (3)	284 (4)	28.4	23.2
BLACK/URBAN	16 (1)	63 (1)	79 (2)	7.9	11.5
BEAUTIFUL/EASY		102 (2)	102 (2)	10.2	9.5
NEWS/TALK	18 (1)		18 (1)	1.8	2.8
NOSTALGIA	34 (1)		34 (1)	3.4	
RELIGION/GOSPEL	12 (3)	6 (1)	18 (4)	1.8	1.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		16 (1)	16 (1)	1.6	2.4
UNKNOWN/OTHERS	5 (1)		5 (1)	0.5	1.0
	109 (9)	786 (15)	1000 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCKI	1300	Greer	0.4/1.0/ 5/ 63
WESC	660	Greenville	0.9/2.1/ 12/ 213
WMUU-F	94.5	Greenville	0.8/4.3/ 17/ 464
WRIX	1020	Homeland Path	0.6/1.4/ 8/ 104
WRIX-F	103.1	Home.Path/Ander	0.8/2.2/ 11/ 173
WTBI	1540	Pickens	0.4/1.0/ 4/ 66
WFGW	1010	Black Mountain	0.1/0.6/ 0/ 0
WFOX-F	97.1	Gainsville	0.7/2.2/ 27/ 443
WMIT-F	106.9	Black Mountain	0.5/1.3/ 28/ 533
WWMG-F	96.1	Shelby	0.7/2.7/ 24/ 321
WZZG-F	95.1	Charlotte	0.6/1.3/ 10/ 202

RADIO STATIONS

WFBC ,	1330,	5 KW (DA-N) ,	News/Talk	NBC SUN, $23.00	(Katz)	Multimedia	Jeff Outten
WHYZ ,	1070,	50 KW (DAYS,DA) ,	Black	, $25.00	(K & P)		Martin McClung
WPJM ,	800,	1 KW (DAYS) ,	Nostalgia	ABC I, $19.00	(——)	(GREER)	John Salter
WSPA ,	950,	5 KW (DA-N) ,	MOR	CBS, $24.00	(Mc-Guild)		Larry Alverson
WANS-F,	107.3,	100 KW @ 1010 ,	CHR	, $50.00	(Chriratal)	Degree (ANDERSON)	Ron Thompson
WBBO-F,	93.3,	93 KW @ 2030 ,	Jazz/NAC	, $25.00	(——)	(FOREST CITY)	Don Trapp
WCKN-F,	101.1,	100 KW @ 986 ,	Classic AOR	ABC R, $45.00	(Durpetti)	ABS (ANDERSON)	Kerry Fink
WFBC-F,	93.7,	100 KW @ 1850 ,	AC	ABC D, $65.00	(Katz)	Multimedia	Jeff Outten
WESC-F,	92.5,	100 KW @ 2000 ,	Country	ABC E, $95.00	(Banner)		Allen Power
WLWZ-F,	103.9,	3 KW @ 328 ,	Black	, $32.00	(HNWH)	Voyager	Bill Johnston
WMUU-F,	94.5,	100 KW @ 1200 ,	EZ	APR, $18.00	(——)		Jim Dickson
WMYI-F,	102.5,	20 KW @ 1782 ,	AC	, $88.00	(Republic)	AmCom (HNDRSNVLE)	Leigh Earle-Walker
WSPA-F,	98.9,	100 KW @ 1910 ,	EZ	, $40.00	(Mc-Guild)		Larry Alverson
WSSL-F,	100.5,	100 KW @ 1241 ,	Country	UNIPWR, $44.00	(Christal)	Capstar (GRAY COURT)	John Cullen

HARRISBURG

Arbitron Rank/Pop (12+): 74/497,200	Stations: 28/17	1989 Revenue: $13,100,000
	Diaries: 1012/491:1/58.1%	HH Inc.: $29,989
MSA Rank/Pop: 86/593,700	Sample Target: 880	Retail $: 4.9 Bil
ADI # 45 (w/Lancaster & York)	% Below Line: 19.7	Pop per Station: 29,247
Average Person Ratings: 17.4	% Not Listed: 13.1	#1 Biller: WYNK-F $5,700,000
Market TSL: 23.25 hours		

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WNNK-F	(CHR)	150/17.4	15.3	19.6	17.0	19.0	17.3	170/2073	1688/34.0	37.1	38.3		21.9	151	1682	WNNK-F
2. WTPA-F	(AOR)	71/ 8.2	6.7	6.6	6.3	6.6	6.9	113/1189	730/14.7	12.6	12.5		12.4	86	774	WTPA-F
3. WRKZ-F	(C)	61/ 7.1	6.9	9.7	7.2	9.9	7.7	135/1659	678/13.6	16.7	18.6		5.9	41	533	WRKZ-F
4. WNCE-F	(EZ)	60/ 6.9	5.8	4.5	6.0	7.4	5.8	176/1815	591/11.9	8.8	12.0		4.1	28	307	WNCE-F
5. WHP	(MOR)	57/ 6.6	6.4	5.9	5.4	6.1	6.1	67/867	712/14.3	15.7	15.0		5.9	41	479	WHP
6. WWKL-F	(O)	54/ 6.3	5.3	3.6	4.6	2.9	4.9	97/1187	603/12.1	7.9	6.6		5.6	39	417	WWKL-F
7. WQXA-F	(CHR)	35/ 4.1	4.8	5.6	3.9	2.8	4.6	113/1819	610/12.3	14.4	12.6		8.2	57	846	WQXA-F
WLBR	(MOR)	35/ 4.1	3.5	2.0	3.0	2.2	3.2	38/474	409/ 8.2	6.5	6.2					WLBR
9. WHYL	(BB)	32/ 3.7	4.1	3.6	0.7	0.2	3.0	43/458	341/ 6.9	5.9	0.0		1.3	9	146	WHYL
10. WIMX-F	(AC)	26/ 3.0	4.1	5.4	4.1	4.6	4.2	32/718	573/11.5	12.5	12.0		5.9	41	470	WIMX-F
WHYL-F	(C)	26/ 3.0	2.0	2.6	2.9	3.9	2.6	26/349	316/ 6.4	5.8	8.9		3.6	25	369	WHYL-F
12. WXBB-F	(SAC)	25/ 2.9	5.0	3.6	6.3	4.8	4.4	37/841	556/11.2	10.4	12.1		4.1	28	380	WXBB-F
13.																
14.																
15.																

12+ FM SHARE (METRO): 79.76% (599 of 751) (SPG 89: 84.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNNK-F>>	1 WNNK-F>	1 WNNK-F>>	1 WNNK-F>	1 WNNK-F>	1 WNNK-F	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>	1 WNNK-F>>
2 WQXA-F	2 WTPA-F>>	2 WTPA-F>	2 WWKL-F<	2 WWKL-F	2 WNCE-F<	2 WHP	2 WNCE-F<	2 WTPA-F	2 WQXA-F<	2 WHP >
3	3 WRKZ-F	3 WWKL-F	3 WTPA-F>	3 WTPA-F	3 WHP >	3 WTPA-F	3 WTPA-F<	3 WNCE-F	3 WTPA-F	3 WTPA-F
4	4 WQXA-F	4 WRKZ-F	4 WRKZ-F>	4 WRKZ-F>	4 WRKZ-F<	4 WRKZ-F	4 WWKL-F	4 WRKZ-F<	4 WRKZ-F	WLBR <
5	5 WHTF-F	5	5 WIMX-F	5 WNCE-F	5 WWKL-F	5 WWKL-F	5 WRKZ-F	5 WWKL-F	5 WLBR	5 WRKZ-F
6	6	6	6	WIMX-F	6 WLBR	6	6 WHP	6	WHP	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WTPA-F	1 WTPA-F>>	1 WTPA-F>>	1 WTPA-F	1 WTPA-F
2 WQXA-F	2 WTPA-F>	2 WTPA-F	2 WRKZ-F	2 WRKZ-F	2 WNNK-F>>	2 WNNK-F>	2 WNNK-F	2 WNNK-F>	2 WNNK-F<
3 WTPA-F>>	3 WQXA-F	WRKZ-F>	3 WWKL-F	3 WWKL-F>	3 WQXA-F	3 WHTF-F	3 WWKL-F	3 WWKL-F>	3 WWKL-F>
4	WRKZ-F	4 WXBB-F	4 WTPA-F	4 WIMX-F	4 WHTF-F>>	4 WRKZ-F	4 WRKZ-F	4 WRKZ-F<	4 WRKZ-F>
5	5 WXBB-F	WWKL-F	5 WXBB-F	5 WNCE-F	5	5 WQXA-F	5 WHTF-F>>	5 WHTF-F	5
6	6	WUFM-F	6	WXBB-F	6	WWKL-F	6	6	6
		WIMX-F							
		8 WHYL-F							

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		193 (4)	193 (4)	25.7	28.6
AOR/CLASSIC		102 (4)	102 (4)	13.6	10.0
AC/OLDIES/SOFT ROCK	9 (1)	127 (5)	136 (6)	18.1	19.4
MOR/VARIETY	100 (4)		100 (4)	13.3	10.0
COUNTRY		102 (4)	102 (4)	13.6	18.2
BLACK/URBAN					
BEAUTIFUL/EASY		60 (1)	60 (1)	8.0	9.5
NEWS/TALK	8 (1)		8 (1)	1.1	
NOSTALGIA	32 (1)		32 (1)	4.3	1.6
RELIGION/GOSPEL	3 (1)	12 (1)	15 (2)	2.0	1.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		3 (1)	3 (1)	0.4	1.2
	152 (8)	599 (20)	751 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAHT	1510	Annville-Cleona	0.6/1.1/ 9/ 101
WCMB	1460	Harrisburg	1.0/3.5/ 10/ 215
WHGB	1400	Harrisburg	0.3/1.8/ 5/ 109
WKBO	1230	Harrisburg	0.9/4.5/ 12/ 246
WQIN	1290	Lykens	0.3/1.0/ 4/ 65
WUFM-F	100.1	Lebanon	1.5/3.1/ 14/ 195
WYGL-F	100.5	Elizabethville	0.3/0.9/ 6/ 120
WARM-F	103.3	York	1.0/3.1/135/1570
WDAC-F	94.5	Lancaster	1.4/4.6/ 60/ 791
WGRX-F	100.7	Westmnstr/Balt.	0.9/3.5/ 35/ 641
WGTY-F	107.7	Gettysburg	0.8/2.2/ 75/ 642
WHTF-F	92.7	Starview	2.3/6.0/ 57/ 922
WIOV-F	105.1	Ephrata/Lncstr	0.9/2.0/ 73/ 859
WLAN-F	96.9	Lancaster	0.3/2.7/ 63/1220
WQKX-F	94.1	Sunbury	0.3/1.8/ 26/ 312
WYCR-F	98.5	York/Hanover	0.6/4.2/ 90/1509

RADIO STATIONS

WCMB ,	1460,	5 KW (DA-N) ,	Oldies	NBC UNISUP, $15.00	(Eastman)		
WHP ,	580,	5 KW (DA-N) ,	MOR/Full Service	CBS NBC, $34.00	(MMR)	Commonwealth	Ken Gaines
WHYL ,	960,	5 KW/22 W (DA-1),	Nostalgia	UNIULT, $16.00	(—)	(CARLISLE)	Lincoln Zeve
WLBR ,	1270,	5 KW/1 KW (DA-2) ,	MOR	ABC I, $17.00	(K & P)		Lester Etter
WHYL-F,	102.3,	3 KW @ 328 ,	Countnry	CNN UNIULT, $88.00	(—)	(CARLISLE)	Lincoln Zeve
WIMX-F,	99.3,	3 KW @ 328 ,	AC	, $34.00	(Eastman)		Brian Danzis
WNNK-F,	104.1,	22 KW @ 725 ,	CHR	APR, $101.00	(Christal)	Keymarket	Carol O'Leary
WRKZ-F,	106.7,	14 KW @ 928 ,	Country	ABC E, $80.00	(Torbet)	Zimmerman (HERSHEY)	Nancy Tulli
WTPA-F,	93.5,	1 KW @ 620 ,	AOR	ABC R, $31.00	(Republic)		Michael Brandon
WWKL-F,	94.9,	25 KW @ 700 ,	Oldies	UNIULT, $37.00	(Katz)	Barnstable	Dana Harmon
WXBB-F,	97.3,	17 KW @ 840 ,	Soft AC	, $32.00	(MMR)	Commonwealth	Ken Gaines

Other ranked stations -- See York or Lancaster

Misc: WHP-F changes to WXBB-F in Feb and format to Soft AC . . .

HARTFORD

Arbitron Rank/Pop (12+): 40/982,400
MSA Rank/Pop: 44/1,114,300
ADI # 23 (w/New Haven)
Average Person Ratings: 17.2
Market TSL: 22.75 hours

Stations: 25/16
Diaries: 1290/762:1/51.4%
Sample Target: 1230
% Below Line: 14.9
% Not Listed: 13.3

1989 Revenue: $36,900,000
HH Inc.: $37,576
Retail $: 10.0 Bil
Pop per Station: 61,400
#1 Biller: WTIC $9,200,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WTIC	(MOR)	316/18.7	16.8	15.0	15.5	15.9	16.5	392/4101	2976/30.3	28.4	33.6	13.6	208	2468	WTIC
2. WTIC-F	(CHR)	140/ 8.3	10.5	11.2	12.7	13.7	10.7	245/4584	2621/26.7	29.8	30.7	12.4	190	2850	WTIC-F
3. WRCH-F	(EZ)	127/ 7.5	8.2	7.6	8.0	9.0	7.8	206/3123	1760/17.9	17.0	19.6	6.6	101	1108	WRCH-F
4. WKSS-F	(CHR)	125/ 7.4	5.8	5.3	5.9	4.0	6.1	230/3940	2153/21.9	19.4	18.5	5.3	81	1501	WKSS-F
5. WWYZ-F	(C)	115/ 6.8	9.1	7.8	5.7	7.4	7.4	226/2743	1342/13.7	15.8	16.0				WWYZ-F
6. WCCC-AF	(AOR)	107/ 6.3	5.0	5.9	6.6	5.3	5.9	163/2745	1594/16.2	17.3	17.7	9.3	143	1511	WCCC-AF
7. WDRC-F	(O)	106/ 6.3	4.8	6.4	4.8	5.9	5.6	195/2939	1553/15.8	17.8	16.9	5.8	88	1199	WDRC-F
8. WIOF-F	(AC)	98/ 5.8	5.6	6.9	4.8	5.6	5.8	151/2413	1500/15.3	16.7	13.9	3.9	59	919	WIOF-F
WHCN-F	(AOR)	98/ 5.8	5.5	5.8	5.8	6.1	5.7	154/2683	1589/16.2	16.7	17.2	8.6	132	1471	WHCN-F
10. WAQY-F	(AOR)	38/ 2.3	1.8	1.6	1.5	2.1	1.8	132/2199	714/ 7.3	6.9	7.6	2.4	36	761	WAQY-F
11. WPLR-F	(AOR)	26/ 1.5	1.8	1.0	0.9	1.1	1.3	95/1968	681/ 6.9	7.7	7.1	1.4	21	650	WPLR-F
WDRC	(O)	26/ 1.5	1.2	1.8	1.2	1.0	1.4	27/410	366/ 3.7	4.0	3.8	0.6	9	231	WDRC
13. WKCI-F	(CHR)	25/ 1.5	1.2	1.1	1.1	1.4	1.2	147/2460	569/ 5.8	6.8	7.8	0.6	9	236	WKCI-F
WPOP	(N/T)	25/ 1.5	3.3	2.6	2.5	1.9	2.5	27/791	690/ 7.0	9.0	9.2	2.1	32	626	WPOP

12+ FM SHARE (METRO): 70.20% (1027 of 1463) (SPG 89: 72.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSS-F<	1 WHCN-F<	1 WTIC-F<	1 WDRC-F	1 WTIC	1 WTIC >>	1 WTIC >>	1 WRCH-F	1 WTIC-F	1 WTIC >	1 WTIC >>
2 WTIC-F	2 WCCC-AF<	2 WCCC-AF	2 WCCC-AF	WDRC-F	2 WRCH-F	2 WRCH-F	2 WKSS-F	WTIC	2 WKSS-F>	2 WDRC-F<
3	3 WKSS-F<	3 WHCN-F	3 WTIC-F	3 WWYZ-F	3 WWYZ-F>	3 WKSS-F	3 WTIC-F	3 WRCH-F	3 WTIC-F	3 WWYZ-F
4	4 WTIC-F>	4 WKSS-F	4 WWYZ-F	4 WCCC-AF<	4 WDRC-F	4 WDRC-F	WTIC	4 WWYZ-F<	4 WRCH-F	WTIC-F
5	5 WIOF-F	WDRC-F	WIOF-F	5 WTIC-F	5	5 WIOF-F	WIOF-F	5 WKSS-F	5 WCCC-AF<	WDRC
6	6 WDRC-F	6 WTIC <	WHCN-F	6 WRCH-F<	6	WTIC-F	WDRC-F<	6 WDRC-F	6 WDRC-F	6
7	7	7 WIOF-F	7 WTIC <	7 WIOF-F	7	7 WHCH-F	7 WHCN-F<	7 WCCC-AF	7	7
8	8	8 WRCH-F<	8 WRCH-F	8 WHCN-F	8	8	8 WWYZ-F	WHCN-F<	8	8
9	9	9 WWYZ-F	9 WKSS-F	9	9	9	9 WCCC-AF	9 WIOF-F	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKSS-F	1 WTIC-F	1 WTIC-F<	1 WTIC-F>	1 WTIC-F	1 WHCN-F>	1 WHCN-F	1 WCCC-AF	1 WCCC-AF	1 WCCC-AF
2 WTIC-F>>	2 WKSS-F>	2 WIOF-F	2 WKSS-F	2 WTIC	2 WCCC-AF	2 WCCC-AF>	2 WHCN-F>>	2 WHCN-F>	2 WHCN-F
3 WDRC-F	3 WIOF-F	3 WDRC-F	3 WDRC-F	WIOF-F	3 WKSS-F	3 WKSS-F	3 WIOF-F	3 WDRC-F	WDRC-F
4 WTIC	4 WDRC-F	4 WCCC-AF	4 WIOF-F	4 WWYZ-F	4 WAQY-F>	4 WAQY-F	4 WKSS-F	4 WTIC	4 WTIC
5 WCCC-AF	5 WCCC-AF	WKSS-F	5 WRCH-F	WRCH-F	5 WPLR-F	5 WPLR-F	WDRC-F	WKSS-F	5 WWYZ-F
6 WHCN-F	6 WRCH-F	6 WRCH-F	6 WWYZ-F<	WDRC-F>	WTIC-F>	WTIC-F	6 WPLR-F	6	6 WRCH-F
7 WIOF-F	WHCN-F	7 WHCN-F	7 WTIC	7 WKSS-F	7	7	WAQY-F	7	7 WIOF-F
8	8	8 WWYZ-F>	8	8		8	WTIC-F>	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		290 (3)	290 (3)	19.8	21.6
AOR/CLASSIC	2 (1)	281 (6)	283 (7)	19.3	16.5
AC/OLDIES/SOFT ROCK	39 (2)	214 (3)	253 (5)	17.3	15.9
MOR/VARIETY	323 (2)		323 (2)	22.1	18.5
COUNTRY		115 (1)	115 (1)	7.9	8.8
BLACK/URBAN	10 (1)		10 (1)	0.7	0.6
BEAUTIFUL/EASY	9 (1)	127 (1)	136 (2)	9.3	10.2
NEWS/TALK	48 (3)		48 (3)	3.3	3.6
NOSTALGIA					3.5
RELIGION/GOSPEL					
SPANISH	5 (1)		5 (1)	0.3	0.8
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	436 (11)	1027 (14)	1463 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCNX	1150	Middletown	0.4/1.1/ 7/ 127
WKND	1480	Windsor	0.6/1.8/ 10/ 200
WMMW	1470	Meriden	0.8/1.2/ 17/ 117
WNEZ	910	New Britain/Hrt	0.5/2.0/ 9/ 192
WRYM	840	New Britain	0.3/1.0/ 7/ 146
WCBS	880	New York	0.3/1.7/ 37/ 859
WFAN	660	New York	1.1/4.4/ 71/1225
WMAS-F	94.7	Springfield	0.6/2.9/ 84/1239
WRKI-F	95.1	Brookfield	0.4/1.2/ 33/ 653
WWRX-F	103.7	Westerly/prov	0.5/1.4/ 57/ 858

RADIO STATIONS

WDRC, 1300, 5 KW (DA-N) , SEE WDRC-F
WKND, 1480, 500 W (DAYS,DA) , BLACK SBN , $ 20.00 (---) Marion Thornton
WNEZ, 910, 5 KW (DA-N) , EZ/NOST. , $ 25.00 (Banner) Enzo DeDominicis
WPOP, 1410, 5 KW (DA-2) , NEWS/TALK CBS , $ 42.00 (Eastman) Merv Griffin Jim Esposito
WRYM, 840, 1 KW (DAYS) , HISPANIC , $ 20.00 (Caballero) Barry Kursman
WTIC, 1080, 50 KW (DA-N) , MOR/FULL SER. NBC , $ 190.00 (Katz) Chase Bob Dunn

WCCC-F, 106.9, 23 KW @ 730, AOR ABC C, SOURCE, $ 41.00 (Durpetti) Milt Aninger
WDRC-C, 102.9, 20 KW @ 805, OLDIES , $ 120.00 (McGuild) Buckley Dick Korsen
WIOF-F, 104.1, 18 KW @ 836, AC RADRAD , $ 68.00 (Eastman) Merv Griffin (WATERBURY) Al Pellegrino
WHCN-F, 105.9, 16 KW @ 867, AOR , $ 71.00 (Christal) Beck-Ross Boyd Arnold
WKSS-F, 95.7, 17 KW @ 877, CHR APR , $ 62.00 (MMR) Precision Tim Montgomery

WLVH-F, 93.7, 21 KW @ 780, ?? , $ N/A (---)
WRCH-F, 100.5, 8 KW @ 1250, EZ/SOFT AC CBS , $ 60.00 (Banner) Enzo DeDominicis
WTIC-F, 96.5, 20 KW @ 812, CHR , $ 170.00 (Katz) Chase Bob Dunn
WWYZ-F, 92.5, 18 KW @ 860, COUNTRY UNIULT , $ 58.00 (Banner) (WATERBURY) Fred Erwin

Miscellaneous Comments: WLVH-F sold to Broad Based for $3,500,000 (Foreman)

HONOLULU

Arbitron Rank/Pop (12+): 56/697,400

MSA Rank/Pop: 62/847,200
No ADI
Average Person Ratings: 17.4
Market TSL: 23.25 hours

Stations: 26/26
Diaries: 1223/570:1/54.9%
Sample Target: 1040
% Below Line: 0.0
% Not Listed: 4.9

1989 Revenue: $19,900,000
HH Inc.: $35,194
Retail $: 5.8 Bil
Pop per Station: 26,823
#1 Biller: KSSK $4,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KQMQ-AF	(CHR)	151/12.4	12.6	12.4	11.9	13.6	12.3		2270/32.5	31.0	36.9					KQMQ-AF
2. KUMU-AF	(EZ)	135/11.1	8.0	10.8	9.6	13.0	9.9		1312/18.8	21.5	24.9					KUMU-AF
3. KSSK	(MOR)	123/10.1	11.9	9.8	13.0	9.2	11.2		1494/21.4	20.1	21.3					KSSK
4. KIKI-F	(CHR)	113/ 9.3	9.4	10.2	9.8	10.5	9.7		1585/22.7	22.4	24.9					KIKI-F
5. KRTR-F	(AC)	92/ 7.6	6.4	6.8	7.9	8.3	7.2		1407/20.2	15.6	19.3					KRTR-F
6. KSSK-F	(AC)	91/ 7.5	9.1	7.2	7.2	4.7	7.8		1401/20.1	18.1	18.9					KSSK-F
7. KPOI-F	(AOR)	66/ 5.4	7.8	4.9	6.0	6.5	6.0		1014/14.5	12.2	15.7					KPOI-F
8. KCCN	(E)	57/ 4.7	4.5	4.4	5.1	7.1	4.7		813/11.7	11.0	11.2					KCCN
9. KHFX-F	(CL AOR)	53/ 4.4	4.2	4.5	3.0	2.1	4.0		654/ 9.4	10.7	6.6					KHFX-F
10. KIKI	(O)	37/ 3.0	3.0	3.1	3.2	4.1	3.1		516/ 7.4	7.9	11.4					KIKI
11. KHVH	(N/T)	34/ 2.8	2.6	4.0	4.1	3.5	3.4		615/ 8.8	15.2	11.8					KHVH
12. KDEO-AF	(C)	30/ 2.5	2.4	3.9	2.5	3.9	2.8		469/ 6.7	9.6	8.4					KDEO-AF
13. KGU	(T)	29/ 2.4	3.2	2.5	2.6	2.8	2.7		476/ 6.8	9.4	7.2					KGU
14. KHHH-F	(J/NA)	28/ 2.3	3.2	4.2	3.4	2.7	3.3		461/ 6.6	8.4	7.7					KHHH-F
15. KCCN-F	(E)	27/ 2.2	——	——	——	——	0.6		328/ 4.7	0.0	0.0					KCCN-F

TSA & Metro are the same
12+ FM SHARE (METRO): 65.19% (753 of 1155) (SPG 89: 62.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI-F>>	1 KQMQ-AF>	1 KQMQ-AF>	1 KQMQ-AF<	1 KSSK	1 KSSK	1 KSSK <	1 KUMU-AF	1 KUMU-AF<	1 KIKI-F>	1 KSSK >
2 KQMQ-AF>>	2 KIKI-F	2 KRTR-F<	2 KSSK	2 KUMU-AF<	2 KUMU-AF>	2 KQMQ-AF>	2 KQMQ-AF	2 KQMQ-AF	2 KQMQ-AF	2 KQMQ-F<
3 KRTR-F	3 KRTR-F	3 KUMU-AF<	3 KUMU-AF	3 KQMQ-AF	3 KSSK-F	3 KUMU-AF	3 KSSK	3 KIKI-F	3 KRTR-F	3 KIKI-F<
4	4 KPOI-F	4 KSSK <	4 KRTR-F>	4 KRTR-F	4 KCCN	4 KSSK-F	4 KRTR-F	4 KSSK	4 KUMU-AF	4 KAIM-F<
5	5 KUMU-AF	5 KIKI-F	5 KHFX-F	5 KSSK-F	5 KHVH <	5 KRTR-F	5 KSSK-F	5 KRTR-F	5 KCCN <	5 KHVH
6	6 KSSK-F	6 KSSK-F	6 KPOI-F	6	6 KRTR-F<	6 KIKI-F	6 KIKI-F	6 KSSK-F	6 KPOI-F	6 KSSK-F
7	KHFX-F	7 KPCI-F	7	7	7 KQMQ-AF	7	7	7	7	KGU

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQMQ-AF>>	1 KQMQ-AF>	1 KRTR-F<	1 KQMQ-AF	1 KSSK	1 KQMQ-AF	1 KQMQ-AF>	1 KQMQ-AF	1 KQMQ-AF>	1 KQMQ-AF
2 KIKI-F>	2 KRTR-F	2 KQMQ-AF>	2 KRTR-F	2 KRTR-F	2 KIKI-F>	2 KIKI-F	2 KHFX-F>	2 KHFX-F	2 KUMU-AF
3 KRTR-F>	3 KIKI-F>	3 KUMU-AF	3 KSSK	3 KUMU-AF	3 KPOI-F>	3 KPOI-F	3 KUMU-AF	3 KPOI-F	3 KSSK
4 KPOI-F>	4 KSSK-F	KSSK-F	4 KUMU-AF	4 KQMQ-AF	4 KHFX-F	KHFX-F>	KPOI-F>	4 KUMU-AF	4 KHFX-F
5 KSSK-F	5 KUMU-AF	5 KIKI-F>	5 KIKI-F<	KSSK-F	5 KSSK-F	5 KUMU-AF	5 KHHH-F	KIKI-F	5 KPOI-F
6	6 KPOI-F	6 KPOI-F	6 KSSK-F	6	6 KUMU-AF	6 KSSK-F	6 KCCN	6 KSSK <	6 KSSK-F
7	7	7 KSSK	7	7	KRTR-F	7	7	7 KSSK-F	KCCN

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	17 (1)	247 (2)	264 (3)	22.9	29.9
AOR/CLASSIC		119 (2)	119 (2)	10.3	6.7
AC/OLDIES/SOFT ROCK	37 (1)	183 (2)	220 (3)	19.0	12.8
MOR/VARIETY	123 (1)		123 (1)	10.6	9.6
COUNTRY	11 (1)	19 (1)	30 (2)	2.6	4.0
BLACK/URBAN	82 (3)	27 (1)	109 (4)	9.4	
BEAUTIFUL/EASY	17 (1)	118 (1)	135 (2)	11.7	13.5
NEWS/TALK	63 (2)		63 (2)	5.5	6.6
NOSTALGIA	10 (1)		10 (1)	0.9	
RELIGION/GOSPEL	32 (3)	12 (1)	44 (4)	3.8	1.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		28 (1)	28 (1)	2.4	2.8
UNKNOWN/OTHERS	10 (1)		10 (1)	0.9	12.7
	402 (15)	753 (11)	1155 (26)		

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
KAIM	870	Honolulu	0.7/1.4/
KAIM-F	95.5	Honolulu	1.0/3.2/
KISA	1540	Honolulu	1.1/2.4/
KLHT	1040	Honolulu	0.9/2.3/
KNDI	1270	Honolulu	1.1/2.1/
KOHO	1170	Honolulu	0.8/2.4/
KWAI	1080	Honolulu	0.8/2.1/
KZOO	1210	Honolulu	1.0/1.6/

RADIO STATIONS

KCCN ,	1420,	5 KW	, Ethnic		, $21.00	(Roslin)		Mike Kelly
KDEO ,	940,	10 KW	— See KDEO-FM					
KGU ,	760,	10 KW	, Talk	CBS ABC T,	$20.00	(Banner)	Givens	Don Robbs
KHVH ,	990,	5 KW	, News	NBC ABC I,	$26.00	(HNMH)		Larry Berger
KIKI ,	830,	10 KW	, Oldies	UNISUP UNIULT,	$21.00	(Christal)		Lee Coleman
KSSK ,	590,	7.5 KW/5 KW	, MOR/Full Service		, $80.00	(Eastman)	Heftel	Earl McDaniel
KAIM-F,	95.5,	100 KW @ -24	, Religion		, $11.00	(——)		Del Gibbs
KCCN-F,	100.3,	100 KW @ 2000	, Ethnic		, $19.00	(Roslin)		Mike Kelly
KDEO-F,	102.7,	61 KW @ 1893	, Country	MBS,	$24.00	(K & P)		Bob Loew
KHFX-F,	105.1,	100 KW @ 1965	, Classic AOR	,	$25.00	(Durpetti)		John Leonard
KHHH-F,	98.5,	100 KW @ -279	, Jazz/NAC	SMN,	$24.00	(HNMH)		Larry Berger
KIKI-F,	93.9,	100 KW @ -143	, CHR		, $40.00	(Christal)		Lee Coleman
KPOI-F,	97.5,	83 KW @ 46	, AOR		, $41.00	(Republic)		Mike Vassar
KQMQ-F,	93.1,	54 KW @ -119	, CHR		, $64.00	(Katz)		Dick Ferrante
KRTR-F,	96.3,	75 KW @ 2140	, AC		, $30.00	(Republic)		Austin Vail
KSSK-F,	92.3,	100 KW @ 1950	, AC		, $35.00	(Eastman)	Heftel	Dick Heftel
KUMU-F,	94.7,	100 KW @ 78	, EZ/Btfl		, $48.00	(Banner)		Jeff Coelho

HOUSTON

Arbitron Rank/Pop (12+): 10/2,930,100

MSA Rank/Pop: 8/3,228,600
ADI # 10
Average Person Ratings: 17.9
Market TSL: 23.50 hours

Stations: 32/32
Diaries: 2485/1179:1/48.3%
Sample Target: 2110
% Below Line: 0.0
% Not Listed: 11.0

1989 Revenue: $118,000,000
HH Inc.: $30,639
Retail $: 28.1 Bil
Pop per Station: 91,565
#1 Biller: KIKK-AF $12,900,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KMJQ-F	(B)	407/ 7.8	7.7	8.1	8.6	9.1	8.1	427/4426	4129/14.1	14.1	14.4		9.9	549	4747	KMJQ-F
2. KIKK-F	(C)	401/ 7.7	7.7	7.1	6.9	6.5	7.3	449/6202	5261/18.0	17.7	17.2		9.7	542	4573	KIKK-F
3. KLOL-F	(AOR)	388/ 7.4	7.6	5.8	5.0	7.0	6.4	444/5176	4493/15.3	14.4	16.6		8.0	445	4860	KLOL-F
4. KILT-F	(C)	382/ 7.3	8.6	7.3	7.5	8.2	7.7	462/6296	5376/18.3	17.6	18.3		7.8	432	4881	KILT-F
5. KKBQ-AF	(CHR)	271/ 5.2	4.0	6.2	6.7	6.6	5.5	285/5500	5173/17.7	20.2	21.5		5.6	311	6000	KKBQ-AF
6. KTRH	(N/T)	240/ 4.6	5.1	5.0	5.9	5.8	5.2	281/5133	4372/14.9	15.8	17.8		3.6	202	3566	KTRH
7. KRBE-F	(CHR)	232/ 4.4	3.7	3.5	4.6	5.5	4.1	247/5079	4596/15.7	17.1	19.3		4.5	248	5929	KRBE-F
8. KLTR-F	(AC)	230/ 4.4	5.2	6.2	5.5	4.2	5.3	235/3929	3740/12.8	14.1	12.2		4.5	250	3205	KLTR-F
9. KODA-F	(EZ)	209/ 4.0	5.3	5.6	5.0	5.9	5.0	230/3673	3361/11.5	14.6	13.1		2.7	151	2318	KODA-F
10. KZFX-F	(CL AOR)	195/ 3.7	3.4	3.5	3.5	3.3	3.5	200/3219	3061/10.4	9.8	10.1		4.9	275	3878	KZFX-F
11. KHYS-F	(B)	190/ 3.6	2.4	2.2	1.4	1.3	2.4	232/3203	2790/ 9.5	7.6	4.5		4.2	233	3224	KHYS-F
12. KLDE-F	(O)	189/ 3.6	3.4	3.5	3.2	2.9	3.4	200/3357	3140/10.7	11.2	11.2		2.4	135	2241	KLDE-F
13. KFMK-F	(AC)	180/ 3.4	2.9	2.2	3.5	3.6	3.0	187/3269	3126/10.7	8.7	10.2		2.6	142	1804	KFMK-F
14. KQUE-F	(BB)	171/ 3.3	4.5	3.2	3.7	3.8	3.7	184/2318	2160/ 7.4	7.8	7.5		3.6	200	2364	KQUE-F
15. KNRJ-F	(CHR)	150/ 2.9	2.7	2.6	3.3	3.2	2.9	155/3164	2993/10.2	10.2	11.3		3.0	168	3586	KNRJ-F
16. KPRC	(T)	133/ 2.5	2.9	2.8	3.2	2.3	2.8	142/2427	2298/ 7.8	9.8	7.0		2.9	162	2203	KPRC
17. KLAT	(SP)	106/ 2.0	1.1	1.7	1.0	0.8	1.5	106/1061	1061/ 3.6	4.5	2.5		1.2	68	975	KLAT
18. KXYZ	(SP)	79/ 1.5	1.0	1.5	1.1	1.5	1.3	79/1211	1204/ 4.1	3.6	3.4		1.4	77	1004	KXYZ
KQQK-F	(SP)	79/ 1.5	1.4	1.3	0.6	0.4	1.2	79/1050	1047/ 3.6	2.6	1.8		1.4	80	761	KQQK-F
20. KHCB-F	(REL)	68/ 1.3	0.8	1.3	1.0	1.2	1.1	69/1012	1006/ 3.4	3.0	3.1		0.7	38	668	KHCB-F

12+ FM SHARE (METRO): 80.84% (3768 of 4661) (SPG 89: 81.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKBQ-AF	1 KLOL-F	1 KLOL-F	1 KLOL-F<	1 KIKK-F	1 KIKK-F<	1 KILT-F	1 KIKK-F	1 KLOL-F	1 KMJQ-F>	1 KTRH <
2 KRBE-F	2 KMJQ-F>	2 KMJQ-F	2 KIKK-F	2 KLOL-F<	2 KILT-F	2 KLOL-F	2 KLOL-F	2 KMJQ-F	2 KLOL-F	2 KIKK-F
3 KMJQ-F	3 KKBQ-AF<	3 KIKK-F	3 KILT-F	3 KILT-F	3 KTRH	KIKK-F	KILT-F	3 KIKK-F	3 KHYS-F	3 KMJQ-F>>
4 KNRJ-F	4 KIKK-F	4 KILT-F	4 KMJQ-F	4 KMJQ-F	4 KQUE-F	4 KKBQ-AF	4 KLTR-F<	4 KILT-F>	4 KIKK-F	4 KILT-F>>
5	5 KZFX-F<	5 KLTR-F<	5 KLTR-F	5 KLTR-F<	KODA-F	5 KTRH <	5 KMJQ-F	5 KRBE-F<	5 KTRH	5 KLOL-F<
6	6 KILT-F	6 KKBQ-AF	6 KZFX-F<	6 KLDE-F	6 KLDE-F	6 KMJQ-F	6 KODA-F	6 KKBQ-AF	6 KILT-F	6 KODA-F<
7	7 KRBE-F	7 KZFX-F	7 KLDE-F	7 KZFX-F	7 KPRC	7 KODA-F	7 KQUE-F	7 KLTR-F<	7 KRBE-F	7 KQUE-F
8	8 KLTR-F	8	8	8	8	8	8	8 KHYS-F	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJQ-F	1 KMJQ-F>	1 KMJQ-F	1 KMJQ-F<	1 KIKK-F	1 KLOL-F<	1 KLOL-F>	1 KLOL-F>	1 KLOL-F>	1 KLOL-F>
2 KRBE-F>	2 KRBE-F<	2 KIKK-F	2 KIKK-F	2 KILT-F	2 KMJQ-F>>	2 KMJQ-F>	2 KZFX-F	2 KMJQ-F	2 KIKK-F
3 KHYS-F	3 KILT-F<	3 KILT-F	3 KILT-F	3 KMJQ-F<	3 KKBQ-AF	3 KZFX-F	3 KMJQ-F	3 KILT-F	3 KILT-F
4 KLTR-F	4 KLTR-F<	4 KLTR-F	4 KLTR-F	4 KLTR-F	4 KNRJ-F	4 KKBQ-AF	4 KIKK-F	KIKK-F<	4 KZFX-F
5 KKBQ-AF	5 KIKK-F	5 KKBQ-AF	5 KRBE-F<	5 KLDE-F	5 KKZR <	5 KILT-F	5 KKBQ-AF	5 KZFX-F	5 KMJQ-F
KLOL-F<	6 KKBQ-AF>	6 KRBE-F>	6 KKBQ-AF	6 KKBQ-AF<	6 KHYS-F<	6 KNRJ-F	6 KILT-F	6 KKBQ-AF	6 KLDE-F
7 KILT-F	7 KLOL-F	7 KFMK-F	7 KLDE-F	7 KODA-F	7 KRBE-F	KFMK-F	7 KFMK-F	7 KFMK-F	7 KTRH
8	8	8 KZFX-F<	8 KFMK-F	8 KFMK-F	8	8	8 KLTR-F>	8	8
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	9 (1)	644 (3)	653 (4)	14.0	17.2	KCOH	1430	Houston	0.8/2.8/ 43/ 839
AOR/CLASSIC	39 (1)	583 (2)	622 (3)	13.3	12.2	KEYH	850	Houston	0.5/1.2/ 24/ 358
AC/OLDIES/SOFT ROCK		599 (3)	599 (3)	12.9	12.6	KIKK	650	Pasadena	0.4/1.4/ 27/ 447
MOR/VARIETY						KILT	610	Houston	0.6/2.2/ 33/ 718
COUNTRY	53 (2)	783 (2)	836 (4)	17.9	18.2	KJOJ-F	106.9	Conroe	0.3/1.6/ 21/ 516
BLACK/URBAN	100 (2)	597 (2)	697 (4)	15.0	14.0	KKZR	1070	Houston	0.7/1.6/ 41/ 527
BEAUTIFUL/EASY		209 (1)	209 (1)	4.5	6.7	KLVL	1480	Pasadena	0.6/1.9/ 29/ 568
NEWS/TALK	373 (2)		373 (2)	8.0	9.1	KRTS-F	92.1	Seabrook/Houstn	0.3/1.9/ 17/ 554
NOSTALGIA		171 (1)	171 (1)	3.7	4.3	KSEV	700	Tomball/Houston	0.7/2.0/ 40/ 610
RELIGION/GOSPEL	43 (1)	86 (2)	129 (3)	2.8	2.2	KWWJ	1360	Baytown	0.8/1.7/ 43/ 505
SPANISH	238 (4)	79 (1)	317 (5)	6.8	3.6	KYOK	1590	Houston	1.1/3.1/ 58/ 903
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	38 (1)	17 (1)	55 (2)	1.2					
	893 (14)	3768 (18)	4661 (32)						

RADIO STATIONS

AM STATIONS

KCOH	1430	5 KW (DAYS)	BLACK	SBN, NBN	$ 47.00	(Roslin)		Mike Petrizzo
KEYH	850	10 KW (DAYS, DA)	HISPANIC		$ 44.00	(Caballero)		Dave Armstrong
KIKK	650	250 W (DAYS)	COUNTRY OLDIES		$ N/A	(Torbet)	Viacom	Craig Magee
KILT	610	5 KW (DA-2)	COUNTRY OLDIES		$ N/A	(Group W)	Westinghouse	Dickie Rosenfeld
KKBQ	790	5 KW (DA-2)	SEE KKBQ-F					
KKZR	1070	10 KW/5 KW (DA-2)	AOR	SMN	$ 36.00	(Durpetti)	Susquehanna	Nancy Vaeth
KLAT	1010	5 KW (DA-2)	HISPANIC		$ 60.00	(Katz Hisp.)	Tichenor	Gary Stone
KNUZ	1230	1 KW	OLDIES		$ N/A	(Eastman)		Vesta Brandt
KPRC	950	5 KW (DA-N)	TALK	CBS	$ 75.00	(Eastman)		Harry Schultz
KTRH	740	50 KW (DA-1)	NEWS/TALK	ABC I, MBS	$ 180.00	(CBS)	Jacor (P)	Laura Morris
KXYZ	1320	5 KW (DA-N)	HISPANIC		$ 63.00	(Caballero)		Hugo Cadelago
KYOK	1590	5 KW (DA-N)	BLACK	SMN, ABC C	$ 47.00	(Christal)	Noble	Jeff Fleete

FM STATIONS

KFMK	97.9	100 KW @ 1920	AC/OLDIES		$ 160.00	(Katz)	Cook Inlet	Carl Hamilton
KHCB	105.7	100 KW @ 1613	RELIGION		$ 30.00	(---)		Peter Steigenwald
KIKK	95.7	100 KW @ 1920	COUNTRY		$ 215.00	(Torbet)	Viacom	Craig Magee
KILT	100.3	100 KW @ 1920	COUNTRY		$ 185.00	(Group W)	Westinghouse	Dicki Rosenfeld
KKBQ	92.9	100 KW @ 1920	CHR	ABC F	$ 170.00	(McGuild)	Gannett	Al Brady Law
KLDE	94.5	100 KW @ 1920	OLDIES	UNIULT	$ 90.00	(Durpetti)	Entercom	Steve Shepard
KLOL	101.1	100 KW @ 1920	AOR	SOURCE	$ 190.00	(CBS)	Jacor (P)	Patrick Fant
KLTR	93.7	100 KW @ 1720	AC	RADRAD	$ 140.00	(CBS)	CBS	Miles Sexton
KMJQ	102.1	100 KW @ 1720	BLACK		$ 190.00	(Christal)	Noble	Jeff Sleete
KHMX	96.5	100 KW @ 1920	ADULT CHR		$ 85.00	(HNWH)	Nationwide	Clancy Woods
KODA	99.1	100 KW @ 1920	EZ		$ 160.00	(Group W)		Dusty Black
KQUE	102.9	100 KW @ 984	NOSTALGIA	ABC E	$ 81.00	(Eastman)		Vesta Brandt
KRBE	104.1	100 KW @ 1920	CHR		$ 135.00	(Durpetti)	Susquehanna	Nancy Vaeth
KRTS	92.1	1.4 KW @ 495	CLASSICAL		$ 49.00	(CMBS)		George Stokes
KZFX	107.5	98 KW @ 1973	CLASSIC AOR		$ 133.00	(Republic)	Shamrock	John Dew
KJOJ	106.9	100 KW @ 1125	RELIGION	UPI	$ N/A	(---)	(CONROE)	Hardy Brundage
KQQK	106.5	100 KW @ 709	HISPANIC		$ N/A	(---)		Alan Levine

KHYS-F -- See Beaumont

Miscellaneous Comments: KNRJ changes to KHMX and format to Adult CHR (July)...

HUNTINGTON, WV

Arbitron Rank/Pop (12+): 132/269,900

MSA Rank/Pop: 147/316,700
ADI # 48 (w/Charleston)
Average Person Ratings: 16.6
Market TSL: 22.25 hours

Stations: 18/15
Diaries: 722/374 1/56.4%
Sample Target: 680
% Below Line: 7.2
% Not Listed: 14.8

1989 Revenue: $6,300,000
HH Inc.: $21,319
Retail $: 2.0 Bil
Pop per Station: 17,993
#1 Biller: WTCR-AF $2,200,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WTCR-AF	(C)	138/30.9	29.8	29.6	30.3	31.7	----	168/1636	1190/44.1	44.3	46.7		29.2	132	1215	WTCR-AF
2. WKEE-F	(CHR)	92/20.6	22.6	18.7	18.2	27.1	----	133/1585	930/34.5	39.3	34.4		29.0	137	1214	WKEE-F
3. WRVC-F	(AC)	51/11.4	13.2	12.0	9.2	6.5	----	87/1120	635/23.6	22.1	23.9		13.8	65	604	WRVC-F
4. WEMM-F	(REL)	24/ 5.4	2.8	4.6	6.3	3.5	----	30/608	391/14.5	10.4	10.1		3.6	17	311	WEMM-F
5. WKLC-F	(AOR)	21/ 4.7	5.9	5.8	4.7	5.3	----	57/722	303/11.2	11.8	14.2		7.0	33	322	WKLC-F
6. WPAY-F	(C)	8/ 1.8	1.8	2.3	3.3	2.1	----	46/732	250/ 9.3	7.0	6.5		2.3	11	215	WPAY-F
WKEE	(O)	8/ 1.8	1.8	3.2	1.7	2.5	----	8/229	214/ 7.9	5.7	7.6		1.7	3	175	WKEE
8. WAEZ-F	(J/NA)	7/ 1.6	2.5	4.4	3.6	3.9	----	9/211	138/ 5.1	5.9	6.6		0.6	3	45	WAEZ-F
9.																
10.																

12+ FM SHARE (METRO): 91.34% (348 of 381) (SPG 89: 88.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKEE-F>>	1 WKEE-F	1 WTCR-AF	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF	1 WKEE-F	1 WTCR-F>>
2	2 WTCR-AF>	2 WKEE-F>	2 WRVC-F<	2 WKEE-F<	2 WRVC-F	2 WKEE-F>	2 WKEE-F>	2 WKEE-F>>	2 WTCR-AF>	2 WKEE-F
3	3 WRVC-F>	3 WRVC-F	3 WKEE-F	3 WRVC-F	3 WEMM-F	3 WRVC-F	3 WRVC-F	3 WRVC-F>	3 WRVC-F>>	WEMM-F
4	4 WKLC-F	4	4	4	4 WKEE-F	4	4	4 WEMM-F	4 WEMM-F	4 WRVC-F
5	5	5	5	5	5	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKEE-F>>	1 WKEE-F>>	1 WKEE-F>	1 WKEE-F	1 WTCR-AF		1 WKEE-F>>	1 WTCR-AF>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>
2 WRVC-F	2 WTCR-AF	2 WTCR-AF	2 WTCR-AF>	2 WKEE-F>		2 WTCR-AF>>	2 WKEE >	2 WKLC-F	2 WKEE-F<	2 WRVC >
3 WTCR-AF>>	3 WRVC-F	3 WRVC-F>>	3 WRVC-F	3 WRVC-F		3 WKLC-F>	3 WKLC-F	WRVC-F>	3 WRVC-F>	3 WKEE
4	4	4	4	4		4 WRVC-F	4 WRVC-F	4 WKEE-F	4 WKLC-F	4 WKLC-F
5	5	5	5	5		5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		92 (1)	92 (1)	24.1	21.4
AOR/CLASSIC	2 (1)	21 (1)	23 (2)	6.0	6.6
AC/OLDIES/SOFT ROCK	13 (2)	51 (1)	64 (3)	16.8	20.4
MOR/VARIETY	2 (1)	5 (1)	7 (2)	1.8	1.3
COUNTRY	11 (2)	141 (3)	152 (5)	39.9	38.4
BLACK/URBAN					
BEAUTIFUL/EASY		3 (1)	3 (1)	0.8	5.8
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	5 (1)	24 (1)	29 (2)	7.6	5.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		7 (1)	7 (1)	1.8	
UNKNOWN/OTHERS		4 (1)	4 (1)	1.0	0.8
	33 (7)	348 (11)	381 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCMI	1340	Ashland	0.4/2.1/ 2/ 69
WGOH	1370	Grayson	0.7/2.8/ 6/ 89
WIRO	1230	Ironton	0.4/4.1/ 2/ 110
WLGC-F	105.5	Grenup	1.1/2.8/ 5/ 137
WMLV-F	107.1	Greenup	0.7/3.2/ 4/ 105
WRVC	930	Huntington	1.1/5.9/ 5/ 158
WTCV	1520	Greenup	1.1/1.9/ 6/ 87
WXVK-F	97.1	Coal Grove	0.9/3.8/ 4/ 111
WQBE-F	97.5	Charleston	0.7/2.6/ 54/ 581

RADIO STATIONS

WKEE ,	800,	5 KW/185 W (DA-2),	Oldies	CBS CNN, $12.00	(Katz)	Adventure	Toufie Kassab
WTCR ,	1420,	5 KW/500 W (DA-N),	--- See WTCR-F				
WRVC ,	930,	5 KW/1 KW ,	--- See WRVC-F				
WAEZ-F,	106.3,	300 W @ 981 ,	Jazz/NAC	UNIULT MBS, $10.00	(---)	(MILTON)	R. Peters
WEMM-F,	107.9,	50 KW @ 500 ,	Religion	, $16.00	(---)	Mortenson	Roger Manning
WKEE-F,	100.5,	53 KW @ 560 ,	CHR	ABC C, $40.00	(Katz)	Adventure	Touffie Kassab
WRVC-F,	93.7,	100 KW @ 742 ,	AC	ABC FM, $25.00	(Banner)		Joe Johnston
WTCR-F,	103.3,	50 KW @ 492 ,	Country	ABC I, $50.00	(Katz)	CRB	Mark Jesse

WKLC -- See Charleston, WV...Miscellaneous Comments: WTCR A/F sold by CRB to Alpine (never closed) for $7,650,000 (Blackburn)

HUNTSVILLE

Arbitron Rank/Pop (12+): 109/331,300
MSA Rank/Pop: 130(e)/359,000
ADI # 80 (w/Decatur)
Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 17/14
Diaries: 759/436:1/53.9%
Sample Target: 720
% Below Line: 6.1
% Not Listed: 10.3

1989 Revenue: $9,200,000
HH Inc.: $26,600
Retail $: 2.3 Bil
Pop per Station: 23,664
#1 Biller: WDRM-AF $2,400,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WDRM-F	(C)	128/23.1	22.1	22.4	12.6	16.9	----	187/1992	1172/35.3	34.0	28.8	22.5	135	1322	WDRM-F
2. WZYP-F	(CHR)	90/16.2	17.9	19.3	23.3	21.7	----	139/2029	1272/38.4	40.2	34.7	20.6	124	1595	WZYP-F
3. WRSA-F	(EZ)	58/10.5	11.1	6.8	9.3	8.8	----	86/964	604/18.2	18.4	12.9	4.8	29	500	WRSA-F
4. WTAK	(AOR)	37/ 6.7	4.6	3.7	5.9	6.7	----	40/273	246/ 8.0	5.3	4.7	8.3	50	420	WTAK
5. WENN-F	(B)	27/ 4.9	7.0	5.6	7.1	8.1	----	27/366	322/ 9.7	9.5	11.1	5.5	33	467	WENN-F
WBHP	(C)	27/ 4.9	4.4	4.9	5.1	7.5	----	27/302	298/ 9.0	6.1	10.4	5.3	32	505	WBHP
7. WEUP	(B)	23/ 4.3	2.0	3.9	2.6	4.0	----	23/273	265/ 8.0	6.5	8.7	4.7	28	391	WEUP
8. WAHR-F	(AC)	21/ 3.8	4.1	9.1	5.9	5.2	----	27/461	344/10.4	12.3	17.0	4.8	29	566	WAHR-F
9. WDKT	(B)	20/ 3.6	2.9	2.7	6.1	3.8	----	20/245	240/ 7.2	5.4	7.0	3.7	22	309	WDKT
10. WKQD-F	(AC)	18/ 3.2	6.3	3.5	1.6	----	----	34/622	374/11.3	17.3	11.3	5.5	33	544	WKQD-F
11. WVNN	(N/T)	12/ 2.2	1.2	1.2	1.0	1.9	----	14/231	204/ 6.2	4.9	5.5	1.2	7	88	WVNN
WQLT-F	(AC)	12/ 2.2	1.2	1.2	0.8	1.0	----	65/833	191/ 5.8	5.3	4.7	2.2	13	246	WQLT-F
WNDA-F	(REL)	12/ 2.2	1.7	0.8	1.4	2.1	----	15/238	206/ 6.2	6.2	5.1	1.5	9	203	WNDA-F

12+ FM SHARE (METRO): 75.05% (373 of 497) (SPG 89: 79.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZYP-F>>	1 WZYP-F>	1 WDRM-F	1 WDRM-F>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>	1 WDRM-F>	1 WDRM-F>	1 WZYP-F	1 WDRM-F>
2 WENN-F	2 WDRM-F	2 WZYP-F>	2 WZYP-F>	2 WZYP-F>	2 WRSA-F>	2 WZYP-F>	2 WZYP-F	2 WZYP-F>	2 WDRM-F>>	2 WRSA-F
3 WKQD-F	3 WTAK >>	3 WTAK	3 WTAK	3 WRSA-F	3 WZYP-F	3 WRSA-F>	3 WRSA-F>	3 WRSA-F>	3 WENN-F	3 WZYP-F
WDRM-F	4 WDKT	4	4 WRSA-F>	4 WTAK >	4 WBHP	4 WBHP	4 WTAK	4 WTAK	4 WRSA-F	4
5	5 WENN-F	5	5 WAHR-F	5 WAHR-F	5	5	5 WBHP	5	5 WKQD-F	5
6	WAHR-F	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZYP-F>>	1 WZYP-F>	1 WZYP-F	1 WDRM-F	1 WDRM-F>>	1 WZYP-F>	1 WZYP-F	1 WTAK	1 WDRM-F	1 WDRM-F>
2 WEUP >	2 WDRM-F>	WDRM-F>>	2 WZYP-F>>	2 WZYP-F>	2 WTAK	WTAK	2 WDRM-F	2 WZYP-F	2 WZYP-F
3 WKQD-F	3 WTAK	3 WAHR-F	3 WRSA-F	3 WRSA-F>	WDRM-F	3 WDRM-F>	3 WZYP-F>>	3 WTAK >>	3 WTAK >
WDKT >	WAHR-F	4 WTAK >	WAHR-F	4 WAHR-F	WDKT >	4 WDKT	4 WQLT-F	4 WENN-F	4 WRSA-F
5 WTAK	5 WEUP	5 WENN-F>>	5 WTAK	5	5 WENN-F	5	WDKT	WDKT	5 WBHP
WDRM-F>	6	6	WEUP	6	WEUP	6	WAHR-F>	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		93 (2)	93 (2)	18.7	22.1
AOR/CLASSIC	37 (1)	4 (1)	41 (2)	8.2	4.3
AC/OLDIES/SOFT ROCK		51 (3)	51 (3)	10.3	15.9
MOR/VARIETY					
COUNTRY	27 (1)	128 (1)	155 (2)	31.2	36.1
BLACK/URBAN	43 (2)	27 (1)	70 (3)	14.1	10.9
BEAUTIFUL/EASY		58 (1)	58 (1)	11.7	7.8
NEWS/TALK	12 (1)		12 (1)	2.4	
NOSTALGIA					1.9
RELIGION/GOSPEL		12 (1)	12 (1)	2.4	1.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	5 (2)		5 (2)	1.0	
	124 (7)	373 (10)	497 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAVD	1400	Decatur	0.4/1.4/ 2/ 47
WJRA	1310	Priceville/Dec	0.5/1.7/ 3/ 57
WAPI-F	94.5	Birmingham	0.5/2.8/ 37/ 413
WKDF-F	103.3	Nashville	0.7/1.7/ 17/ 266

RADIO STATIONS

WBHP,	1230,	1 KW	, COUNTRY	ABC I	, $ 29.00	(Katz)		Ron Bailey
WDKT,	1360,	1 KW/128 W	, BLACK		, $ 12.00	(---)		Watson McMilian
WEUP,	1600,	5 KW/500 W (DA-N)	, BLACK	SBN	, $ 12.00	(Regional)		Virginia Caples
WTAK,	1000,	10 KW (DAYS,DA)	, AOR	ABC R	, $ 16.00	(Regional)		Paul Buxton
WVNN,	770,	10 KW/250 W (DA-N)	, TALK	ABC D	, $	(Christal)	(ATHENS)	Bill Dunnavant
WAHR-F,	99.1,	100 KW @ 985	, AC	NBC	, $ 27.00	(Torbet)		Arnold Hornbuckle
WDRM-F,	102.1,	100 KW @ 727	, COUNTRY		, $ 53.00	(HNWH)	(DECATUR)	Mack Bramlett
WKQD-F,	93.3,	100 KW @ 981	, AC		, $ 15.00	(Republic)	(TULLAHOMA, TN)	Ron Hale
WNDA-F,	95.1,	50 KW @ 110	, RELIGION		, $ 11.00	(---)		Fred Wells
WQLT-F,	107.3,	100 KW @ 1000	, AC/OLDIES	ABC F, ABC C	, $ 13.00	(Torbet)	(FLORENCE)	Chris Karb
WRSA-F,	96.9,	100 KW @ 994	, EZ	CBS	, $ 20.00	(---)		Paul Nielson
WZYP-F,	104.3,	100 KW @ 1118	, CHR	ABC C	, $ 50.00	(Christal)	(ATHENS)	Bill Dunnavant

Miscellaneous Comments: WDRM-F sold to Pollard for $925,000 (Chapman)...

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,021,600

MSA Rank/Pop: 40/1,250,600
ADI # 26
Average Person Ratings: 17.1
Market TSL: 22.75 hours

Stations: 21/19
Diaries: 1721/594:1/55.9%
Sample Target: 1500
% Below Line: 0.9
% Not Listed: 6.8

1989 Revenue: $48,200,000
HH Inc.: $30,375
Retail $: 9.1 Bil
Pop per Station: 53,768
#1 Biller: WFBQ-F $9,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WFBQ-F	(AOR)	266/15.2	14.8	15.3	14.4	15.6	14.9	452/5124	2743/26.9	27.7	27.1		16.8	295	3241	WFBQ-F
2. WIBC	(MOR)	265/15.2	13.6	15.8	11.7	12.4	14.1	290/2900	2429/23.8	26.7	23.5		12.9	227	2411	WIBC
3. WFMS-F	(C)	230/13.2	11.0	12.3	12.1	11.3	12.1	304/3152	2219/21.7	21.0	19.6		10.6	187	2076	WFMS-F
4. WZPL-F	(CHR)	199/11 4	10.0	9.7	10.0	9.7	10.3	273/3915	2721/26.6	23.5	27.3		18.3	322	3091	WZPL-F
5. WTLC-F	(B)	116/ 6.6	11.1	7.8	8.1	6.9	8.4	121/1405	1317/12.9	12.4	12.4		8.3	146	1808	WTLC-F
WKLR-F	(O)	116/ 6.6	6.4	7.0	6.0	8.5	6.5	168/2526	1570/15.4	18.2	19.4		5.8	102	1260	WKLR-F
7. WENS-F	(AC)	107/ 6.1	6.6	5.6	6.9	7.3	6.3	151/2525	1797/17.6	18.4	19.3		7.1	125	1829	WENS-F
8. WTPI-F	(SAC)	99/ 5.7	3.9	5.6	4.1	3.3	4.8	116/1515	1211/11.9	13.1	8.9		3.3	58	899	WTPI-F
9. WMJC-F	(AC)	55/ 3.1	2.8	2.1	4.6	6.4	3.1	77/1200	806/ 7.9	6.4	14.6		1.5	27	590	WMJC-F
10. WTUX	(BB)	43/ 2.5	3.0	2.8	3.1	2.9	2.8	56/762	588/ 5.8	6.2	5.4		1.8	31	347	WTUX
11. WTTS-F	(CHR)	26/ 1.5	1.5	1.4	1.1	1.0	1.4	79/1353	556/ 5.4	5.3	5.9		1.1	20	710	WTTS-F
12. WNDE	(T)	20/ 1.1	1.4	1.0	0.5	0.8	1.0	29/707	528/ 5.2	4.6	3.7		1.0	18	421	WNDE
13. WPZZ-F	(REL/G)	14/ 0.8	2.1	2.1	3.5	2.0	2.1	14/367	338/ 3.3	5.8	5.3		1.0	18	294	WPZZ-F
14. WXTZ	(EZ)	13/ 0.7	1.4	0.9	1.8	1.5	1.2	13/426	374/ 3.7	5.4	4.4		1.0	17	290	WXTZ
15. WXIR-F	(REL)	12/ 0.7	0.7	0.6	0.6	0.7	0.6	16/406	317/ 3.1	2.4	3.2		0.6	11	294	WXIR-F

12+ FM SHARE (METRO): 77.64% (1264 of 1628) (SPG 89: 79.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZPL-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F	1 WIBC >	1 WFBQ-F	1 WFBQ-F	1 WFBQ-F	1 WZPL-F>	1 WIBC <
2 WTLC-F	2 WZPL-F>	2 WFMS-F<	2 WFMS-F	2 WFMS-F>	2 WFMS-F>>	2 WIBC >	2 WFMS-F<	2 WIBC	2 WFMS-F	2 WFMS-F>
3 WFBQ-F	3 WENS-F	3 WZPL-F	3 WKLR-F	3 WIBC	3 WKLR-F	3 WFMS-F>	3 WIBC >	3 WZPL-F<	WFBQ-F<	3 WTLC-F
4 WENS-F	4 WFMS-F<	4 WKLR-F	4 WZPL-F	4 WKLR-F	4 WTPI-F<	4 WZPL-F>	4 WZPL-F	4 WFMS-F>	4 WTLC-F<	4 WFBQ-F
5	5 WTLC-F>	5 WENS-F	5 WIBC <	5 WZPL-F	5 WFBQ-F>	5 WKLR-F	WKLR-F	5 WKLR-F<	5 WIBC	5 WZPL-F
6	6 WKLR-F	6 WTLC-F	6 WENS-F	6 WENS-F	6 WTLC-F	6 WTLC-F	6 WENS-F<	6 WENS-F<	6 WENS-F>	6 WENS-F
7	7	WIBC	7 WTPI-F	7 WTPI-F	7 WTUX	7	7 WTPI-F	7 WTLC-F	7 WTPI-F	7
8	8	8 WTPI-F	8 WTLC-F	8	8	8	8	8 WTPI-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZPL-F	1 WFBQ-F	1 WFBQ-F>	1 WFBQ-F	1 WFMS-F
2 WFBQ-F>>	2 WZPL-F>	2 WENS-F	2 WZPL-F	2 WFBQ-F
3 WTLC-F	3 WENS-F>	3 WZPL-F>	3 WFMS-F	3 WIBC
4 WFMS-F	4 WFMS-F	4 WFMS-F	4 WENS-F	4 WZPL-F
5 WENS-F>	5 WTLC-F	5 WTPI-F	5 WKLR-F	5 WENS-F
6 WTPI-F	6 WTPI-F	WTLC-F	6 WTLC-F<	6 WKLR-F
7 WMJC-F>>	7 WMJC-F	7 WMJC-F	7 WTPI-F<	7 WTPI-F
8	8	8	8 WIBC	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>
2 WZPL-F>>	2 WZPL-F>	2 WZPL-F>	2 WFMS-F	2 WFMS-F>
3 WTLC-F	3 WTLC-F	3 WENS-F	3 WKLR-F	3 WKLR-F
WFMS-F	WFMS-F	4 WTLC-F	4 WZPL-F>	4 WIBC >
5 WENS-F	WENS-F	WFMS-F	5 WIBC <	5 WZPL-F
6 WTTS-F	6 WKLR-F	6 WKLR-F>>	6 WENS-F	6 WENS-F<
WKLR-F	7	7	7 WTLC-F	7 WTPI-F
8	8	8	8	8 WTLC-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		225 (2)	225 (2)	13.8	11.5
AOR/CLASSIC		266 (1)	266 (1)	16.3	16.6
AC/OLDIES/SOFT ROCK		377 (4)	377 (4)	23.2	20.4
MOR/VARIETY	273 (2)		273 (2)	16.8	13.7
COUNTRY		246 (3)	246 (3)	15.1	14.8
BLACK/URBAN		116 (1)	116 (1)	7.1	9.5
BEAUTIFUL/EASY	13 (1)		13 (1)	0.8	6.9
NEWS/TALK	20 (1)		20 (1)	1.2	0.9
NOSTALGIA	43 (1)		43 (1)	2.6	3.1
RELIGION/GOSPEL	15 (2)	26 (2)	41 (4)	2.5	1.7
SPANISH					
CLASSICAL		8 (1)	8 (1)	0.5	0.9
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	364 (7)	1264 (14)	1628 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBRI	1500	Indianapolis	0.4/1.6/ 7/ 178
WCBK-F	102.3	Mrtnsvl/Moorsvl	0.5/1.1/ 9/ 118
WNTS	1590	Beech Grove/Ind	0.5/2.1/ 8/ 217
WSYW-F	107.1	Danville/Indy	0.5/1.9/ 10/ 252
WKKG-F	101.5	Columbus	0.4/1.1/ 42/ 573
WLW	700	Cincinnati	0.5/2.6/ 40/ 751

RADIO STATIONS

AM STATIONS

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WBRI, 1500,  5 KW (DAYS, DA)  , RELIGION                     , $  20.00 (---)                               Gary Arnold
WIBC, 1070, 50 KW/10 KW (DA-2), FULL SERVICE   NBC TALKNT, $ 140.00 (Durpetti)    Sconnix                   Roy Cooper
WNDE, 1260,  5 KW (DA-N)      , TALK                         , $  34.00 (Katz)        Great American            Chris Wheat
WNTS, 1590,  5 KW/500 W (DA-2), RELIGION                     , $  22.00 (---)                               Jim Wilson
WSYW,  810, 250 W (DAYS)      , SEE WSYW-F
WTUX, 1310,  5 KW/1 KW (DA-2) , NOSTALGIA      CBS UNISUP, $  30.00 (MMR)         Panache                   Al Hobbs
WXTZ, 1430,  1 KW (DA-N)      , EZ           ABC I UNISUP, $  30.00 (Christal)    WIN/ML                    Ken Brown
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FM STATIONS

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WENS-F   97.1,  23 KW @  739, AC                             , $ 100.00 (McGuild)     Emmis                     Chris Woodward
WFBQ-F,  94.7,  41 KW @  900, AOR                     SOURCE, $ 160.00 (Katz)        Great American            Chris Wheat
WFMS-F,  95.5,  13 KW @  990, COUNTRY                        , $ 115.00 (Eastman)     Susquehanna               Monte Maupin
WKLR-F,  93.1,  12 KW @ 1022, OLDIES                         , $ 107.00 (Durpetti)    Sconnix                   Roy Cooker
WMJC-F, 103.3,  18 KW @  840, AC               ABC E UNISUP, $  49.00 (Christal)    ML/WIN                    Ken Brown
WPZZ-F,  95.9,   3 KW @  300, GOSPEL                 SBN NBN, $  17.00 (---)         Willis    (FRANKLIN)      Dwight Barnett

WSYW-F, 107.1,   1 KW @  604, CLASSICAL                  UPI, $  25.00 (CMBS)        Universal   (DANVILLE)    Steven Ross
WTLC-F, 105.7,  50 KW @  450, BLACK                          , $  58.00 (MMR)         Panache                   Al Hobbs
WTPI-F, 107.9,  22 KW @  762, SOFT AC                UNIULT, $  58.00 (Torbet)      Mystar                    Tim Medland
WXIR-F,  96.3,   3 KW @  290, RELIGION                       , $  15.00 (---)                    (PLAINFIELD)  Gary Arnold
WZPL-F,  99.5,  13 KW @  990, CHR                       APR, $  88.00 (HNWH)        Booth                     Roger Ingram

WTTS-F,  92.3,  37 KW @ 1090, CHR                            , $  34.00 (Republic)    Sarkes Tarzian (BLOOMINGTON) Geoff Vargo
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************************************************** F O R M A T   C O D E S **************************************************
*                                                                                                                           *
*  AC  - Adult Contemporary                                                   J/NA - Jazz and New Age                       *
*  AOR - Album Oriented Rock                                                  M    - Middle of Road, (MOR)  Full Service   *
*  B   - Black (audience predominately black - over 60%)                      N    - News                                   *
*  BB  - Big Band, Nostalgia                                                  O    - Oldies (1955 to near 1988)             *
*  C   - Country                                                              R    - Religion, Christian
*  CHR - Contemporary Hit Radio, Top 40, Contemporary                         SAC  - Soft Adult Contemporary                *
*  CL  - Classical                                                            SP   - Hispanic/Spanish                       *
*  CL AOR - Classic AOR, Classic Rock                                         T    - Talk                                   *
*  E   -  Ethnic                                                              U    - Urban (majority of audience is non-    *
*  EZ  - EZ Listening, Beautiful Music, Some Very soft AC                              white)                               *
*  G   - Gospel                                                               ?    - Others or Unknown                      *
*                                                                                                                           *
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JACKSON, MS

Arbitron Rank/Pop (12+):	113/324,600	Stations:	19/19	1989 Revenue:	$11,100,000
		Diaries:	780/416:1/48.5%	HH Inc.:	$24,243
MSA Rank/Pop:	118/402,600	Sample Target:	720	Retail $:	2.4 Bil
	ADI # 86	% Below Line:	0.0	Pop per Station:	17,084
Average Person Ratings:	18.4	% Not Listed:	14.9	#1 Biller: WMSI-F	$3,300,000
Market TSL:	24.50 hours				

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WMSI-F	(C)	101/16.9	13.6	15.7	----	14.2	----	214/2327	853/26.3	27.7	27.3		17.3	105	966	WMSI-F
2.	WJMI-F	(B)	97/16.2	15.6	16.6	----	17.8	----	169/1593	911/28.1	26.4	29.0		17.8	108	1050	WJMI-F
3.	WSTZ-F	(AOR)	40/ 6.7	3.0	2.4	----	6.8	----	58/532	349/10.8	7.5	6.9		8.7	53	457	WSTZ-F
4.	WKXI	(B)	38/ 6.4	6.1	5.5	----	5.4	----	49/630	540/16.6	16.5	16.8		5.3	32	397	WKXI
5.	WTYX-F	(CHR)	37/ 6.2	6.0	7.8	----	8.8	----	63/1020	561/17.3	18.1	21.9		5.8	35	670	WTYX-F
6.	WOHT-F	(CHR)	35/ 5.9	6.1	4.3	----	5.9	----	87/1240	556/17.1	17.0	13.4		6.1	37	846	WOHT-F
	WOAD	(GOSP)	35/ 5.9	6.5	5.2	----	8.1	----	35/365	365/11.2	11.3	13.5		6.3	38	451	WOAD
8.	WSLI-F	(AC)	24/ 4.0	2.6	4.0	----	7.5	----	36/732	313/ 9.6	10.8	12.9		2.1	13	407	WSLI-F
9.	WLIN-F	8EZ)	22/ 3.7	3.4	4.0	----	----	----	23/301	268/ 8.3	9.3	12.8		1.8	11	197	WLIN-F
10.	WMJW-F	(AC)	17/ 2.8	4.7	5.4	----	2.2	----	31/580	330/10.2	12.6	12.3		5.4	33	356	WMJW-F
11.	WMGO	(GOSP)	12/ 2.0	0.7	2.1	----	1.3	----	12/180	180/ 5.5	1.1	3.1		1.0	6	159	WMGO
12.	WSLI	(C)	11/ 1.8	1.3	1.9	----	1.6	----	11/192	186/ 5.7	6.9	6.8		0.8	5	114	WSLI
13.	WJNT	(T)	10/ 1.7	3.0	3.5	----	2.2	----	11/130	121/ 3.7	6.3	6.7		2.1	13	168	WJNT
	WJDX	(SAC)	10/ 1.7	2.6	2.1	----	3.1	----	13/347	269/ 8.3	11.6	8.7		0.7	4	184	WJDX

12+ FM SHARE (METRO): 75.00% (381 of 508) (SPG 89: 73.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMI-F>>	1 WJMI-F>>	1 WJMI-F>	1 WMSI-F	1 WMSI-F>	1 WMSI-F>>	1 WMSI-F>	1 WMSI-F>	1 WMSI-F<	1 WJMI-F>>	1 WJMI-F>
2 WOHT-F	2 WSTZ-F	2 WMSI-F>	2 WJMI-F	2 WJMI-F	2 WOAD	2 WJMI-F>	2 WJMI-F>	2 WJMI-F>>	2 WMSI-F	2 WMSI-F>
WMSI-F>	3 WOHT-F	3 WSTZ-F	3 WTYX-F	3 WTYX-F	3 WTYX-F	3 WKXI	3 WTYX-F	3 WSTZ-F	3 WOHT-F	3
4	WMSI-F>	4 WTYX-F	4 WSTZ-F<	4 WSTZ-F	4 WLIN-F	4 WSTZ-F	4 WSTZ-F<	4 WTYX-F	4 WSTZ-F	4
5	5 WKXI	5 WKXI <	5 WKXI	WKXI	WKXI	5 WTYX-F	5 WOAD	5 WOAD	5 WKXI	5
6	6 WSLI-F	6 WOHT-F	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJMI-F>>	1 WJMI-F>>	1 WJMI-F	1 WJMI-F	1 WMSI-F>	1 WJMI-F>>	1 WJMI-F>	1 WJMI-F	1 WJMI-F	1 WMSI-F>
2 WOHT-F>>	2 WOHT-F	2 WMSI-F	2 WMSI-F>	2 WJMI-F	2 WSTZ-F	2 WSTZ-F>>	2 WSTZ-F>	2 WSTZ-F	2 WSTZ-F
3 WMSI-F	3 WMSI-F	3 WSLI-F	3 WTYX-F	3 WTYX-F	3 WOHT-F>>	3 WMSI-F	3 WKXI >	3 WMSI-F>	WJMI-F
4 WSTZ-F	4 WSLI-F	4 WOHT-F>	WOHT-F	4 WSLI-F	4 WMSI-F>	WKXI	4 WMSI-F	4 WTYX-F	4 WTYX-F
WSLI-F>	5	5 WTYX-F	5 WSLI-F	WOAD	5	5 WOHT-F	5 WOAD >>	5 WKXI	5 WKXI
6	6	6 WKXI	6	WKXI	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		72 (2)	72 (2)	14.2	14.2
AOR/CLASSIC		40 (1)	40 (1)	7.9	3.7
AC/OLDIES/SOFT ROCK	10 (1)	41 (2)	51 (3)	10.0	11.0
MOR/VARIETY					2.4
COUNTRY	11 (1)	104 (2)	115 (3)	22.6	22.7
BLACK/URBAN	38 (1)	97 (1)	135 (2)	26.6	26.2
BEAUTIFUL/EASY		22 (1)	22 (1)	4.3	4.7
NEWS/TALK	10 (1)		10 (1)	2.0	4.1
NOSTALGIA	4 (1)		4 (1)	0.8	
RELIGION/GOSPEL	47 (2)	5 (1)	52 (3)	10.2	10.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	7 (2)		7 (2)	1.4	
	127 (9)	381 (10)	508 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHJT-F	93.5	Clinton/Jackson	0.8/3.5/ 6/ 123
WIIN-F	98.7	Vicksburg	0.5/2.4/ 6/ 212
WJXN	1450	Jackson	0.5/2.8/ 3/ 90
WONG	1150	Canton	0.7/1.4/ 4/ 62
WZRX	1590	Jackson	0.7/2.7/ 4/ 88

RADIO STATIONS

WJDX	620	5 KW/1 KW (DA-N)	Soft AC		$15.00	(Mc-Guild)	Capstar	Ken Windham
WJNT	1180	50 KW/5 KW (DA-2)	Talk	NBC ABC T	$14.00	(---)		Jim McAllily
WKXI	1300	5 KW/1 KW	Black	SBN	$16.00	(Banner)	Opus	Kevin Webb
WMGO	1370	1 KW (DAYS)	Gospel	UNIULT	$ 7.00	(---)		Mike McCulloch
WOAD	1400	1 KW	Gospel	NBN	$15.00	(Durpetti)	Holt	Carl Haynes
WSLI	930	5 KW (DA-N)	Country	CBS	$ NA	(Eastman)		Bobby Imbragulio
WJMI-F	99.7	98 KW @ 1060	Black	ABC FM CBS	$45.00	(Durpetti)	Holt	Carl Haynes
WLIN-F	101.7	3 KW @ 300	EZ	UNIULT	$15.00	(Regional)	(GLUCKSTADT)	Bill Clark
WMJW-F	107.5	100 KW @ 951	AC		$15.00	(Republic)	(MAGEE)	Craig Scott
WMSI-F	102.9	100 KW @ 1800	Country	ABC E	$70.00	(Mc-Guild)	Capstar	Ken Windham
WOHT-F	95.5	100 KW @ 1058	CHR	UNIPWR	$23.00	(HNWH)	Jenne	Aubrey Prince
WSLI-F	96.3	100 KW @ 1415	AC		$32.00	(Eastman)		Bobby Imbragulio
WSTZ-F	106.7	100 KW @ 1064	AOR	UNISUP	$33.00	(HNWH)	Lewis (VICKSBURG)	Bob Rall
WTYX-F	94.7	100 KW @ 1117	CHR	ABC C	$44.00	(Banner)	Opus	Kevin Webb

Miscellaneous Comments: WSLI A/F sold by Osborn-Reynolds to Spur Austin for $3,500,000 (Fischer)...

JACKSONVILLE

Arbitron Rank/Pop (12+): 51/783,500

MSA Rank/Pop: 58/920,400
ADI # 56
Average Person Ratings: 16.8
Market TSL: 22.25 hours

Stations: 21/20
Diaries: 1055/743:1/49.1%
Sample Target: 1090
% Below Line: 0.3
% Not Listed: 18.0

1989 Revenue: $23,300,000
HH Inc.: $26,802
Retail $: 6.0 Bil
Pop per Station: 39,175
#1 Biller: WAPE-F $4,600,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WAPE-F	(CHR)	168/12.8	10.8	14.0	14.3	13.8	13.0	199/2560	2109/26.9	30.2	28.2		13.3	171	2047	WAPE-F
2.	WFYV-F	(AOR)	117/ 8.9	9.4	7.5	9.5	8.3	8.8	125/1551	1389/17.7	16.0	14.5		12.5	161	1441	WFYV-F
3.	WQIK-F	(C)	114/ 8.7	10.5	10.4	9.8	12.2	9.9	157/1655	1208/15.4	19.3	19.4		9.4	121	1293	WQIK-F
4.	WEJZ-F	(SAC)	113/ 8.6	7.7	7.7	8.4	6.3	8.1	121/1481	1377/17.6	17.5	13.6		6.3	81	996	WEJZ-F
5.	WKQL-F	(O)	88/ 6.7	5.1	5.3	4.6	6.0	5.4	98/1334	1189/15.2	15.4	15.6		7.8	101	1360	WKQL-F
6.	WIVY-F	(AC)	75/ 5.7	4.6	5.1	5.2	5.4	5.1	79/1201	1172/15.0	15.4	14.9		6.5	84	921	WIVY-F
7.	WHJX-F	(B)	71/ 5.4	6.8	5.3	1.3	——	4.7	113/1064	808/10.3	8.4	0.0		9.3	120	1064	WHJX-F
8.	WZAZ-F	(B)	50/ 3.8	3.6	2.7	4.0	6.1	3.5	53/841	801/10.2	9.2	10.7		3.2	41	873	WZAZ-F
9.	WCRJ-F	(C)	47/ 3.6	5.3	5.0	5.5	3.7	4.8	57/783	686/ 8.8	11.9	9.6		3.4	44	584	WCRJ-F
10.	WIOI-F	(CL AOR)	46/ 3.5	3.2	2.6	3.0	2.3	3.1	57/844	722/ 9.2	8.3	6.4		2.8	36	624	WIOI-F
11.	WZAZ	(B)	41/ 3.1	3.0	3.1	3.5	3.1	3.2	41/420	420/ 5.4	6.0	6.0		1.8	23	320	WZAZ
12.	WCGL	(GOSP)	38/ 2.9	3.3	1.9	2.2	1.5	2.6	38/384	384/ 4.9	3.2	3.0		0.7	9	228	WCGL
13.	WOKV	(N/T)	32/ 2.4	2.8	4.3	3.7	3.1	3.3	33/534	512/ 6.5	8.8	6.7		3.4	44	520	WOKV
14.	WSVE	(GOSP)	31/ 2.4	2.4	1.8	1.8	1.1	2.1	31/336	336/ 4.3	3.2	2.9		2.1	27	438	WSVE

12+ FM SHARE (METRO): 83.32% (899 of 1079) (SPG 89: 81.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPE-F>>	1 WAPE-F	1 WAPE-F	1 WEJZ-F	1 WEJZ-F	1 WQIK-F	1 WAPE-F	1 WAPE-F<	1 WAPE-F	1 WAPE-F>	1 WHJX-F
2 WZAZ-F>	2 WFYV-F>	2 WFYV-F	2 WKQL-F	2 WKQL-F	2 WEJZ-F	2 WQIK-F>	2 WEJZ-F	2 WEJZ-F	2 WFYV-F	2 WQIK-F<
3 WFYV-F	3 WIVY-F<	3 WEJZ-F	3 WFYV-F	3 WAPE-F<	3 WKQL-F>	3 WFYV-F	3 WQIK-F<	3 WFYV-F	3 WHJX-F	3 WAPE-F
4 WHJX-F	4 WHJX-F>	4 WKQL-F	WAPE-F	4 WFYV-F	4	WEJZ-F<	4 WFYV-F	4 WQIK-F<	4 WEJZ-F	4 WFYV-F
5	5 WIOI-F	5 WIVY-F	5 WQIK-F	5 WQIK-F	5	5 WIVY-F	5 WIVY-F<	5 WKQL-F	5 WQIK-F	5 WOKV
6	6 WEJZ-F	6 WQIK-F	6 WIVY-F	6 WIVY-F	6	6	6 WKQL-F	6	6	WEJZ-F
7	7	WHJX-F	7	7	7	7	7	7	7	7 WZAZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPE-F>>	1 WAPE-F>	1 WIVY-F<	1 WAPE-F	1 WEJZ-F>	1 WFYV-F<	1 WFYV-F>	1 WFYV-F>>	1 WFYV-F	1 WFYV-F<
2 WHJX-F	2 WIVY-F>	2 WAPE-F>	2 WEJZ-F	2 WIVY-F	2 WAPE-F>>	2 WAPE-F>>	2 WAPE-F>	2 WAPE-F	2 WKQL-F>
3 WIVY-F	3 WHJX-F	3 WEJZ-F	3 WIVY-F>	WAPE-F	3 WHJX-F>	3 WHJX-F>	3 WIVY-F	3 WKQL-F	3 WEJZ-F
4 WFYV-F>	4 WFYV-F	4 WFYV-F	4 WHJX-F<	4 WQIK-F	4 WIOI-F>	4 WIVY-F<	4 WHJX-F	4 WEJZ-F	4 WQIK-F
5 WZAZ-F	5 WIOI-F	5 WIOI-F	5 WQIK-F	5 WKQL-F	5	5 WIOI-F	5 WIOI-F	5 WQIK-F<	WAPE-F
WIOI-F	WEJZ-F	WHJX-F	6 WKQL-F	6	6	6	WCRJ-F	6 WHJX-F	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		172 (2)	172 (2)	15.9	18.4
AOR/CLASSIC		163 (2)	163 (2)	15.1	14.3
AC/OLDIES/SOFT ROCK	18 (2)	282 (4)	300 (6)	27.8	24.1
MOR/VARIETY					
COUNTRY	5 (1)	161 (2)	166 (3)	15.4	21.2
BLACK/URBAN	41 (1)	121 (2)	162 (3)	15.0	11.2
BEAUTIFUL/EASY					
NEWS/TALK	32 (1)		32 (1)	3.0	3.8
NOSTALGIA	9 (1)		9 (1)	0.8	0.5
RELIGION/GOSPEL	75 (3)		75 (3)	7.0	5.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.5
	180 (9)	899 (12)	1079 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFOY	1240	St. Augustine	0.7/1.2/ 9/ 93
WPDQ	690	Jacksonville	0.5/2.3/ 7/ 187
WQIK	1320	Jacksonville	0.4/1.3/ 5/ 134
WROS	1050	Jcksnvl/Daytona	0.5/2.0/ 6/ 158
WRXJ	930	Jacksonville	0.8/1.8/ 11/ 148
WSOS-F	105.5	St. Augustine	0.5/1.3/ 6/ 112
WNFI-F	99.9	Palatka	0.3/2.8/ 16/ 350

RADIO STATIONS

WCGL	1360	5 KW (DAYS)	Gospel	SBN	$ 15.00	(K & P)		Emily Timmons
WOKV	600	5 KW (DA-N)	News/Talk	ABC T CBS	$ 25.00	(MMR)	EZ	Jeff Dorf
WSVE	1280	5 KW (DAYS)	Gospel	UNIPWR	$ 13.00	(Republic)		Daryl Spann
WZAZ	1400	1 KW	Black	SBN	$ 14.00	(Roslin)		Mark Picus
WAPE-F	95.1	100 KW @ 984	CHR		$100.00	(Christal)	Evergreen	Mark Schwartz
WCRJ-F	107.3	100 KW @ 705	Country		$ 46.00	(Katz)	Hoker	Linda Byrd
WEJZ-F	96.1	100 KW @ 984	Soft AC	ABC D	$ 47.00	(Katz)	Renda	Jim Jerrels
WFYV-F	104.5	100 KW @ 1014	AOR	NBC	$ 74.00	(MC-Guild)	Metroplex	Yulee Commander
WHJX-F	101.5	100 KW @ 1863	Black	ABC C	$ 30.00	(Durpetti)	(BRUNSWICK, GA)	Walter Berry
WIOI-F	100.7	36 KW @ 1463	Classic AOR		$ 36.00	(——)	Osborn (BRUNSWICK, GA)	Buc Weatherby
WIVY-F	102.9	100 KW @ 1014	AC	APR	$ 62.00	(Banner)	Taylor	John Hunt
WKQL-F	96.9	100 KW @ 1013	Oldies		$ 70.00	(MMR)	EZ	Jeff Dorf
WQIK-F	99.1	100 KW @ 1014	Country	ABC E	$ 98.00	(Eastman)	Jacor	Bill Mize
WZAZ-F	92.7	1.3 KW @ 497	Black	CBS	$ 21.00	(Roslin)	(GREEN COVE SPGS)	Mark Picus

Misc. Comments: WAIV-F changes to WKQL and format from AC to mostly Oldies (Jan) . . .WQIK A/F sold by Jacor to Capstar (never closed) for $13,000,000 (Americom)...

JOHN CITY-KINGSPORT

Arbitron Rank/Pop (12+): 92/377,700
MSA Rank/Pop: 107/444,800
ADI # 87
Average Person Ratings: 15.2
Market TSL: 20.00 hours

Stations: 27/22
Diaries: 883/428:1/59.2%
Sample Target: 780
% Below Line: 6.1
% Not Listed: 11.8

1989 Revenue: $9,900,000
HH Inc.: $23,100
Retail $: 2.6 Bil
Pop per Station: 17,168
#1 Biller: WQUT-F $2,150,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WQUT-F	(CHR)	134/23.3	19.3	20.6	19.6	22.6	----	171/2096	1451/38.4	36.2	37.0		24.3	146	1452	WQUT-F
2.	WXBQ-F	(C)	105/18.3	19.1	19.0	17.6	19.4	----	158/1966	1205/31.9	34.7	29.7		20.5	123	1335	WXBQ-F
3.	WTFM-F	(AC)	73/12.7	14.6	14.6	14.9	17.1	----	107/1507	1076/28.5	29.9	29.3		15.0	90	1049	WTFM-F
4.	WUSJ-F	(C)	24/ 4.2	4.5	3.7	3.4	3.1	----	25/428	400/10.6	11.6	7.5		3.0	18	288	WUSJ-F
5.	WJCW	(C)	21/ 3.7	4.5	5.2	7.2	7.2	----	21/424	402/10.6	10.1	13.6		2.5	15	348	WJCW
6.	WIMZ-F	(AOR)	20/ 3.5	1.7	2.0	----	----	----	42/492	267/ 7.1	4.6	3.7		6.0	36	292	WIMZ-F
7.	WZXY-F	(CHR)	18/ 3.1	4.2	2.8	4.4	3.5	----	18/378	373/ 9.9	9.4	9.9		5.3	32	546	WZXY-F
8.	WKPT	(EZ)	14/ 2.4	3.5	3.8	4.0	3.1	----	14/261	261/ 6.9	8.2	8.4		2.8	17	251	WKPT

12+ FM SHARE (METRO): 78.70% (399 of 507) (SPG 89: 77.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F>	1 WQUT-F	1 WQUT-F<	1 WXBQ-F>	1 WQUT-F>	1 WQUT-F	1 WQUT-F>	1 WQUT-F>	1 WQUT-F
2 WZXY-F>	2 WXBQ-F	2 WXBQ-F	2 WXBQ-F<	2 WXBQ-F	2 WTFM-F	2 WXBQ-F	2 WXBQ-F>	2 WXBQ-F>	2 WXBQ-F	2 WXBQ-F
3	3 WTFM-F>	3 WTFM-F>>	3 WTFM-F>>	3 WTFM-F>>	3 WQUT-F>	3 WTFM-F>>	3 WTFM-F>>	3 WTFM-F>>	3 WTFM-F>>	3 WTFM-F
4	4 WIMZ-F	4	4	4	4 WJCW	4 WJCW	4	4	4 WZXY-F	4
5	5	5	5	5	5 WUSJ-F	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F>	1 WQUT-F>>	1 WQUT-F<	1 WXBQ-F>>	1 WXBQ-F<	1 WXBQ-F>
2 WXBQ-F>	2 WTFM-F>	2 WTFM-F>>	2 WTFM-F	2 WTFM-F<	2 WXBQ-F	2 WXBQ-F>>	2 WQUT-F>	2 WQUT-F>	2 WTFM-F<
3 WIVK-F	3 WXBQ-F>	3 WXBQ-F	3 WXBQ-F>>	3 WXBQ-F>>	3 WTFM-F	3 WIMZ-F	3 WIMZ-F	3 WTFM-F>>	3 WQUT-F>>
WZXY-F	4 WIMZ-F	4 WIMZ-F>>	4	4	4 WIMZ-F>	WTFM-F	4 WTFM-F>	4 WIMZ-F	4
WTFM-F>	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		157 (4)	157 (4)	31.0	28.4
AOR/CLASSIC		20 (1)	20 (1)	3.9	2.7
AC/OLDIES/SOFT ROCK		80 (2)	80 (2)	15.8	18.5
MOR/VARIETY					0.4
COUNTRY	59 (8)	140 (4)	199 (12)	39.3	38.7
BLACK/URBAN					
BEAUTIFUL/EASY	14 (1)		14 (1)	2.8	5.1
NEWS/TALK					
NOSTALGIA	5 (1)		5 (1)	1.0	1.0
RELIGION/GOSPEL	30 (5)	2 (1)	32 (6)	6.3	5.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	108 (15)	399 (12)	507 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WABN-F	92.7	Abingdon	0.3/1.5/ 2/ 71
WBBI	1230	Abingdon	0.3/2.0/ 3/ 90
WBCV	1550	Bristol	0.3/1.8/ 2/ 68
WBEJ	1240	Elizabethton	1.2/2.3/ 8/ 89
WDUF	1120	Duffield	1.0/1.4/ 6/ 63
WEMB	1420	Erwin	0.9/2.0/ 5/ 74
WETB	790	Johnson City	1.7/3.9/ 12/ 196
WFHG	980	Bristol	1.6/5.2/ 9/ 212
WIKQ-F	94.9	Greenville	1.2/3.2/ 11/ 245
WKIN	1320	Kingsport	0.7/2.3/ 4/ 85
WMCH	1260	Church Hill	1.6/3.1/ 10/ 120
WMEV-F	93.9	Marion	0.3/1.3/ 23/ 297
WOPI	1490	Bristol	0.9/3.0/ 5/ 112
WRGS	1370	Rogerville	0.9/2.1/ 6/ 98
WZAP	690	Bristol	1.4/3.2/ 8/ 186
WFGW	1010	Black Mountain	0.2/0.0/ 0/ 0
WIVK-F	107.7	Knoxville	1.6/3.2/ 51/ 507
WMIT-F	106.9	Black Mountain	0.3/1.6/ 4/ 82
WOKI-F	100.3	Oak Ridge/Knxvl	0.5/1.8/ 18/ 386

RADIO STATIONS

WJCW ,	910, 5 KW/1 KW (DA-N) ,	Country	MBS, $18.00	(Katz)	Bloomington	(JOHNSN CTY)	Ken Maness
WKPT ,	1400, 1 KW ,	EZ	ABC E, $13.00	(Republic)	Home News	(KINGSPORT)	Dave Widener
WFHG ,	980, 5 KW/1 KW (DA-N) ,	Oldies	ABC D SMN, $12.00	(mc-Guild)	Nininger	(BRISTOL,VA)	W. Nininger
WQUT-F,	101.5, 100 KW @ 1497 ,	CHR	CBS, $48.00	(Katz)	Bloomington	(JOHNSN CTY)	Ken Maness
WTFM-F,	98.5, 100 KW @ 1260 ,	AC	ABC E, $38.00	(Republic)	Home News	(KINGSPORT)	Dave Widener
WUSJ-F,	99.3, 3 KW @ 328 ,	Country	NBC, $17.00	(Durpetti)		(ELIZABETHTOWN)	Eaton Govan
WXBQ-F,	96.9, 67 KW @ 2240 ,	Country	ABC I, $42.00	(Mc-Guild)	Nininger	(BRISTOL, VA)	Debbie Messner
WZXY-F,	104.5, 1.4 KW @ 480 ,	CHR	ABC C, $16.00	(Torbet)	Bahakel	(KINGSPORT)	Wayne Grills

WIMZ-F — See Knoxville Miscellaneous Comments: WOPI sold for $140,000...

JOHNSTOWN

Arbitron Rank/Pop (12+): 150/211,100
MSA Rank/Pop: 173/250,300
ADI # 88 (W/Altoona)
Average Person Ratings: 18.4
Market TSL: 24.25 hours

Stations: 28/13
Diaries: 610/346:1/59.9%
Sample Target: 610
% Below Line: 22.2
% Not Listed: 10.6

1989 Revenue: $4,800,000
HH Inc.: $20,011
Retail $: 1.26 Bil
Pop per Station: 16,238
#1 Biller:

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WGLU-F	(CHR)	59/15.2	——	13.9	——	12.8	——	67/705	585/27.7		28.1					WGLU-F
2.	WKYE-F	(AC)	49/12.6	——	12.3	——	12.0	——	69/778	557/26.4		28.2					WKYE-F
3.	WYSN-F	(BB)	25/ 6.4	——	6.7	——	3.9	——	25/265	247/11.7		11.7					WYSN-F
4.	WJNL-F	(EZ)	24/ 6.2	——	4.3	——	3.1	——	25/289	270/12.8		13.9					WJNL-F
	WIYQ-F	(O)	24/ 6.2	——	2.9	——	3.6	——	26/401	291/13.8		13.3					WIYQ-F
6.	WJAC	(MOR)	21/ 5.4	——	7.8	——	9.4	——	21/354	321/15.2		19.2					WJAC
7.	WDVE-F	(AOR)	18/ 4.6	——	6.1	——	4.7	——	27/386	258/12.2		14.2					WDVE-F
8.	WVSC-F	(AC)	12/ 3.1	——	1.3	——	1.0	——	12/185	185/ 8.8		4.4					WVSC-F
9.	WJNL	(BB)	11/ 2.8	——	1.9	——	2.9	——	11/171	171/ 8.1		6.5					WJNL
10.	WVSC	(C)	10/ 2.6	——	3.5	——	3.1	——	10/159	159/ 7.5		7.4					WVSC
11.	WBZZ-F	(CHR)	8/ 2.1	——	2.4	——	2.9	——	15/212	124/ 5.9		7.6					WBZZ-F
	WBXQ-F	(CL AOR)	8/ 2.1	——	1.1	——	4.2	——	10/172	134/ 6.3		7.1					WBXQ-F
	WADJ	(MOR)	8/ 2.1	——	0.8	——	1.0	——	8/91	91/ 4.3		3.0					WADJ

12+ FM SHARE (METRO): 79.54% (276 of 347) (SPG 89: 77.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGLU-F	1 WGLU-F	1 WKYE-F	1 WKYE-F	1 WKYE-F	1 WYSN-F	1 WGLU-F	1 WKYE-F	1 WGLU-F	1 WGLU-F>>	1 WKYE-F
2	2 WKYE-F>>	2 WGLU-F>>	2 WGLU-F>	2 WGLU-F	2 WKYE-F	2 WKYE-F>	2 WGLU-F>	2 WKYE-F>>	2 WJNL	2 WGLU-F
3	3 WDVE-F>	3 WIYQ-F>	3 WIYQ-F>	3 WIYQ-F>	3 WJAC	3 WJNL-F	3 WYSN-F	3 WIYQ-F	3 WKYE-F	3 WVSC
4	4 WJNL-F	4 WDVE-F	4 WJNL-F	4 WJNL-F	4 WJNL-F	4 WIYQ-F<	4 WIYQ-F	4 WYSN-F	4 WDVE-F	4
5	WIYQ-F	5 WJNL-F	5 WJAC	5 WJAC	WIYQ-F	5 WYSN-F	5 WJNL-F	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGLU-F>>	1 WGLU-F>	1 WGLU-F	1 WGLU-F>	1 WGLU-F>	1 WKYE-F	1 WKYE-F	1 WKYE-F	1 WKYE-F>	1 WKYE-F>>
2 WKYE-F>	2 WKYE-F>	2 WKYE-F	2 WKYE-F>	2 WKYE-F	2 WGLU-F>>	2 WGLU-F>	2 WGLU-F>	2 WGLU-F>	2 WIYQ-F
3 WDVE-F>>	3 WJNL-F>	3 WJNL-F>	3 WIYQ-F	3 WJNL-F	3 WMYG-F	3 WDVE-F	3 WDVE-F	3 WDVE-F	WGLU-F>
4	4 WDVE-F	4 WIYQ-F>	4 WJNL-F	WIYQ-F	WDVE-F>	4	4 WIYQ-F>	4 WIYQ-F	4 WDVE-F
	WIYQ-F	5 WALY-F	5	5	5 WVSC-F>>	5	5 WBXQ-F>	5	WJAC

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		67 (2)	67 (2)	19.3	18.9
AOR/CLASSIC		25 (2)	25 (2)	7.2	8.7
AC/OLDIES/SOFT ROCK	8 (1)	129 (9)	137 (10)	39.5	29.5
MOR/VARIETY	38 (3)		38 (3)	11.0	15.8
COUNTRY	21 (4)	16 (3)	37 (7)	10.7	10.6
BLACK/URBAN					0.9
BEAUTIFUL/EASY		14 (2)	14 (2)	4.0	4.7
NEWS/TALK					
NOSTALGIA		25 (1)	25 (1)	7.2	7.8
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	4 (1)		4 (1)	1.2	3.1
	71 (9)	276 (19)	347 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCRO	1230	Johnstown	1.5/4.9/ 6/ 115
WNCC	950	Barnesboro	1.0/2.0/ 5/ 65
KDKA	1020	Pittsburgh	1.5/5.6/ 13/ 255
WALY-F	103.9	Bellwood/Altna	1.0/3.4/ 4/ 82
WDSY-F	107.9	Pittsburgh	1.5/3.3/ 14/ 281
WFBG-F	98.1	Altoona/St.Clge	1.8/4.7/ 23/ 299
WFRB	560	Frostburg/Cumbr	0.3/2.5/ 1/ 53
WFRB-F	105.3	Frostburg/Cmbrl	1.8/4.9/ 8/ 135
WLTJ-F	92.9	Pittsburgh	0.8/3.4/ 3/ 79
WMXP-F	100.7	N. Kensingston	0.5/1.8/ 8/ 109
WMYG-F	96.9	Braddock	1.8/3.3/ 16/ 199
WOWQ-F	102.1	DuBois	0.8/3.1/ 27/ 350
WSHH-F	99.7	Pittsburgh	1.8/4.6/ 12/ 175
WVAM	1430	Altoona	1.0/2.0/ 4/ 54
WWSW-F	94.5	Pittsburgh	0.8/3.0/ 0/ 0

RADIO STATIONS

WADJ, 1330, 5 KW/35W (DA-1)	, MOR	CNN, UNISUP , $	9.00	(Roslin)	(SOMERSET)	Ron Lorence
WCRO, 1230, 1 KW (DA-1)	, COUNTRY	SMM, ABC I , $	8.00	(Republic)		
WJAC, 850, 10 KW (DA-1)	, MOR/OLDIES	ABC, UNISUP, $	20.00	(McGuild)		Mike Brosig
WJNL, 1490, 1 KW	, NOSTALGIA	NBC, UNISUP , $	12.00	(Roslin)		Bill Bingler
WVSC, 990, 10 KW/100W (DA-1)	, COUNTRY	ABC E , $	7.00	(Regional)	(SOMERSET)	Dick Adams
WBXQ-F, 94.3, .4 KW @ 958,	CLASSIC AOR	ABC F UNISUP, $	17.00	(Roslin)	(CRESSON)	Neil Hart
WGLU-F, 92.1, .3 KW @ 1000,	CHR	SOURCE , $	27.00	(Republic)		Ralph Lovette
WIYQ-F, 99.1, 50 KW @ 500,	OLDIES	SMM , $	12.00	(Dome)	(EBENSBURG)	Carey Simspon
WJNL-F, 96.5, 50 KW @ 490,	EZ	RADRAD , $	17.00	(Roslin)		Bill Bingler
WKYE-F, 95.5, 57 KW @ 1060,	AC	UNISUP, UNIPWR , $	30.00	(McGuild)		Mike Brosig
WVSC-F, 97.7, 3 KW @ 270,	AC	ABC I, UNISUP , $	8.00	(Regional)	(SOMERSET)	Dick Adams
WYSN-F, 101.7, .7 KW @ 645,	NOSTALGIA	CNN, UNISUP , $	11.00	(Roslin)	(CENTRAL CITY)	Ron Lorence

OTHER RANKED STATIONS: See Pittsburgh Miscellaneous Comments: WJNL A/F sold for $1,350,000...WJNL A/F - station seized by National Credit Union Admin...

KALAMAZOO

Arbitron Rank/Pop (12+): 161/185,400
MSA Rank/Pop: 194/220,800
ADI # 37 (w/Grand Rapids)
Average Person Ratings: 15.9
Market TSL: 21.00 hours

Stations: 21/10
Diaries: 594/312:1/51.5%
Sample Target: 610
% Below Line: 17.3
% Not Listed: 19.7

1989 Revenue: $8,200,000
HH Inc.: $31,591
Retail $: 1.6 Bil
Pop per Station: 18,540
#1 Biller: WKFR-F $2,500,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WKFR-F	(CHR)	54/18.3	19.9	19.4	17.3	28.5	——	84/1078	704/38.0	39.9	39.5		22.2	60	777	WKFR-F
2. WRKR-F	(CL AOR)	44/14.9	11.4	15.6	7.3	——	——	72/693	440/23.7	21.7	26.0		18.9	51	529	WRKR-F
3. WKZO	(MOR)	26/ 8.8	7.2	9.3	10.0	12.6	——	41/776	482/26.0	23.9	24.5		6.7	18	399	WKZO
4. WQLR-F	(EZ)	24/ 8.1	7.2	7.6	8.0	9.5	——	35/446	311/16.8	14.5	14.5		7.4	20	299	WQLR-F
5. WNWN-F	(C)	23/ 7.8	15.0	9.3	10.0	10.3	——	72/788	311/16.8	18.6	16.9		10.0	27	282	WNWN-F
6. WOOD-F	(EZ)	14/ 4.7	2.9	4.2	4.5	4.0	——	39/570	254/13.7	11.3	12.9		3.3	9	174	WOOD-F
7. WJFM-F	(O)	11/ 3.7	3.6	3.5	7.6	5.9	——	28/469	285/15.4	12.0	12.0		2.2	6	195	WJFM-F
8. WGRD-F	(CHR)	7/ 2.4	2.3	2.4	2.4	2.8	——	32/709	248/13.4	11.9	11.0		5.6	15	305	WGRD-F
9. WKLQ-F	(CHR)	6/ 2.0	2.3	1.7	0.7	1.6	——	19/445	165/ 8.9	8.4	9.5		1.5	4	130	WKLQ-F
10. WHEZ	(O)	5/ 1.7	2.3	0.7	1.7	3.6	——	5/82	76/ 4.1	4.2	3.1		1.5	4	49	WHEZ
11. WKMI	(AC)	4/ 1.4	1.6	2.4	2.8	3.6	——	4/131	123/ 6.6	9.3	8.5		2.6	7	97	WKMI

12+ FM SHARE (METRO): 83.12% (197 of 237) (SPG 89: 81.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKFR-F	1 WRKR-F	1 WKFR-F	1 WRKR-F	1 WRKR-F	1 WKZO >	1 WKFR-F	1 WKFR-F<	1 WKFR-F	1 WKFR-F>	1 WKFR-F>
2	2 WKFR-F>>	2 WRKR-F>>	2 WKFR-F>	2 WKFR-F>	2 WQLR-F	2 WKZO <	2 WRKR-F	2 WNWN-F	2 WRKR-F>>	2 WKZO >
3	3 WQLR-F	3 WQLR-F	3 WQLR-F	3 WNWN-F	3 WNWN-F	3 WRKR-F>	3 WQLR-F>	3 WRKR-F	3 WKZO	3 WRKR-F
4	WNWN-F	4 WNWN-F>	4 WNWN-F>	4 WQLR-F	4 WKFR-F	4 WQLR-F	4 WOOD-F<	4 WQLR-F	4	4
5	5 WJFM-F	5 WJFM-F	5 WKZO	5 WKZO	5 WOOD-F	5 WNWN-F	5 WNWN-F	5 WJFM-F	5	5
6	6	WKZO	6	6	6	6	6	6 WKZO	6	6
7	7	7	7	7	7	7	7	WOOD-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKFR-F>>	1 WKFR-F>>	1 WKFR-F	1 WKFR-F>>	1 WKFR-F>	1 WRKR-F	1 WRKR-F>>	1 WRKR-F>>	1 WRKR-F>>	1 WRKR-F>>
2 WKLQ-F	2 WRKR-F	2 WRKR-F>>	2 WRKR-F	2 WRKR-F	2 WKFR-F>>	2 WKFR-F	2 WKFR-F	2 WKFR-F>>	2 WKFR-F>
WIBM-F	3	3 WNWN-F	3 WQLR-F	3 WNWN-F	3 WKLQ-F	3	3 WNWN-F	3 WQLR-F	3 WQLR-F
WGRD-F	4	4 WJFM-F	4 WNWN-F	4 WQLR-F	WJFM-F>	4	4 WQLR-F>>	4 WNWN-F	WNWN-F
WRKR-F<	5	WQLR-F>	5 WOOD-F	5 WOOD-F	5 WGRD-F	5	5	5 WKZO	5 WKZO
6 WQLR-F>>	6	6 WGRD-F>>	WJFM-F	WKZO	WKZO	6		6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		67 (3)	67 (3)	28.3	29.2
AOR/CLASSIC		48 (3)	48 (3)	20.3	20.6
AC/OLDIES/SOFT ROCK	9 (2)	18 (5)	27 (7)	11.4	9.9
MOR/VARIETY	26 (1)		26 (1)	11.0	12.0
COUNTRY	3 (1)	23 (1)	26 (2)	11.0	13.3
BLACK/URBAN					
BEAUTIFUL/EASY		38 (2)	38 (2)	16.0	14.6
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	2 (1)	3 (2)	5 (3)	2.1	0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	40 (5)	197 (16)	237 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WKPR	1420	Kalamazoo	0.7/3.2/ 2/ 66
WQSN	1470	Kalamazoo/Prtge	1.0/4.0/ 3/ 74
WQXC-F	100.9	Ostego/Kalmzo.	0.3/2.2/ 7/ 124
WBXX-F	95.3	Battle Creek	0.7/4.5/ 4/ 118
WFRN-F	104.7	Elkhart/SB	0.7/3.1/ 6/ 119
WFUR-F	102.9	Grand Rapids	0.3/2.8/ 4/ 111
WIBM-F	94.1	Jackson	1.0/2.8/ 4/ 99
WJXQ-F	106.1	Jackson	0.3/3.1/ 6/ 116
WLAV-F	96.9	N. Muskegon	1.0/3.8/ 6/ 222
WODJ-F	107.3	Greenvl/grd rap	0.3/2.2/ 9/ 198

RADIO STATIONS

WHEZ, 1560,	4.1 KW (DAYS)	, OLDIES	UNISUP, UNIULT ,	$ 10.00	(Christal)		(PORTAGE)	Gary Mallernee
WKMI, 1360,	5 KW/1 KW (DA-2),	AC	ABC D ,	$ 14.00	(Eastman)			Bob Miller
WKPR, 1420,	1 KW (DAYS)	, RELIGION	,	$ 7.00	(—)	Kuiper		Henry Wielhouwer
WKZO, 590,	5 KW (DA-N)	, MOR/FULL SER.	CBS, MBS ,	$ 26.00	(McGuild)	Fitzer		Stan Smart
WQSN, 1470,	500 W/1 KW	, COUNTRY	,	$ 11.00	(Banner)	Fairfield		Steve Trivers
WKFR-F, 103.3,	50 KW @ 483,	CHR	UNIPWR ,	$ 50.00	(Eastman)		(BATTLE CREEK)	Dave Hicks
WNWN-F, 98.5,	50 KW @ 500,	COUNTRY	ABC E ,	$ 32.00	(Christal)		(COLDWATER)	Gary Mallernee
WQLR-F, 106.5,	33 KW @ 600,	SOFT AC	,	$ 30.00	(Banner)	Fairfield		Steve Trivers
WRKR-F, 107.7,	50 KW @ 486,	CLASSIC AOR	,	$ 36.00	(HNWH)		(PORTAGE)	Ed Sackley

OTHER RANKED STATIONS — See Grand Rapids Miscellaneous Comments: WQLR changes from EZ to AC (March)...

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,300,900
MSA Rank/Pop: 29/1,585,500
ADI # 29
Average Person Ratings: 17.4
Market TSL: 23.00 hours

Stations: 25/24
Diaries: 1746/745:1/59.9%
Sample Target: 1410
% Below Line: 0.3
% Not Listed: 6.3

1989 Revenue: $42,100,000
HH Inc.: $31,591
Retail $: 12.3 Bil
Pop per Station: 54,204
#1 Biller: WDAF $5,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WDAF	(C)	241/10.7	12.8	10.3	11.6	15.5	11.4	401/4575	2799/21.5	22.4	24.1	10.3	248	2532	WDAF
2. KBEQ-F	(CHR)	183/ 8.1	8.2	10.1	8.2	7.4	8.6	232/3782	2884/22.2	23.4	21.2	10.2	245	3135	KBEQ-F
3. KPRS-F	(B)	177/ 7.8	6.7	7.2	4.5	5.2	6.6	213/1896	1554/11.9	10.2	10.3	10.4	249	2190	KPRS-F
KFKF-F	(C)	177/ 7.8	7.0	9.3	7.8	7.2	8.0	231/2690	2133/16.4	18.5	15.6	7.7	185	1933	KFKF-F
5. KYYS-F	(AOR)	132/ 5.8	5.5	4.3	5.3	4.7	5.2	182/2811	1956/15.0	12.2	13.4	6.1	147	2126	KYYS-F
6. KUDL-F	(AC)	130/ 5.8	4.7	5.5	3.9	4.4	5.0	146/2226	1896/14.6	14.1	12.1	3.3	80	1168	KUDL-F
KCMO	(N/T)	130/ 5.8	6.4	7.3	6.1	6.0	6.4	165/2529	1933/14.9	21.4	14.7	4.5	107	1592	KCMO
8. KMBZ	(MOR)	125/ 5.5	2.6	3.4	6.1	6.4	4.4	138/2284	2003/15.4	11.7	18.5	3.3	80	1590	KMBZ
9. KCMO-F	(O)	116/ 5.1	4.6	3.8	6.1	5.4	4.9	142/2062	1559/12.0	12.4	15.1	4.8	115	1530	KCMO-F
10. KMBR-F	(EZ)	109/ 4.8	6.0	6.0	5.6	5.9	5.6	126/1730	1476/11.3	13.1	11.9	3.3	79	1618	KMBR-F
11. KXXR-F	(CHR)	103/ 4.6	4.3	4.9	5.1	6.7	4.7	131/2084	1626/12.5	10.8	14.0	4.8	116	1680	KXXR-F
12. KRVK-F	(AOR)	85/ 3.8	4.0	2.7	2.3	1.3	3.2	94/1862	1645/12.6	7.1	4.7	4.9	118	1713	KRVK-F
13. KCFX-F	(CL AOR)	77/ 3.4	4.1	3.2	4.6	4.3	3.8	111/1745	1314/10.1	10.4	11.7	4.7	113	1378	KCFX-F
14. KLSI-F	(AC)	73/ 3.2	4.4	4.5	4.8	4.3	4.2	87/1508	1296/10.0	11.5	10.4	4.4	106	1391	KLSI-F
15. KXTR-F	(CL)	49/ 2.2	2.9	1.9	1.5	1.8	2.1	55/849	752/ 5.8	5.0	5.1	2.4	58	858	KXTR-F

12+ FM SHARE (METRO): 67.36% (1426 of 2117) (SPG 89: 62.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBEQ-F>>	1 KYYS-F<	1 KPRS-F<	1 KFKF-F	1 KFKF-F	1 WDAF >	1 WDAF >	1 WDAF	1 WDAF	1 KMBZ >	1 WDAF >>
2 KPRS-F>	2 KPRS-F	2 KFKF-F	2 KPRS-F<	2 WDAF	2 KCMO-F	2 KBEQ-F	2 KFKF-F	2 KBEQ-F<	2 KPRS-F>	2 KCMO
3 KXXR-F	3 KBEQ-F	3 KYYS-F	3 KCMO-F	3 KPRS-F	3 KMBZ	3 KFKF-F<	3 KUDL-F	3 KFKF-F<	3 KBEQ-F>	3 KMBZ
4	4 KXXR-F<	4 KBEQ-F	4 KUDL-F	KCMO-F<	4 KIDZ	4 KCMO	4 KPRS-F<	4 KPRS-F	4 KXXR-F	4 KPRS-F
5	5 KFKF-F	5 KUDL-F	5 WDAF <	5 KUDL-F	5 KMBR-F	5 KUDL-F	5 KYYS-F	5 KYYS-F	5 KCMO	5 KFKF-F<
6	6 KCFX-F	6 KCMO-F	6 KYYS-F	6 KYYS-F	6 KCNW <	KPRS-F<	KBEQ-F<	6 KUDL-F	6 KFKF-F	6 KUDL-F
7	7 KUDL-F	7 KXXR-F	7 KBEQ-F	7 KMBR-F<	7 KUDL-F	7 KYYS-F	7 KCMO	7 KMBR-F	7 KYYS-F	7
8	8	8	8	8 KBEQ-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KBEQ-F	1 KBEQ-F	1 KBEQ-F<	1 KBEQ-F	1 KFKF-F
2 KXXR-F	2 KPRS-F>	2 KPRS-F	2 KPRS-F	2 KUDL-F
3 KPRS-F>	3 KXXR-F	3 KFKF-F	3 KUDL-F	3 KBEQ-F
4 KUDL-F	4 KYYS-F	4 KYYS-F	4 KFKF-F	4 KPRS-F
5 KYYS-F	KUDL-F	5 KCMO-F	5 KCMO-F	KCMO-F
6 KRVK-F	KFKF-F	6 KUDL-F	6 KLSI-F<	6 KMBR-F
KLSI-F>	7 KRVK-F	KRVK-F	7 KRVK-F	7 WDAF
8	8 KCMO-F	8 KLSI-F	8	8 KLSI-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KYYS-F	1 KYYS-F>	1 KYYS-F	1 KYYS-F	1 KFKF-F
2 KXXR-F>	2 KPRS-F	2 KFKF-F	2 KFKF-F	2 WDAF
3 KPRS-F	3 KFKF-F	3 KPRS-F	3 KPRS-F	3 KYYS-F
4 KBEQ-F>	KCFX-F	4 KCFX-F>>	4 KCFX-F<	4 KPRS-F
5 KCFX-F>>	5 KXXR-F	5 WDAF <	5 WDAF	KCMO-F
6 KUDL-F	6 KBEQ-F	6 KUDL-F	6 KXXR-F<	6 KCFX-F<
KBZR	7	KBEQ-F	7 KCMO-F	7 KCMO
8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		286 (2)	286 (2)	13.5	13.5
AOR/CLASSIC	13 (1)	294 (3)	307 (4)	14.5	16.5
AC/OLDIES/SOFT ROCK	27 (1)	326 (4)	353 (5)	16.7	12.3
MOR/VARIETY	125 (1)		125 (1)	5.9	6.8
COUNTRY	241 (1)	185 (2)	426 (3)	20.1	24.0
BLACK/URBAN		177 (1)	177 (1)	8.4	6.0
BEAUTIFUL/EASY		109 (1)	109 (1)	5.1	6.2
NEWS/TALK	130 (1)		130 (1)	6.1	6.4
NOSTALGIA	43 (1)		43 (1)	2.0	1.9
RELIGION/GOSPEL	112 (5)		112 (5)	5.3	3.1
SPANISH					
CLASSICAL		49 (1)	49 (1)	2.3	1.9
JAZZ/NEW AGE					1.4
UNKNOWN/OTHERS					
	691 (11)	1426 (14)	2117 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBZR	1030	Blue Sprg/KCty	0.6/2.5/ 15/ 347
KCCV	760	Overland Park	0.8/1.9/ 24/ 291
KCFM-F	107.3	Lexington	0.4/1.6/ 24/ 426
KCNW	1380	Fairway	0.6/2.0/ 14/ 277
KEXS	1090	Excelsr Spgs	0.4/1.3/ 11/ 201
KIDZ	1510	Independence	1.6/2.5/ 37/ 325
KJLA	1190	Kansas City	1.9/4.7/ 45/ 634
KPRT	1590	Kansas City	1.5/3.2/ 35/ 436
WHB	710	Kansas City	1.2/5.4/ 52/1167
KMZU-F	101.1	Carrollton	0.3/1.2/ 38/ 580

RADIO STATIONS

AM STATIONS

KCCV,	760,	6 KW/(DAYS)	Religion		$ 18.00	(---)	Bott	Richard Bott
KCMO,	810,	50 KW/5 KW (DA-2)	Talk/News	CBS MBS,	$ 84.00	(Mc-Guild)	Gannett	Don Troutt
KCNW,	1380,	2.5 KW	Religion		$ 20.00	(---)	Marsh	Andy Willoughby
KJLA,	1190,	5 KW/250 W (DA-N)	Nostalgia	MBS UNISUP,	$ 30.00	(Roslin)		Sandra Suffian
KMBZ,	980,	5 KW (DA-2)	Full Service	NBC,	$ 65.00	(Durpetti)	Bonneville	Ron Carter
KPRT,	1590,	1 KW	Gospel	MBS,	$ 22.00	(Katz)		Michael Carter
KNHN,	1340,	1 KW	Talk		$ 21.00	(---)		Aaron Worsham
WDAF,	610,	5 KW	Country	ABC E,	$100.00	(Katz)	Great American	Mike Costello
WHB ,	710,	10 KW/5 KW (DA-2)	Oldies	APR UNISUP,	$ 43.00	(Christal)	Shamrock	Bob Zuroweste

FM STATIONS

KBEQ,	104.3,	100 KW @ 987	CHR	ABC C,	$ 86.00	(CBS)	Noble	Bob Lawarence
KCFX,	100.7,	100 KW @ 833	Classic AOR	UNIPWR,	$ 59.00	(MMR)	Hoker	Bill Newman
KCMO,	94.9,	100 KW @ 1057	Oldies		$ 50.00	(Mc-Guild)	Gannett	Don Troutt
KFKF,	94.1,	100 KW @ 995	Country		$ 95.00	(HNWH)	Sconnix	Dan Wastler
KLSI,	93.3,	100 KW @ 1065	AC	CNN,	$ 67.00	(MMR)	Apollo	Steve Dinkel
KMBR,	99.7,	100 KW @ 988	EZ	UNIULT,	$ 60.00	(Durpetti)	Bonneville	Ron Carter
KPRS,	103.3,	100 KW @ 995	Black	SBN ABC I,	$ 50.00	(Katz)		Michael Carter
KRVK,	98.9,	100 KW @ 1057	AOR		$ 47.00	(Banner)	Journal Co	Jim Schweitzer
KUDL,	98.1,	100 KW @ 995	AC	APR,	$ 63.00	(Christal)	Shamrock	Bob Zuroweste
KXTR,	96.5,	100 KW @ 984	Classical	UNIULT,	$ 40.00	(CMBS)		Bob Ingram
KXXR,	106.5,	100 KW @ 981	CHR/DANCE		$ 62.00	(Republic)	Olympia	Bob Gould
KYYS,	102.1,	100 KW @ 1000	AOR	SOURCE,	$ 80.00	(Katz)	Great American	Herndon Hasty

Miscellaneous Comments: KLSI-F sold by Sandusky to Apollo for $8,250,000 (Blackburn)...
KXXR-F changes from CHR/AOR to CHR/DANCE (June)...

KNOXVILLE

Arbitron Rank/Pop (12+): 69/512,300
MSA Rank/Pop: 84/600,200
ADI # 64
Average Person Ratings: 18.0
Market TSL: 24.00 hours

Stations: 18/18
Diaries: 993/516:1/52.7%
Sample Target: 900
% Below Line: 0.0
% Not Listed: 9.7

1989 Revenue: $14,300,000
HH Inc.: $23,365
Retail $: 4.7 Bil
Pop per Station: 28,461
#1 Biller: WIVK-AF $5,500,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WIVK-AF	(C)	296/32.2	34.3	37.7	35.2	34.2	34.8	455/4222	2456/47.9	63.7	55.5		32.5	328	2428	WIVK-AF
2. WMYU-F	(AC)	137/14.9	12.8	9.1	12.7	13.7	12.4	178/2233	1610/31.4	29.6	29.5		14.6	139	1374	WMYU-F
3. WOKI-F	(CHR)	118/12.8	8.4	11.2	11.2	11.6	10.9	261/3214	1373/26.8	23.2	24.2		15.4	147	1441	WOKI-F
4. WIMZ-AF	(AOR)	98/10.6	10.7	9.3	11.0	10.7	10.4	162/1859	1150/22.4	21.5	24.9		14.8	140	1512	WIMZ-AF
5. WEZK-F	(EZ)	78/ 8.5	11.4	10.0	9.7	8.9	9.9	111/1248	869/17.0	19.2	17.0		5.6	53	642	WEZK-F
6. WCKS-F	(CL AOR)	17/ 1.8	2.2	1.6	1.5	1.5	1.8	19/383	349/ 6.8	6.7	4.0		3.4	32	466	WCKS-F
7.																
8.																
9.																
10.																

12+ FM SHARE (METRO): 88.82% (739 of 832) (SPG 89: 88.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOKI-F>>	1 WIVK-AF<	1 WIVK-AF>	1 WIVK-AF>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF	1 WIVK-F>>
2 WIVK-AF	2 WIMZ-AF	2 WMYU-F	2 WMYU-F>>	2 WMYU-F>>	2 WMYU-F<	2 WMYU-F>	2 WMYU-F>	2 WMYU-F	2 WOKI-F>	2 WIMZ-F
3 WMYU-F	3 WMYU-F<	3 WIMZ-AF	3 WIMZ-AF>	3 WIMZ-AF>	3 WEZK-F>>	3 WIMZ-AF	3 WIMZ-AF<	3 WOKI-F>	3 WMYU-F<	3 WMYU-F
4	4 WOKI-F>	4 WOKI-F>	4	4 WEZK-F	4	4 WOKI-F	4 WEZK-F	4 WIMZ-AF	4 WIMZ-AF	4 WOKI-F
5	5	5	5	5 WOKI-F	5	5	5 WOKI-F	5 WEZK-F	5	5 WEZK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOKI-F	1 WMYU-F>	1 WMYU-F>>	1 WIVK-AF<	1 WIVK-AF	1 WIMZ-AF	1 WIMZ-AF>	1 WIVK-AF	1 WIVK-AF	1 WIVK-AF>>
2 WIVK-AF>	2 WIVK-AF	2 WIVK-AF>	2 WMYU-F>>	2 WMYU-F>>	2 WOKI-F>>	2 WIVK-AF	2 WIMZ-AF>>	2 WIMZ-AF>>	2 WIMZ-AF
3 WMYU-F	3 WOKI-F>	3 WIMZ-AF	3 WOKI-F>	3	3 WIVK-AF>>	3 WOKI-F>	3 WMYU-F>	3 WOKI-F<	3 WMYU-F>>
4 WIMZ-AF>	4 WIMZ-AF	WOKI-F>	4 WIMZ-AF	4	4	4 WMYU-F	4 WOKI-F>	4 WMYU-F	4 WEZK-F
5 WEZK-F>	5	5 WEZK-F	WEZK-F	5	5	5	5	5	5 WOKI-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		118 (1)	118 (1)	14.2	13.6
AOR/CLASSIC	3 (1)	112 (2)	115 (3)	13.8	11.8
AC/OLDIES/SOFT ROCK		147 (2)	147 (2)	17.7	21.2
MOR/VARIETY	5 (1)		5 (1)	0.6	
COUNTRY	31 (2)	275 (1)	306 (3)	36.8	39.0
BLACK/URBAN					
BEAUTIFUL/EASY		78 (1)	78 (1)	9.4	9.8
NEWS/TALK	8 (1)		8 (1)	1.0	
NOSTALGIA	20 (2)		20 (2)	2.4	1.2
RELIGION/GOSPEL	26 (2)	3 (1)	29 (3)	3.5	2.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		6 (1)	6 (1)	0.7	0.9
	93 (9)	739 (9)	832 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGAP	1400	Maryville	1.1/2.9/ 10/ 149
WGAP-F	95.7	Maryville	0.7/1.4/ 6/ 95
WHJM	1180	Knoxville	0.5/1.2/ 5/ 69
WKNF-F	94.3	Oak Ridge	1.1/4.7/ 10/ 278
WKXV	900	Knoxville	1.4/2.6/ 13/ 131
WQBB	1040	Powell/Knoxvill	1.6/2.2/ 16/ 134
WRJZ	620	Knoxville	1.4/5.0/ 17/ 315
WSEV	930	Sevierville	0.5/1.3/ 5/ 67
WUTK	850	Knoxville	0.9/3.8/ 8/ 195
WYFC-F	95.3	Clinton	0.3/1.6/ 3/ 90

RADIO STATIONS

WIVK (10 KW, 990) simulcasts with WIVK-F
WIMZ (1 KW, 1240) simulcasts with WIMZ-F

WCKS-F,	93.1,	3 KW @ 328	,	Classic AOR	,	$15.00	(---)	(KARNS)	Mike Beverly
WEZK-F,	97.5,	100 KW @ 1298	,	EZ	UNISUP,	$37.00	(Christal)	South Central	Steve Bowman
WIMZ-F,	103.5,	100 KW @ 1720	,	AOR	SOURCE,	$65.00	(Christal)	Stoner	Kerry Lambert
WIVK-F,	107.7,	100 KW @ 1970	,	Country	ABC E,	$116.00	(Katz)	Dick	Bobby Denton
WKNF-F,	94.3,	1.8 KW @ 514	,	Soft AC	UNISUP UNIULT,	$16.00	(---)	(OAK RIDGE)	Sam Trent
WMYU-F,	102.3,	15 KW @ 1979	,	AC	UNIPWR,	$73.00	(Eastman)	Jacor	Jim Ridings
WOKI-F,	100.3,	100 KW @ 2000	,	CHR	ABC FM CBS,	$35.00	(HNSH)	(OAK RIDGE)	Bill Hays

LAFAYETTE, LA

Arbitron Rank/Pop (12+): 171/171,100

MSA Rank/Pop: 201/209,700
ADI # 114
Average Person Ratings: 17.1
Market TSL: 23.00 hours

Stations: 19/12
Diaries: 679/252:1/52.2%
Sample Target: 550
% Below Line: 24.3
% Not Listed: 6.2

1989 Revenue: $6,600,000
HH Inc.: $25,808
Retail $: 1.8 Bil
Pop per Station: 14,258
#1 Biller: KSMB-F $1,700,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KSMB-F	(CHR)	60/20.5	----	18.6	----	19.3	----	153/1638	577/33.7		38.6					KSMB-F
2. KFXZ-F	(B)	32/11.0	----	14.4	----	15.1	----	73/783	349/20.4		23.6					KFXZ-F
3. WYNK-F	(C)	27/ 9.2	----	7.4	----	8.9	----	93/1053	319/18.4		20.1					WYNK-F
4. KDEA-F	(SAC)	26/ 8.9	----	4.5	----	8.9	----	44/620	304/17.8		9.7					KDEA-F
5. KTDY-F	(AC)	23/ 7.9	----	5.1	----	8.9	----	29/527	328/19.2		14.5					KTDY-F
6. KJCB	(B)	18/ 6.2	----	9.0	----	8.2	----	32/398	229/13.4		17.3					KJCB
7. KMDL-F	(C)	15/ 5.1	----	7.4	----	3.0	----	35/509	201/11.7		13.2					KMDL-F
8. KVOL-F	(AOR)	13/ 4.5	----	----	----	----	----	16/231	166/ 9.7		0.0					KVOL-F
9. KROF-AF	(C)	7/ 2.4	----	4.2	----	1.7	----	17/390	148/ 8.6		10.1					KROF-AF
KPEL	(N/T)	7/ 2.4	----	2.9	----	2.6	----	9/167	124/ 7.2		8.1					KPEL
11. KVOL	(O)	6/ 2.1	----	2.6	----	0.7	----	10/183	124/ 7.2		10.3					KVOL

12+ FM SHARE (METRO): 86.13% (236 of 274) (SPG 89: 78.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSMB-F>>	1 KSMB-F>	1 KSMB-F>	1 KSMB-F	1 KSMB-F	1 WYNK-F	1 KSMB-F>	1 KSMB-F>	1 KSMB-F>	1 KSMB-F>>	1 WYNK-F
2	2 KFXZ-F	2 KFXZ-F>	2 KTDY-F	2 KTDY-F<	2 KDEA-F>>	2 WYNK-F	2 KDEA-F	2 KFXZ-F>	2 KFXZ-F>	KSMB-F
3	3 KTDY-F>	3 KTDY-F	3 WYNK-F	3 WYNK-F	3 KMDL-F	3 KJCB	3 KTDY-F	3 KDEA-F<	3 KJCB	KFXZ-F
4	4 KVOL-F	4 WYNK-F	KFXZ-F	4 KFXZ-F<	KFXZ-F	4 KFXZ-F<	4 WYNK-F	4 WYNK-F	4 WYNK-F	4 KVOL-F
5	KJCB	5 KDEA-F	5 KDEA-F	5 KDEA-F	5 KTDY-F	5 KTDY-F	5 KFXZ-F	5 KTDY-F	KVOL-F	KMDL-F
					KSMB-F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSMB-F>>	1 KSMB-F>>	1 KTDY-F	1 KSMB-F>	1 KTDY-F	1 KSMB-F	1 KSMB-F>	1 KSMB-F>	1 KSMB-F	1 KSMB-F>
2 KFXZ-F>>	2 KTDY-F	KSMB-F>	2 KTDY-F	2 WYNK-F	2 KFXZ-F>>	2 KFXZ-F>	2 KVOL-F	2 KFXZ-F>	2 KFXZ-F
3 KTDY-F	3 KFXZ-F>	3 WYNK-F	KFXZ-F	KSMB-F	3 KJCB >>	3 KJCB	KTDY-F	3 KTDY-F<	WYNK-F
KMDL-F>>	4 WYNK-F	KDEA-F	4 WYNK-F	KDEA-F>	4	4 KVOL-F	KJCB	4 WYNK-F	KTDY-F
5 WYNK-F	KDEA-F	5 KVOL-F>	5 KDEA-F	5 KFXZ-F	5	KTDY-F	KFXZ-F>	KJCB	5 KVOL-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		83 (3)	83 (3)	30.3	25.7
AOR/CLASSIC		18 (2)	18 (2)	6.6	2.5
AC/OLDIES/SOFT ROCK	6 (1)	51 (3)	57 (4)	20.8	11.2
MOR/VARIETY					
COUNTRY	3 (2)	47 (3)	50 (5)	18.2	24.6
BLACK/URBAN	18 (1)	32 (1)	50 (2)	18.2	26.4
BEAUTIFUL/EASY					5.1
NEWS/TALK	11 (2)		11 (2)	4.0	3.3
NOSTALGIA					
RELIGION/GOSPEL		5 (1)	5 (1)	1.8	1.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	38 (6)	236 (13)	274 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAJN-F	102.9	Crowley	1.7/5.8/ 14/ 258
KINF	1520	Lafayette	1.4/2.9/ 4/ 56
KHOM-F	104.1	Houma	0.7/2.8/ 11/ 152
KNIR	1360	New Iberia	0.3/1.6/ 3/ 57
WCKW-F	92.3	Laplace/NwOrlns	1.7/7.2/ 5/ 194
WFMF-F	102.5	Baton Rouge	0.7/4.5/ 17/ 298
WGGZ-F	98.1	Baton Rouge	1.0/8.8/ 12/ 394

RADIO STATIONS

KJCB ,	770,	1 KW/500 W (DA-2),	Black/Gospel	SBN ABC D, $13.00	(K & P)		Horatio Handy
KPEL ,	1420,	1 KW/500 W (DA-N),	Talk	ABC I CBS, $13.00	(Christal)		Mike Mitchell
KVOL ,	1330,	5 KW/1 KW (DA-N) ,	Oldies	MBS UNISUP, $12.00	(HNWH)		Roger Cavaness
KDEA-F,	99.1,	100 KW @ 984 ,	EZ/Soft AC	UNISUP, $20.00	(Roslin)	(NEW IBERIA)	Don Bonin
KFXZ-F,	106.3,	1 KW @ 480 ,	Black	ABC FM, $19.00	(HNWH)	(MAURICE)	Jim Thompson
KMDL-F,	97.3,	42 KW @ 535 ,	Country	APR, $15.00	(—)	(KAPLAN)	Ernie Alexander
KROF-F,	104.9,	3 KW @ 300 ,	Country	, $12.00	(—)	(ABBEVILLE)	Garland Bernard
KSMB-F,	94.5,	100 KW @ 1080 ,	CHR	, $41.00	(Banner)		Lou Cowan
KTDY-F,	99.9,	100 KW @ 984 ,	AC	, $22.00	(Christal)		Mike Mitchell
KVOL-F,	105.9,	1.7 KW @ 450 ,	AOR	UNISUP, $14.00	(HNWH)	(OPELOUSAS)	Roger Cavaness

WYNK — See Baton Rouge

Misc. Comments: KDEA-F reclassified as Soft AC/EZ . . . KXKW changes calls to KINF and format from Country to Talk (March) . . . KFXZ-F sold to Vetter for $295,000 (Exline,Miller)

LAKELAND

Arbitron Rank/Pop (12+): 103/3425000
MSA Rank/Pop: 117/403,000
Tampa ADI
Average Person Ratings: 16.4
Market TSL: 22.25 hours

Stations: 29/8
Diaries: 891/384:1/52.0%
Sample Target: 730
% Below Line: 52.5
% Not Listed: 16.8

1989 Revenue: $6,800,000
HH Inc.: $22,861
Retail $: 2.7 Bil
Pop per Station: 428,125
#1 Biller: WPCV-F $2,900,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WPCV-F	(C)	84/15.0	----	14.1	----	13.8	----	92/898	772/22.5		25.0					WPCV-F
2. WFLZ-F	(AC)	75/13.4	----	7.1	----	7.9	----	96/931	785/22.9		14.7					WFLZ-F
3. WEZY-F	(EZ)	55/ 9.8	----	13.8	----	11.9	----	63/751	651/19.0		18.4					WEZY-F
4. WYNF-F	(AOR)	49/ 8.8	----	8.0	----	6.7	----	51/500	479/14.0		14.5					WYNF-F
5. WRBQ-F	(CHR)	19/ 3.4	----	7.0	----	9.7	----	22/537	493/13.4		21.1					WRBQ-F
WQYK-F	(C)	19/ 3.4	----	3.6	----	2.6	----	19/225	197/ 5.8		6.8					WQYK-F
7. WJHM-F	(B)	16/ 2.9	----	3.2	----	4.0	----	16/210	210/ 6.1		8.8					WJHM-F
8. WXXL-F	(CHR)	15/ 2.7	----	4.8	----	7.1	----	15/237	237/ 6.9		15.0					WXXL-F
9. WOMX-F	(CHR)	13/ 2.3	----	2.7	----	3.4	----	13/171	171/ 5.0		11.5					WOMX-F
WOCL-F	(O)	13/ 2.3	----	0.9	----	1.8	----	13/225	220/ 6.4		3.9					WOCL-F
11. WONN	(BB)	12/ 2.1	----	2.0	----	2.2	----	12/173	173/ 5.1		3.5					WONN
12.																

12+ FM SHARE (METRO): 90.77% (423 of 466) (SPG 89: 93.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F	1 WFLZ-F	1 WPCV-F	1 WPCV-F	1 WPCV-F	1 WEZY-F<	1 WPCV-F>	1 WPCV-F>	1 WPCV-F<	1 WFLZ-F>	1 WEZY-F
2	2 WYNF-F	2 WFLZ-F	2 WYNF-F	2 WYNF-F	2 WPCV-F	2 WFLZ-F	2 WEZY-F	2 WFLZ-F>	2 WPCV-F>	2 WPCV-F
3	3 WPCV-F	3 WYNF-F	3 WFLZ-F	3 WFLZ-F>	3	3 WYNF-F	3 WFLZ-F	3 WYNF-F	3 WEZY-F<	3 WFLZ-F
4	4	4	4	4 WEZY-F	4	4 WEZY-F	4 WYNF-F	4 WEZY-F	4 WYNF-F	4 WSUN

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLZ-F>>	1 WFLZ-F>	1 WYNF-F	1 WFLZ-F	1 WPCV-F>		1 WPCV-F>	1 WYNF-F	1 WYNF-F	1 WPCV-F<	1 WYNF-F
2 WRBQ-F	2 WYNF-F>	2 WPCV-F	2 WPCV-F>	2 WYNF-F		2 WYNF-F	2 WFLZ-F	2 WFLZ-F>	2 WYNF-F	WPCV-F
WQYK-F>	3 WQYK-F	3 WFLZ-F>	3 WYNF-F	3 WFLZ-F		WJHM-F	3 WPCV-F	3 WPCV-F>>	3 WFLZ-F	3 WFLZ-F
4 WSTF-F	4 WRBQ-F	4 WXXL-F	4	WEZY-F		WFLZ-F>>	4	4 WHTQ-F>	4	4
WJHM-F>	5	WQYK-F	5	5		5	5	5 WOCL-F>	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		47 (3)	47 (3)	10.1	17.5
AOR/CLASSIC		69 (4)	69 (4)	14.8	12.8
AC/OLDIES/SOFT ROCK	2 (1)	114 (6)	116 (7)	24.9	14.3
MOR/VARIETY					
COUNTRY	4 (1)	107 (3)	111 (4)	23.8	24.2
BLACK/URBAN	6 (1)	16 (1)	22 (2)	4.7	5.0
BEAUTIFUL/EASY		59 (2)	59 (2)	12.7	18.8
NEWS/TALK	10 (2)		10 (2)	2.1	1.3
NOSTALGIA	14 (2)		14 (2)	3.0	2.4
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		11 (1)	11 (1)	2.4	3.0
UNKNOWN/OTHERS	7 (2)		7 (2)	1.5	0.6
	43 (9)	423 (20)	466 (29)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGTO	540	Pine Hills/Orl.	0.4/1.2/ 2/ 49
WHNR	1430	Lakeland	0.7/2.5/ 4/ 91
WLKF	1430	Lakeland	1.3/3.8/ 7/ 129
WSIR	1490	Winter Haven	0.4/1.5/ 2/ 56
WTWB	1570	Auburndale	1.1/1.6/ 6/ 55
WDIZ-F	100.3	Orlando	0.5/2.7/ 3/ 93
WFLA	970	Tampa	0.5/1.6/ 3/ 54
WHTQ-F	96.5	Orlando	1.6/3.9/ 14/ 183
WHVE-F	102.5	Sarasota/Tampa	2.0/4.2/ 12/ 153
WNLT-F	95.7	Clearwater/Tmpa	0.4/1.9/ 2/ 66
WPLA	910	Plant City	0.5/1.4/ 3/ 48
WSSP-F	101.1	Cocoa Beach	0.7/2.5/ 4/ 96
WSTF-F	101.1	Cocoa Beach	2.0/5.9/ 11/ 202
WSUN	620	St. Pete/Tampa	0.7/2.1/ 9/ 117
WUSA-F	100.7	Tampa	0.9/3.6/ 5/ 139
WWKA-F	92.3	Orlando	0.7/1.9/ 4/ 71
WWRM-F	107.3	St. Pete/Tampa	1.4/4.0/ 8/ 138
WXTB-F	97.9	Clearwater/Tam.	1.4/3.2/ 8/ 108

RADIO STATIONS

WGTO, 540, 50 KW (DA-2), OLDIES , $ N/A (---) Howard Hoffman
WLKF, 1430, 5 KW/1 KW (DA-2), TALK ABC E, TALKNT , $ 14.00 (Banner) Root Bud Kurtz
WONN, 1230, 1 KW , NOSTALGIA NBC, UNISUP , $ 17.00 (Torbet) Hall Art Rowbotham

WEZY-F, 94.1, 100 KW @ 430, EZ/BTFL , $ 50.00 (Banner) Root Bud Kurtz
WPCV-F, 97.5, 100 KW @ 1017, COUNTRY NBC , $ 70.00 (Torbet) Hall Art Rowbotham

OTHER RANKED STATIONS -- See Tampa or Orlando...Miscellaneous Comments: WSIR sold for $230,000...

LANCASTER

Arbitron Rank/Pop (12+): 105/339,200
MSA Rank/Pop: 112/417,100
ADI # 45 (w/York & Harris.)
Average Person Ratings: 16.5
Market TSL: 22.00 hours

Stations: 26/4
Diaries: 780/435:1/60.7%
Sample Target: 730
% Below Line: 40.4
% Not Listed: 17.5

1989 Revenue: $6,700,000
HH Inc.: $29,627
Retail $: 2.9 Bil
Pop per Station: 84,800
#1 Biller: WLAN-F $2,300,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WNCE-F	(EZ)	79/14.1	9.7	11.8	11.5	12.9	----	127/1351	728/21.5	19.0	22.2		6.6	37	571	WNCE-F
2.	WARM-F	(AC)	58/10.4	8.3	9.8	10.5	9.9	----	125/1357	652/19.2	20.5	21.1		9.7	54	500	WARM-F
3.	WIOV-F	(C)	56/10.0	8.8	8.2	8.0	9.2	----	64/777	605/17.8	19.1	19.3		6.1	34	574	WIOV-F
4.	WLAN-F	(CHR)	51/ 9.1	11.1	12.3	12.6	11.3	----	57/1089	910/26.8	30.3	29.0		10.9	61	1054	WLAN-F
5.	WDAC-F	(REL)	38/ 6.8	8.6	8.5	8.2	9.0	----	49/585	424/12.5	14.5	14.3		8.6	48	508	WDAC-F
6.	WQXA-F	(CHR)	30/ 5.4	4.4	4.3	3.6	2.9	----	80/1257	532/15.7	15.1	13.6		4.8	27	544	WQXA-F
7.	WRKZ-F	(C)	27/ 4.8	7.0	7.4	5.2	9.4	----	78/1035	358/10.6	13.1	15.1		7.2	40	406	WRKZ-F
8.	WHTF-F	(AOR)	22/ 3.9	5.1	4.2	5.5	6.6	----	35/655	328/ 9.7	12.9	12.8		5.6	31	408	WHTF-F
9.	WWKL-F	(O)	16/ 2.9	2.5	----	----	----	----	41/570	269/ 7.9	6.2	0.0		2.0	11	137	WWKL-F
10.	WTPA-F	(AOR)	12/ 2.1	0.7	0.7	0.5	----	----	41/424	141/ 4.2	2.7	2.7		1.6	9	110	WTPA-F

12+ FM SHARE (METRO): 94.36% (435 of 461) (SPG 89: 94.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQXA-F>	1 WLAN-F<	1 WARM-F	1 WLAN-F<	1 WARM-F>	1 WNCE-F>	1 WNCE-F	1 WNCE-F>	1 WNCE-F	1 WNCE-F	1 WLAN-F
2 WLAN-F	2 WARM-F>	2 WLAN-F	2 WARM-F>	2 WNCE-F<	2 WIOV-F>	2 WARM-F	2 WARM-F	2 WLAN-F<	WLAN-F<	2 WARM-F
3	3 WQXA-F	3 WNCE-F	3 WIOV-F	3 WIOV-F	3 WARM-F>	3 WLAN-F<	3 WIOV-F>	3 WARM-F	3 WQXA-F	KYW >
4	WHTF-F	4 WIOV-F	4 WNCE-F	4 WLAN-F	4 WDAC-F	4 WIOV-F>>	4 WLAN-F<	4 WIOV-F>	4 WDAC-F	4 WIOV-F
5	5 WDAC-F	5 WDAC-F	5 WDAC-F	5 WDAC-F	5 WRKZ-F	5	5 WDAC-F	5 WDAC-F	5 WIOV-F	5
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLAN-F	1 WLAN-F	1 WARM-F>	1 WARM-F	1 WARM-F>	1 WHTF-F	1 WHTF-F	1 WARM-F	1 WARM-F	1 WARM-F
2 WNCE-F>	2 WARM-F	2 WLAN-F>	2 WLAN-F	2 WNCE-F	2 WQXA-F>>	WARM-F	2 WLAN-F>	2 WLAN-F	2 WIOV-F
3 WTPA-F	3 WNCE-F>	3 WDAC-F	3 WNCE-F>	3 WIOV-F	3 WARM-F	3 WLAN-F>	3 WTPA-F	3 WHTF-F	3 WNCE-F
WQXA-F>>	4 WQXA-F	4 WWKL-F	4 WIOV-F	4 WLAN-F	WLAN-F	4 WQXA-F	WIOV-F	WIOV-F>	WLAN-F>
5	WDAC-F	WNCE-F	WDAC-F	5 WDAC-F	WDAC-F>	5 WTPA-F	5 WRKZ-F	5	5 WRKZ-F

					SPG 89
FORMATS	AM	FM	TOTAL	%	%
TOP 40/CHR/CONTEMP		103 (5)	103 (5)	22.3	26.3
AOR/CLASSIC		43 (4)	43 (4)	9.3	10.0
AC/OLDIES/SOFT ROCK	6 (1)	85 (5)	91 (6)	19.7	15.0
MOR/VARIETY	12 (4)		12 (4)	2.6	1.1
COUNTRY		83 (2)	83 (2)	18.0	19.1
BLACK/URBAN		2 (1)	2 (1)	0.4	1.3
BEAUTIFUL/EASY		81 (2)	81 (2)	17.6	14.1
NEWS/TALK	8 (1)		8 (1)	1.7	0.7
NOSTALGIA					2.2
RELIGION/GOSPEL		38 (1)	38 (1)	8.2	10.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	26 (6)	435 (20)	461 (26)		

			METRO CUME TSA TSA
OTHER RATED STATIONS			SHARE/RTG/AQH/CUME
WLAN	1390	Lancaster	1.1/5.1/ 6/ 188
WLPA	1490	Lancaster	0.9/3.4/ 5/ 120
KYW	1060	Philadelphia	1.4/4.8/ 8/ 227
WEAZ-F	101.1	Philadelphia	0.4/1.6/ 5/ 72
WEEU	850	Reading	0.4/1.0/ 2/ 66
WHP	580	Harrisburg	0.4/1.6/ 13/ 176
WIMX-F	99.3	Harrisburg	0.5/1.2/ 5/ 157
WKSZ-F	100.3	Media	0.9/2.7/ 5/ 92
WMMR-F	93.3	Philadelphia	0.9/2.2/ 5/ 79
WNNK-F	104.1	Harrisburg	0.5/3.8/ 27/ 479
WRFY-F	102.5	Reading	1.6/6.0/ 13/ 270
WSBA	910	York	0.5/1.9/ 43/ 643
WUSL-F	98.9	Philadelphia	0.4/2.0/ 2/ 71
WXBB-F	97.3	Harrisburg	0.5/2.9/ 10/ 317
WYCR-F	98.5	York/Hanover	1.8/8.6/ 68/1077
WYSP-F	94.1	Philadelphia	0.7/2.1/ 4/ 70

RADIO STATIONS

WLAN, 1390, 5 KW/1 KW (DA-2) , OLDIES , $ 10.00 (HNWH) Peoples Sam Altdoerffer
WLPA, 1490, 1 KW , TALK (?) NBC, UNIULT, $ 12.00 (Torbet) Hall Bill Baldwin

WDAC-F, 94.5, 19 KW @ 810, RELIGION , $ 34.00 (Savalli) Paul Hollinger
WIOV-F, 105.1, 50 KW @ 500, COUNTRY ABC E, $ 36.00 (HNWH) Brill Jack Weinlein
WLAN-F, 96.9, 50 KW @ 500, CHR ABC F, ABC R , $ 48.00 (HNWH) Peoples Sam Altdoerffer
WNCE-F, 101.3, 7 KW @ 1293, EZ NBC , $ 40.00 (Torbet) Hall Bill Baldwin

OTHER RANKED STATIONS — See York and Harrisburg

LANSING

Arbitron Rank/Pop (12+): 97/359,900
MSA Rank/Pop: 110/433,800
ADI # 103
Average Person Ratings: 17.1
Market TSL: 22.25 hours

Stations: 19/14
Diaries: 888/405:1/56.6%
Sample Target: 780
% Below Line: 10.2
% Not Listed: 17.4

1989 Revenue: $12,100,000
HH Inc.: $30,114
Retail $: 3.0 Bil
Pop per Station: 25,707
#1 Biller: WVIC-AF $3,100,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WVIC-AF	(CHR)	103/16.8	17.8	18.5	16.2	16.2	17.3	150/2062	1402/39.0	39.2	38.2		15.4	97	1371	WVIC-AF
2. WITL-F	(C)	94/15.3	18.0	17.3	15.4	17.5	16.5	154/1580	843/23.4	26.8	24.6		15.9	100	855	WITL-F
3. WFMK-F	(AC)	46/ 7.5	7.2	8.5	9.5	7.9	8.2	59/1015	757/21.0	20.1	19.6		7.5	47	514	WFMK-F
4. WJIM-F	(EZ)	45/ 7.3	7.2	8.8	7.2	7.2	7.6	62/706	554/15.4	14.5	13.7		6.2	39	432	WJIM-F
5. WJR	(MOR)	36/ 5.9	6.2	3.5	3.0	5.2	4.7	86/1121	446/12.4	9.9	11.8		3.0	19	364	WJR
6. WGOR-F	(CHR)	35/ 5.7	4.2	3.7	4.7	4.4	4.6	37/723	650/18.1	13.2	14.8		7.5	47	720	WGOR-F
7. WJXQ-F	(AOR)	33/ 5.4	3.7	3.0	2.7	4.8	3.7	53/828	523/14.5	11.2	11.2		7.3	46	522	WJXQ-F
8. WMMQ-F	(CL AOR)	26/ 4.2	4.9	3.7	5.3	5.1	4.5	26/597	562/15.6	13.4	15.3		5.1	32	578	WMMQ-F
9. WIBM-F	(O)	21/ 3.4	4.7	5.5	5.9	5.7	4.9	55/1063	542/15.1	16.3	14.3		3.5	22	368	WIBM-F
10. WOOD-F	(EZ)	18/ 2.9	1.3	0.8	1.0	1.0	1.5	36/488	200/ 5.6	1.7	3.7		0.8	5	93	WOOD-F
11. WKKP-F	(AC)	16/ 2.6	2.0	3.5	3.2	1.5	2.8	18/381	333/ 9.3	13.8	7.5		2.9	18	279	WKKP-F
12. WILS	(B)	11/ 1.8	1.8	2.2	1.9	0.7	1.9	14/195	141/ 3.9	6.9	2.7		3.8	24	292	WILS
13.																
14.																
15.																

12+ FM SHARE (METRO): 87.60% (445 of 508) (SPG 89: 90.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVIC-AF<	1 WVIC-AF>>	1 WVIC-AF>	1 WVIC-AF	1 WITL-F<	1 WITL-F>>	1 WVIC-AF>	1 WITL-F	1 WVIC-AF>	1 WVIC-AF	1 WITL-F>
2 WGOR-F>>	2 WFMK-F	2 WITL-F	2 WITL-F>	2 WVIC-AF>	2 WJR <	2 WITL-F>	2 WVIC-AF>	2 WITL-F>	2 WITL-F	2 WVIC-F
3	3 WJXQ-F>	3 WFMK-F>	3 WJIM-F	3 WJIM-F	3 WJIM-F>	3 WFMK-F	3 WJIM-F	3 WFMK-F<	3 WGOR-F>	3 WIBM-F
4	4 WITL-F	4 WJXQ-F	WFMK-F	4 WFMK-F	4	4 WJIM-F	4 WFMK-F	4 WJIM-F	4 WFMK-F<	4 WJR
5	5 WMMQ-F<	5 WJIM-F	5 WJXQ-F	5 WJXQ-F	5	5 WJR	5 WJXQ-F	5 WJXQ-F	5 WMMQ-F	WJIM-F
6	6 WGOR-F	6 WMMQ-F	6	6	6	6	6 WJR	WGOR-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WVIC-AF>>	1 WVIC-AF>>	1 WVIC-AF>	1 WVIC-AF>>	1 WVIC-AF
2 WGOR-F>	2 WFMK-F>	2 WFMK-F>	2 WITL-F	WJIM-F
3 WFMK-F>	3 WGOR-F>	3 WJIM-F>>	3 WJIM-F	WITL-F>
4 WJXQ-F>	4 WJIM-F	4 WKKP-F	WFMK-F>	4 WFMK-F
5 WMMQ-F	5 WJXQ-F	WITL-F	5 WGOR-F	5
WITL-F	WITL-F	WILS	6	6
		WIBM-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVIC-AF>	1 WVIC-AF>	1 WVIC-AF	1 WVIC-AF>	1 WITL-F
2 WFMK-F>	2 WJXQ-F>	WJXQ-F>	2 WITL-F	2 WVIC-AF>
3 WMMQ-F	3 WFMK-F	3 WITL-F	3 WJXQ-F	3 WJXQ-F>
4 WJXQ-F	4 WITL-F	4 WFMK-F	4 WFMK-F	4 WFMK-F
5 WITL-F	5 WMMQ-F	5 WMMQ-F>>	5 WMMQ-F	5 WJR
6 WGOR-F	6	6	6	WMMQ-F
				WIBM-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	1 (1)	140 (3)	141 (4)	27.8	26.7
AOR/CLASSIC		61 (3)	61 (3)	12.0	12.7
AC/OLDIES/SOFT ROCK		87 (4)	87 (4)	17.1	19.2
MOR/VARIETY	36 (1)		36 (1)	7.1	6.5
COUNTRY	7 (1)	94 (1)	101 (2)	19.9	21.6
BLACK/URBAN	14 (2)		14 (2)	2.8	2.0
BEAUTIFUL/EASY		63 (2)	63 (2)	12.4	10.1
NEWS/TALK	5 (1)		5 (1)	1.0	1.2
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	63 (6)	445 (13)	508 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WITL	1010	Lansing	1.1/3.3/ 9/ 176
WJIM	1240	Lansing	0.8/3.4/ 5/ 124
WXLA	1180	Dimondale/Lnsng	0.5/2.6/ 4/ 96
WKQI-F	95.5	Detroit	0.5/1.7/ 4/ 156
WODJ-F	107.3	Greenvl/GrRpds	0.7/2.8/ 20/ 408
WRIF-F	101.1	Detroit	0.3/1.5/ 25/ 324

RADIO STATIONS

WILS ,	1320,	5 KW/1 KW (DA-3),	Black	CBS, $14.00	(Christal)	MacDonald	Andrew MacDonald
WJIM ,	1240,	1 KW ,	Talk	NBC, $12.00	(Torbet)	Double L	
WFMK-F,	99.1,	28 KW @ 559 ,	AC	, $41.00	(Republic)	Liggett	Rod Krol
WGOR-F,	92.1,	3 KW @ 300 ,	CHR	CBS, $21.00	(Mc-Guild)	(ST. JOHNS)	Michael Thomas
WIBM-F,	94.1,	40 KW @ 550 ,	Oldies	UNIULT, $28.00	(MMR)	CR (JACKSON)	Kathy Franseen
WITL-F,	100.7,	27 KW @ 628 ,	Country	ABC E, $54.00	(Banner)	Midwest Family	Greg Capogna
WJIM-F,	97.5,	28 KW @ 440 ,	EZ/Soft	NBC, $28.00	(Torbet)	Double L	
WJXQ-F,	106.1,	50 KW @ 490 ,	AOR	ABC R, $26.00	(Durpetti)	(JACKSON)	Dennis Mockler
WKKP-F,	101.7,	3 KW @ 150 ,	AC	CBS, $24.00	(Christal)	MacDonald	Andrew MacDonald
WMMQ-F,	92.7,	1.5 KW @ 466 ,	Classic AOR	SOURCE NBC, $25.00	(HNWH)	(CHARLOTTE)	Bob Ottaway
WVIC-F,	94.9,	48 KW @ 500 ,	CHR	, $65.00	(Katz)	Goodrich	Jeff Scarpelli

LAS VEGAS

Arbitron Rank/Pop (12+): 65/547,400

MSA Rank/Pop: 78/646,100
ADI # 91
Average Person Ratings: 17.6
Market TSL: 23.50 hours

Stations: 23/23
Diaries: 1050/521:1/48.7%
Sample Target: 910
% Below Line: 0.0
% Not Listed: 17.7

1989 Revenue: $20,100,000
HH Inc.: $27,953
Retail $: 4.8 Bil
Pop per Station: 23,800
#1 Biller: KFMS-AF $3,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KLUC-F	(CHR)	111/11.5	10.3	10.3	8.7	10.0	10.2	111/1458	1444/26.2	23.9	22.3		14.9	149	1594	KLUC-F
2. KFMS-AF	(C)	97/10.0	10.2	12.0	10.8	11.3	10.8	106/1163	1076/19.7	20.9	17.8		10.7	101	765	KFMS-AF
3. KXTZ-F	(EZ)	88/ 9.1	6.7	9.3	7.9	8.5	8.3	89/780	768/14.0	14.4	14.6		4.4	44	440	KXTZ-F
4. KOMP-F	(AOR)	69/ 7.2	4.9	3.7	4.8	6.3	5.2	72/744	718/13.1	10.4	11.0		8.6	86	839	KOMP-F
5. KYRK-F	(CHR)	54/ 5.6	5.0	5.0	6.5	5.3	5.5	59/957	906/16.6	17.5	16.5		8.5	85	1208	KYRK-F
6. KKLZ-F	(CL AOR)	48/ 5.0	5.5	4.9	5.6	5.7	5.3	48/743	729/13.3	12.3	12.4		7.4	74	908	KKLZ-F
7. KMZQ-F	(AC)	42/ 4.4	4.1	3.7	5.8	4.2	4.5	42/701	701/12.8	11.2	10.5		5.6	56	663	KMZQ-F
8. KUDA-F	(O)	38/ 3.9	6.4	4.7	3.9	4.7	4.7	38/593	590/10.8	11.5	11.9		5.1	51	678	KUDA-F
9. KORK	(BB)	32/ 3.3	3.6	5.8	5.6	3.1	4.6	32/349	349/ 6.4	7.2	7.1		1.8	18	262	KORK
10. KEYV-F	(J/NA)	29/ 3.0	4.9	3.6	1.4	2.9	3.2	31/479	467/ 8.5	7.1	7.5		2.2	22	371	KEYV-F
11. KLTN-F	(AC)	27/ 2.8	3.2	2.3	1.8	1.1	2.5	28/413	410/ 7.5	6.7	4.8		1.9	19	220	KLTN-F
12. KDWN	(N/T)	25/ 2.6	2.5	1.6	2.7	3.9	2.3	27/378	341/ 6.2	5.3	8.0		1.1	11	243	KDWN
13. KRLV-F	(SAC)	23/ 2.4	3.9	3.4	3.9	5.3	3.4	24/532	500/ 9.1	9.5	10.6		3.0	30	464	KRLV-F
14. KNUU	(N/T)	19/ 2.0	2.2	2.1	2.6	2.5	2.2	19/431	422/ 7.7	7.1	7.3		1.1	11	268	KNUU
15. KWNR-F	(AC)	18/ 1.9	2.9	2.7	2.4	2.6	2.5	19/444	433/ 7.9	7.2	8.4		2.0	20	294	KWNR-F
16. KJUL-F	(SAC)	15/ 1.6	1.6	1.6	1.6	0.7	1.6	15/243	235/ 4.3	5.6	2.6		0.8	8	167	KJUL-F
17. KRRI-F	(O)	14/ 1.5	0.9	1.3	1.1	1.7	1.2	14/270	270/ 4.9	4.6	4.4		2.0	20	261	KRRI-F
KMTW	(AOR)	14/ 1.5	2.0	1.4	1.6	0.9	1.6	14/173	173/ 3.2	2.7	2.3		1.8	18	154	KMTW
19.																
20.																

12+ FM SHARE (METRO): 83.98% (666 of 793) (SPG 89: 82.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KLUC-F	1 KLUC-F	1 KLUC-F>	1 KFMS-AF	1 KFMS-AF	1 KXTZ-F<	1 KLUC-F	1 KXTZ-F<	1 KLUC-F>	1 KLUC-F	1 KDWN <
2 KYRK-F>>	2 KOMP-F>	2 KOMP-F<	2 KLUC-F	2 KLUC-F	2 KFMS-AF>>	2 KFMS-AF<	2 KFMS-AF<	2 KFMS-AF	2 KYRK-F	2 KFMS-F
3	3 KKLZ-F>	3 KFMS-AF	3 KOMP-F	3 KOMP-F<	3 KORK	3 KXTZ-F>	3 KLUC-F	3 KXTZ-F	3 KXTZ-F	3 KXTZ-F
4	4 KYRK-F	4 KKLZ-F>	4 KKLZ-F	4 KXTZ-F	4 KUDA-F	4 KOMP-F>	4 KOMP-F>	4 KOMP-F	4 KOMP-F	KLUC-F<
5	5 KFMS-AF	5 KMZQ-F<	5 KUDA-F<	5 KKLZ-F	5 KDWN <	5 KORK <	5 KKLZ-F<	5 KYRK-F	5 KFMS-AF	5 KOMP-F
6	6 KMZQ-F	6 KUDA-F	6 KXTZ-F	6 KUDA-F	6 KEYV-F	6 KKLZ-F	6 KMZQ-F<	6 KKLZ-F	KKLZ-F	6 KNUU
							7 KUDA-F	7 KMZQ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KLUC-F>>	1 KLUC-F>>	1 KLUC-F	1 KLUC-F	1 KFMS-AF
2 KMZQ-F	2 KOMP-F	2 KOMP-F>	2 KFMS-AF>	2 KLUC-F
3 KYRK-F	3 KMZQ-F	3 KFMS-AF	3 KMZQ-F	3 KXTZ-F>
4 KOMP-F	4 KFMS-AF	4 KLTN-F	4 KXTZ-F	4 KMZQ-F
5 KLTN-F	KYRK-F	5 KMZQ-F	KOMP-F	5 KOMP-F<
6	KLTN-F	6	6 KLTN-F	6 KLTN-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KOMP-F	1 KOMP-F>	1 KOMP-F	1 KOMP-F	1 KFMS-AF
2 KLUC-F>	2 KLUC-F	2 KKLZ-F>	2 KLUC-F	2 KKLZ-F
3 KYRK-F	3 KKLZ-F>	3 KLUC-F>	KKLZ-F>	3 KOMP-F
4 KKLZ-F	4 KYRK-F>	4 KFMS-AF>	4 KFMS-AF	4 KUDA-F
5 KMTW >>	5 KFMS-AF	5 KUDA-F	5 KUDA-F	5 KLUC-F
6 KUDA-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		165 (2)	165 (2)	20.8	18.3
AOR/CLASSIC	14 (1)	117 (2)	131 (3)	16.5	15.7
AC/OLDIES/SOFT ROCK	7 (1)	177 (7)	184 (8)	23.2	25.0
MOR/VARIETY					
COUNTRY	7 (1)	90 (1)	97 (2)	12.2	13.5
BLACK/URBAN					1.1
BEAUTIFUL/EASY		88 (1)	88 (1)	11.1	10.1
NEWS/TALK	51 (3)		51 (3)	6.4	7.6
NOSTALGIA	32 (1)		32 (1)	4.0	3.7
RELIGION/GOSPEL	13 (1)		13 (1)	1.6	1.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		29 (1)	29 (1)	3.7	3.5
UNKNOWN/OTHERS	3 (1)		3 (1)	0.4	0.4
	127 (9)	666 (14)	793 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KENO	1460	Las Vegas	0.7/2.3/ 7/ 124
KREL	1280	Henderson/LosVg	1.3/2.2/ 13/ 122
KROL	870	Laughlin/E LV	0.7/2.8/ 10/ 181
KVEG	840	North Las Vegas	0.3/1.3/ 3/ 69

RADIO STATIONS

KDWN ,	720,	50 KW (DA-N) ,	Talk	, $18.00	(Roslin)		A.J. Williams
KMTW ,	1340,	1 KW ,	AOR	SMN, $13.00	(Banner)		Richard Mecham
KNUU ,	970,	5 KW/500 W (DA-2),	News/Talk	MBS CBS, $17.00	(---)		Doug Trenner
KORK ,	920,	5 KW/500 W (DA-2),	Nostalgia	ABC I, $19.00	(Republic)	Anchor	Bob Cummins
KEYV-F,	93.1,	25 KW @ 3724 ,	Jazz/NAC	, $28.00	(HNWH)		Geri Winter
KFMS-F,	101.9,	100 KW @ 1180 ,	Country	, $64.00	(Katz)		Steve Gold
KJUL-F,	104.3,	25 KW @ 3724 ,	Soft AC	APR, $18.00	(CBS)		Jeff Gordon
KKLZ-F,	96.3,	100 KW @ 1176 ,	Classic AOR	, $35.00	(Banner)		Richard Mecham
KLTN-F,	103.5,	100 KW @ 1152 ,	AC	UNISUP, $23.00	(K & P)		Darwin Paustian
KLUC-F,	98.5,	100 KW @ 1180 ,	CHR	UPI, $63.00	(Mc-Guild)	Nationwide	Keith Gerst
KMZQ-F,	100.5,	100 KW @ 1104 ,	AC	, $35.00	(Eastman)	Commonwealth	Jim Donahue(HENDERSON)
KOMP-F,	92.3,	100 KW @ 1520 ,	AOR	, $38.00	(Christal)	Lotus	Tony Bonnici
KRLV-F,	106.5,	100 KW @ 1155 ,	Soft AC	, $26.00	(MMR)		
KRRI-F,	105.5,	4 KW @ 1588 ,	Oldies	MBS, $17.00	(Torbet)	(BOULDER CITY)	Art Kevin
KUDA-F,	107.5,	25 KW @ 3724 ,	Oldies	, $31.00	(CBS)	Americom-Quinn	Deehan Sheehan
KWNR-F,	95.5,	100 KW @ 1160 ,	AC	UNIULT, $21.00	(Torbet)		Mike Ginsburg
KXTZ-F,	94.1,	100 KW @ 1210 ,	EZ	, $45.00	(Durpetti)	Parker (HENDERSON)	Tom Humm
KYRK-F,	97.1,	100 KW @ 1919 ,	CHR	, $31.00	(Republic)	Anchor	Bob Cummings

Miscellaneous Comments: KJUL-F sold to Waldron for $4,200,000 (Peterson/Sailors)...KLAV sold for $1,300,000...
KREL sold for $600,000...

LEXINGTON

Arbitron Rank/Pop (12+): 125/286,700
MSA Rank/Pop: 139/347,400
ADI # 70
Average Person Ratings: 16.3
Market TSL: 21.75 hours

Stations: 15/13
Diaries: 892/321:1/59.4%
Sample Target: 670
% Below Line: 2.1
% Not Listed: 12.8

1989 Revenue: $12,100,000
HH Inc.: $25,994
Retail $: 2.7 Bil
Pop per Station: 22,053
#1 Biller: WVLK-F $2,700,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WVLK-F	(C)	79/16.9	18.1	19.9	18.3	15.4	----	204/2375	835/29.1	33.1	33.2	14.3	69	704	WVLK-F
2. WLAP-F	(CHR)	76/16.2	13.6	16.1	11.4	13.9	----	194/2314	971/33.9	31.4	34.1	16.1	78	1036	WLAP-F
3. WKQQ-F	(AOR)	64/13.7	11.9	14.0	10.5	14.9	----	143/1470	742/25.9	25.2	27.2	20.5	99	1080	WKQQ-F
4. WCKU-F	(B)	54/11.5	9.0	9.1	10.5	----	----	65/586	478/16.7	14.5	15.6	12.0	58	550	WCKU-F
5. WVLK	(MOR)	31/ 6.6	8.2	6.6	8.9	9.9	----	39/550	420/14.6	20.2	14.9	6.4	31	328	WVLK
6. WCOZ-F	(SAC)	24/ 5.1	3.1	4.9	5.8	5.5	----	25/497	419/14.6	12.1	11.7	3.7	18	264	WCOZ-F
7. WTKT-F	(O)	22/ 4.7	5.5	1.7	2.2	3.7	----	27/475	392/13.7	14.6	10.6	6.4	31	486	WTKT-F
8. WLAP	(O)	12/ 2.6	2.3	3.4	2.7	3.2	----	23/484	231/ 8.1	11.0	8.3	1.0	5	166	WLAP
9. WLFX-F	(O)	9/ 1.9	1.4	2.3	5.6	7.9	----	12/349	275/ 9.6	11.0	10.6	3.5	17	437	WLFX-F
WJMM-F	(REL)	9/ 1.9	3.3	1.9	2.0	1.7	----	10/276	241/ 8.4	6.7	7.0	1.2	6	151	WJMM-F

12+ FM SHARE (METRO): 82.60% (337 of 408) (SPG 89: 81.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLAP-F>>	1 WKQQ-F<	1 WLAP-F<	1 WVLK-F	1 WVLK-F	1 WVLK-F>>	1 WVLK-F	1 WVLK-F	1 WLAP-F	1 WCKU-F	1 WKQQ-F
2 WCKU-F>	2 WLAP-F>	2 WKQQ-F	2 WLAP-F	2 WLAP-F<	2 WVLK >	2 WLAP-F	2 WLAP-F	2 WVLK-F	2 WLAP-F	WCKU-F
3 WKQQ-F	3 WCKU-F<	3 WVLK-F	WCKU-F	3 WCKU-F	3 WLAP-F	3 WKQQ-F<	3 WKQQ-F>	3 WKQQ-F	3 WKQQ-F>	3 WLAP-F>>
4	4 WVLK-F	4 WCKU-F	4 WKQQ-F	4 WKQQ-F	4 WCOZ-F	4 WVLK >	4 WCKU-F	4 WCKU-F	4 WVLK-F	4 WVLK-F
5	5	5	5	5	5 WCKU-F	5 WCKU-F	5	5	5 WVLK	5
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLAP-F	1 WLAP-F>	1 WVLK-F	1 WLAP-F	1 WVLK-F>	1 WKQQ-F	1 WKQQ-F>	1 WKQQ-F	1 WKQQ-F	1 WKQQ-F
2 WKQQ-F>>	2 WKQQ-F	2 WLAP-F	2 WVLK-F	2 WLAP-F	2 WLAP-F	2 WLAP-F>	2 WCKU-F	2 WLAP-F	2 WLAP-F
3 WCKU-F>	WCKU-F<	WCKU-F>	3 WCKU-F	WCKU-F>	3 WVLK-F>>	3 WVLK-F	3 WLAP-F>	3 WVLK-F	3 WVLK-F
4 WVLK-F	4 WVLK-F	4 WKQQ-F>>	4 WKQQ-F	4 WKQQ-F	4 WTKT-F>	WCKU-F	4 WVLK-F>	4 WCKU-F	WCKU-F
WTKT-F	5	5	5	WCOZ-F	5	5	5 WTKT-F	5	5
WCOZ-F>	6		6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		76 (1)	76 (1)	18.6	21.4
AOR/CLASSIC		64 (1)	64 (1)	15.7	16.3
AC/OLDIES/SOFT ROCK	17 (2)	55 (3)	72 (5)	17.6	13.3
MOR/VARIETY	41 (3)		41 (3)	10.0	7.6
COUNTRY		79 (1)	79 (1)	19.4	24.9
BLACK/URBAN		54 (1)	54 (1)	13.2	10.6
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA	6 (1)		6 (1)	1.5	2.5
RELIGION/GOSPEL	7 (1)	9 (1)	16 (2)	3.9	3.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	71 (7)	337 (8)	408 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCGW	770	Nicholasvl/Lex	1.5/2.9/ 23/ 174
WHRS	1380	Windchester	1.3/2.8/ 12/ 145
WLXG	1300	Lexington	1.1/3.9/ 6/ 130
WHAS	840	Louisville	0.9/4.8/ 37/ 704
WLW	700	Cincinnati	1.3/3.9/ 20/ 432

RADIO STATIONS

WLAP, 630, 5 KW/1 KW (DA-2), OLDIES CBS, UNUILT , $ 16.00 (McGuild) Trumper Dan Dorsett
WCGW, 770, 1 KW (DAYS) , R/G , $ 10.00 (---) Mortenson Ed Wright
WLXG, 1300, 2.5 KW/1KW (DA-N) , OLDIES NBC, UNISUP , $ 12.00 (HNWH) Martin Dave Curtis
WVLK, 590, 5 KW/1 KW (DA-2) , MOR/FULL SER. , $ 36.00 (Katz) Bluegrass Ralph Hacker

WCKU-F, 102.5, 2 KW @ 350, BLACK , $ 19.00 (---) (NICHOLASVILLE) Bill Laney
WCOZ-F, 96.7, 1.5 KW @ 470, SOFT AC NBC, UNISUP , $ 20.00 (HNWH) Martin (PARIS) Dave Curtis
WJMM-F, 106.3, 3 KW @ 300, RELIGION , $ 15.00 (---) Mortenson (VERSAILLES) Ed Wright
WKQQ-F, 98.1, 100 KW @ 551, AOR , $ 51.00 (Christal) Village Keith Yarber

WLAP-F, 94.5, 100 KW @ 660, CHR , $ 55.00 (McGuild) Trumper Dan Dorsett
WLFX-F, 100.1, 1.4 KW @ 460, AC , $ 16.00 (Durpetti) (WINCHESTER) Dave Roderer
WTKT-F, 103.1, 3 KW @ 300, OLDIES , $ 20.00 (Republic) (GEORGETOWN) Tincy Crouse
WVLK-F, 92.9, 100 KW @ 845, COUNTRY , $ 62.00 (Katz) Bluegrass Ralph Hacker

LINCOLN

Arbitron Rank/Pop (12+): 167/178,600	Stations: 17/11	1989 Revenue: $8,000,000
MSA Rank/Pop: 200/212,800	Diaries: 677/264:1/62.6%	HH Inc.: $31,628
ADI # 95	Sample Target: 550	Retail $: 1.4 Bil
Average Person Ratings: 16.6	% Below Line: 10.5	Pop per Station: 16,236
Market TSL: 22.25 hours	% Not Listed: 11.5	#1 Biller: KFOR $2,000,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KFRX-F	(CHR)	38/12.8	——	12.7	——	11.7	——	46/709	523/29.3		29.2		19.2	51	625	KFRX-F
2. KFOR	(MOR)	37/12.5	——	11.4	——	12.8	——	41/533	465/26.0		25.6		7.5	20	410	KFOR
3. KTGL-F	(CL AOR)	31/10.5	——	6.8	——	11.3	——	37/493	379/21.2		17.3		10.5	28	310	KTGL-F
4. KZKX-F	(C)	26/ 8.8	——	9.3	——	6.7	——	40/477	298/16.7		16.0		6.0	16	235	KZKX-F
KFMQ-F	(AOR)	26/ 8.8	——	10.8	——	9.6	——	37/488	349/19.5		20.9		15.4	41	479	KFMQ-F
6. KEZG-F	(SAC)	19/ 6.4	——	4.3	——	6.4	——	23/310	237/13.3		10.4		2.6	7	141	KEZG-F
7. KLIN	(MOR)	15/ 5.1	——	3.1	——	3.9	——	18/301	249/13.9		12.4		4.9	13	212	KLIN
8. KKNB-F	(CHR)	14/ 4.7	——	3.4	——	——	——	29/480	268/15.0		12.4		4.9	13	329	KKNB-F
9. KHAT-AF	(O)	13/ 4.4	——	5.2	——	8.5	——	14/277	240/13.4		16.8		4.9	13	127	KHAT-AF
10. KLDZ-F	(AC)	12/ 4.1	——	9.3	——	10.3	——	14/257	197/11.0		20.6		2.6	7	185	KLDZ-F

12+ FM SHARE (METRO): 75.57% (198 of 262) (SPG 89: 76.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KFRX-F>>	1 KFRX-F	1 KTGL-F	1 KTGL-F	1 KZKX-F	1 KFOR >>	1 KFOR >	1 KFRX-F	1 KFRX-F	1 KFRX-F	1 KTGL-F>
2 KTGL-F	2 KTGL-F	KFRX-F	2 KZKX-F	2 KTGL-F	2 KZKX-F	2 KFRX-F	2 KTGL-F	2 KTGL-F	2 KTGL-F	2 KFMQ-F>
KKNB-F	KFMQ-F>	3 KFMQ-F	KFRX-F	3 KFRX-F	3 KLIN	3 KTGL-F	3 KFMQ-F<	3 KFMQ-F	3 KFMQ-F	3 KKNB-F
4	4 KKNB-F	4 KZKX-F	4 KFMQ-F	4 KFMQ-F	KEZG-F	4 KFMQ-F	4 KFOR <	4 KZKX-F	4 KFOR	KFRX-F
5	5 KZKX-F	5	5 KFOR	5 KFOR	5	5 KZKX-F	5 KZKX-F	5 KEZG-F	5 KZKX-F	5
6	6	6	6	6	6	6	6	6	KEZG-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KFRX-F>>	1 KFRX-F>	1 KFRX-F	1 KFRX-F>	1 KZKX-F	1 KFMQ-F	1 KTGL-F	1 KTGL-F>	1 KTGL-F	1 KTGL-F>
2 KTGL-F	2 KFMQ-F	2 KFMQ-F	2 KZKX-F	2 KFRX-F	2 KTGL-F	2 KFMQ-F	2 KFRX-F	2 KFMQ-F>	2 KZKX-F
KKNB-F	3 KTGL-F>	3 KZKX-F>	3 KTGL-F	3 KFOR	3 KKNB-F	3 KFRX-F>	KFMQ-F	3 KFRX-F>	KFMQ-F>
4 KFMQ-F>	4 KZKX-F	4 KHAT-AF	KFMQ-F	4 KHAT-AF	4 KFRX-F>	4 KEZO-F	4 KEZO-F	4 KZKX-F	4 KFRX-F
5 KEZO-F>	KKNB-F	KTGL-F>	5 KHAT-AF	5 KFMQ-F	5 KLDZ-F	KKNB-F	5 KZKX-F>>	KEZG-F	KEZG-F
6	6	6 KEFM-F	6	KEZG-F	KEZG-F>>	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		56 (3)	56 (3)	21.4	15.1
AOR/CLASSIC		67 (3)	67 (3)	25.6	23.2
AC/OLDIES/SOFT ROCK	2 (1)	46 (4)	48 (5)	18.3	29.1
MOR/VARIETY	58 (3)		58 (3)	22.1	20.4
COUNTRY	4 (1)	26 (1)	30 (2)	11.5	11.2
BLACK/URBAN					
BEAUTIFUL/EASY		3 (1)	3 (1)	1.1	0.7
NEWS/TALK					0.4
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	64 (5)	198 (12)	262 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KEFM-F	96.1	Omaha	1.4/6.2/ 15/ 226
KESY-F	104.5	Omaha	1.0/2.4/ 5/ 97
KEZO-F	92.3	Omaha	3.4/9.4/ 12/ 227
KFAB	1110	Omaha	2.0/10.5/ 36/ 548
KQKQ-F	98.5	Council Bluffs	1.4/5.8/ 14/ 214
WOW	590	Omaha/C.Bluff	1.4/3.8/ 18/ 232

RADIO STATIONS

KFOR, 1240, 1 KW , MOR/FULL SER. ABC I , $ 37.00 (McGuild) May Roger Larson
KLIN, 1400, 1 KW , MOR/NOST. MBS,UNIULT , $ 17.00 (Torbet) Mike Elliott

KEZG-F, 107.3, 100 KW @ 550, SOFT AC UNISUP, MBS , $ 18.00 (Torbet) Mike Elliott
KFMQ-F, 101.9, 100 KW @ 150, AOR SOURCE , $ 24.00 (Eastman) Midwest Roger Gelder
KFRX-F, 102.7, 100 KW @ 500, CHR , $ 30.00 (Katz) May Roger Larson
KHAT-F, 106.3, 3 KW @ 145, AC UNIPWR , $ 15.00 (Durpetti) Marathon Dan Charleston
KKNB-F, 104.1, 31 KW @ 620, CHR , $ 15.00 (——) (CRETE) Doug Agnew
KLDZ-F, 95.1, 50 KW @ 248, OLDIES UNIPWR, UNIULT , $ 25.00 (Christal) Kempff Don Felton
KTGL-F, 92.9, 100 KW @ 809, CLASSIC AOR , $ 24.00 (K & P) (BEATRICE) Mark O'Brien
KZKX-F, 96.9, 100 KW @ 610, COUNTRY ABC D , $ 24.00 (Republic) (SEWARD) Julie Gade

Miscellaneous Comments: KZKX-F sold to Sherman/Osborn from Music Radio for 1,845,000 (MVP)...KFOR, KFRX-F sold by Arrow to May for $6,600,000...KHAT A/F sold by Marathon to Tate for $1,325,000 (Chapman)...

LITTLE ROCK

Arbitron Rank/Pop (12+): 81/426,300
MSA Rank/Pop: 95/520,500
ADI # 57
Average Person Ratings: 16.8
Market TSL: 22.00 hours

Stations: 17/17
Diaries: 932/457:1/56.4%
Sample Target: 820
% Below Line: 0.0
% Not Listed: 11.8

1989 Revenue: $13,900,000
HH Inc.: $26,875
Retail $: 3.5 Bil
Pop per Station: 25,076
#1 Biller: KSSN-F $4,100,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KSSN-F	(C)	143/20.1	17.7	20.7	20.3	20.3	——	278/3077	1473/36.4	32.2	36.7		23.7	165	1272	KSSN-F
2. KIPR-F	(B)	59/ 8.3	10.5	9.7	9.9	7.5	——	103/1078	606/14.2	14.1	12.5		13.2	92	887	KIPR-F
3. KMJX-F	(AOR)	58/ 8.1	9.3	5.3	5.6	5.7	——	87/1186	739/17.3	18.1	13.2		14.5	101	890	KMJX-F
4. KEZQ-F	(EZ)	57/ 8.0	8.9	8.3	9.0	11.2	——	94/1174	708/16.6	16.5	16.7		7.5	52	547	KEZQ-F
5. KOLL-F	(O)	56/ 7.9	7.5	3.3	3.7	2.9	——	108/1320	662/15.5	16.6	11.3		4.4	31	495	KOLL-F
6. KKYK-F	(CHR)	53/ 7.4	8.5	9.4	9.6	11.6	——	113/2117	1155/21.7	24.9	26.8		9.2	64	1278	KKYK-F
7. KZOU-F	(CHR)	45/ 6.3	6.2	6.4	8.2	6.8	——	84/1669	861/20.2	18.3	21.8		7.3	51	905	KZOU-F
KHLT-F	(AC)	45/ 6.3	4.9	6.0	5.2	6.4	——	73/1230	705/16.5	12.8	14.6		5.5	38	611	KHLT-F
9. KARN	(N/T)	39/ 5.5	7.1	7.9	7.6	6.2	——	46/720	538/12.6	15.1	15.3		4.6	32	466	KARN
10. KLRG	(GOS)	20/ 2.8	——	——	——	1.9	——	25/175	139/ 3.3	0.0	0.0					KLRG

12+ FM SHARE (METRO): 84.55% (531 of 628) (SPG 89: 82.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZOU-F>	1 KSSN-F	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KIPR-F	1 KSSN-F>>
2 KKYK-F	2 KMJX-F>	2 KMJX-F	2 KOLL-F	2 KOLL-F	2 KEZQ-F	2 KARN	2 KOLL-F<	2 KMJX-F	2 KSSN-F	2 KARN
KIPR-F>	3 KIPR-F	3 KOLL-F	3 KHLT-F	3 KHLT-F	3 KOLL-F	3 KKYK-F	3 KEZQ-F	3 KIPR-F	3 KKYK-F	3 KKYK-F
4 KSSN-F	4 KKYK-F<	4 KIPR-F	4 KMJX-F	4 KMJX-F	4 KARN	4 KKEQ-F	4 KHLT	4 KOLL-F	4 KMJX-F	4 KIPR-F
5	5 KHLT-F	5 KHLT-F	5 KKYK-F	5 KKYK-F<	5	5 KOLL-F<	KMJX-F	5 KKYK-F	5 KZOU-F	5 KMJX-F
6	6	6 KKYK-F	KIPR-F	6 KIPR-F	6	6 KIPR-F		KEZQ-F		KLRG
7	7	7	7	7 KEZQ-F	7	7	7		7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJX-F	1 KSSN-F	1 KSSN-F	1 KSSN-F	1 KSSN-F>	1 KMJX-F	1 KOLL-F	1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>>
KIPR-F>>	2 KMJX-F	2 KHLT-F>	2 KHLT-F	2 KHLT-F	2 KKYK-F	2 KMJX-F>	2 KMJX-F>	2 KMJX-F	2 KOLL-F
3 KSSN-F	3 KHLT-F	3 KMJX-F	3 KOLL-F<	3 KOLL-F>	3 KSSN-F>	3 KIPR-F	3 KIPR-F	3 KOLL-F	3 KMJX-F>
4 KZOU-F>	4 KIPR-F	KKYK-F>	4 KMJX-F	4 KKYK-F	4 KZOU-F	4 KKYK-F>>	4 KOLL-F	4 KIPR-F	4 KIPR-F
5 KKYK-F	5 KKYK-F	5 KZOU-F	5 KIPR-F	5 KEZQ-F	KIPR-F>>	5 KSSN-F	5 KHLT-F	5 KKYK-F	5
KHLT-F>>	6 KZOU-F	6 KIPR-F	6 KKYK-F	6 KMJX-F	6	KHLT-F	6 KKYK-F>>	6	6
7	7	7	7	7		7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		98 (2)	98 (2)	15.6	17.9
AOR/CLASSIC		58 (1)	58 (1)	9.2	9.7
AC/OLDIES/SOFT ROCK		101 (2)	101 (2)	16.1	7.5
MOR/VARIETY					
COUNTRY		146 (2)	146 (2)	23.2	23.4
BLACK/URBAN		71 (2)	71 (2)	11.3	15.0
BEAUTIFUL/EASY		57 (1)	57 (1)	9.1	9.4
NEWS/TALK	49 (2)		49 (2)	7.8	11.0
NOSTALGIA					
RELIGION/GOSPEL	42 (4)		42 (4)	6.7	5.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	6 (1)		6 (1)	1.0	0.6
	97 (7)	531 (10)	628 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAAY	1090	Little Rock	0.6/3.0/ 10/ 256
KBIS	1010	Little Rock	1.4/4.1/ 17/ 268
KGKO	850	Benton	0.8/1.4/ 6/ 64
KITA	1440	Little Rock	1.3/4.3/ 9/ 185
KLRA-F	96.5	England	0.4/1.3/ 4/ 78
KMTL	760	Sherwood/LtlRck	1.3/2.8/ 20/ 224
KMZX-F	106.3	Lonoke/L. Rock	1.7/6.2/ 13/ 290

RADIO STATIONS

KARN, 920, 5 KW (DA-2)	, NEWS/TALK	CBS	, $ 32.00	(Banner)			Neal Gladner
KBIS, 1010, 10 KW/5 KW (DA-N)	, BUSINESS TALK	NBC	, $ 18.00	(Christal)	Signal		Phil Jonsson
KITA, 1440, 5 KW/50 W	, RELIGION		, $ 13.00	(—)			Gary Valle
KLRG, 1150, 5 KW/1 KW (DA-N)	, GOSPEL	NBN	, $ 13.00	(K & P)	Willis		
KEZQ-F, 100.3, 44 KW @ 1369,	EZ		, $ 37.00	(Eastman)			Wally Tucker
KHLT-F, 94.1, 100 KW @ 1602,	AC		, $ 38.00	(Christal)			
KIPR-F, 92.3, 100 KW @ 938,	BLACK		, $ 25.00	(Banner)		(PINE BLUFF)	Cal Arnold
KKYK-F, 103.7, 100 KW @ 1510,	CHR		, $ 49.00	(Banner)	Shepard		Jim Grant
KMJX-F, 105.1, 81 KW @ 1054,	AOR	ABC R	, $ 40.00	(HNWH)			Richard Booth
KMZX-F, 106.3, 2.5 KW @ 353,	BLACK		, $ 18.00	(Roslin)	Willis	(LANOKE)	Thessia Dunn
KOLL-F, 94.9, 100 KW @ 1844,	OLDIES	UNIPWR,	$ 36.00	(Durpetti)		(PINE BLUFF)	Steve McNamara
KSSN-F, 95.7, 100 KW @ 1664,	COUNTRY	ABC E	, $ 90.00	(Katz)	South. Skies		Jerry Atchley
KZOU-F, 98.5, 100 KW @ 1285,	CHR		, $ 34.00	(Christal)			Hal Smith

Miscellaneous Comments: KEZQ changes to KLRG and format to GOSPEL (April)...KWTD-F changes to KMZX-F (March)... KMJX-F sold for $3,150,000 (Biernacki)...KEZQ-F sold . . .

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,265,900
MSA Rank/Pop: 2/12,100,000
ADI # 2
Average Person Ratings: 17.9
Market TSL: 23.50 hours

Stations: 43/43
Diaries: 4077/2272:1/48.8%
Sample Target: 3650
% Below Line: 0.0
% Not Listed: 10.5

1989 Revenue: $385,000,000
HH Inc.: $33,525
Retail $: 88.0 Bil
Pop per Station: 215,486
#1 Biller: KABC $35,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KOST-F	(AC)	1031/ 6.2	6.4	5.7	6.8	6.1	6.3	1191/18186	15268/16.5	15.6	16.4		5.0	778	9411	KOST-F
2. KIIS-AF	(CHR)	985/ 5.9	6.1	5.4	6.4	5.2	5.9	1132/20872	18016/19.4	18.0	21.3		7.1	1094	19299	KIIS-AF
3. KPWR-F	(CHR)	834/ 5.0	5.6	6.2	6.1	7.1	5.7	914/16153	14593/15.7	17.1	18.1		7.0	1094	16331	KPWR-F
4. KABC	(N/T)	714/ 4.3	4.4	4.6	4.3	5.2	4.4	796/11108	9742/10.5	10.8	12.7		5.0	783	6908	KABC
5. KLOS-F	(AOR)	687/ 4.1	3.8	4.2	4.1	3.8	4.0	949/14484	10948/11.8	11.1	10.3		4.8	739	9541	KLOS-F
6. KXEZ-F	(EZ)	560/ 3.4	2.9	2.5	4.6	4.1	3.3	589/7435	6789/ 7.3	7.3	9.5		2.4	370	4032	KXEZ-F
7. KQLZ-F	(CHR)	554/ 3.3	3.6	3.8	5.5	4.3	4.1	701/11431	9022/ 9.7	11.0	12.6		4.3	661	10376	KQLZ-F
8. KFWB	(N/T)	551/ 3.3	3.3	2.6	3.1	3.0	3.1	592/13406	12331/13.3	12.1	12.6		2.5	382	9224	KFWB
9. KWKW	(SP)	532/ 3.2	3.3	3.5	2.7	2.2	3.2	533/5438	5385/ 5.8	5.3	3.8		2.7	425	5071	KWKW
10. KTWV-F	(J/NA)	522/ 3.1	3.0	3.1	2.8	2.5	3.0	630/9511	7890/ 8.5	9.0	8.5		3.9	601	7074	KTWV-F
11. KLVE-F	(SP)	517/ 3.1	3.0	3.2	3.2	1.8	3.1	596/7334	6609/ 7.1	6.7	4.7		2.9	456	5227	KLVE-F
12. KROQ-F	(AOR)	507/ 3.1	3.2	2.5	2.5	2.3	2.8	594/8453	7347/ 7.9	7.3	7.3		4.3	673	7510	KROQ-F
KKBT-F	(B)	507/ 3.1	1.3	0.4	1.7	1.5	1.6	576/7136	6228/ 6.7	2.1	5.0		3.9	609	5686	KKBT-F
14. KMPC	(BB)	494/ 3.0	3.1	2.1	2.7	2.5	2.7	574/7217	6139/ 6.6	6.9	7.4		2.5	389	6341	KMPC
15. KBIG-F	(AC)	493/ 3.0	3.6	4.0	3.6	4.3	3.5	589/10334	8733/ 9.4	9.7	10.8		2.3	363	5700	KBIG-F
16. KNX	(N)	461/ 2.8	3.0	3.4	2.8	3.3	3.0	613/12823	9666/10.4	13.2	13.0		2.5	390	7590	KNX
17. KZLA-F	(C)	450/ 2.7	2.0	2.2	2.3	2.0	2.3	496/5965	5339/ 5.8	5.8	5.4		3.1	480	4540	KZLA-F
18. KLSX-F	(CL AOR)	438/ 2.6	2.3	2.2	2.0	1.8	2.3	479/8450	7491/ 8.1	7.9	7.4		2.1	322	5883	KLSX-F
19. KTNQ	(SP)	381/ 2.3	3.1	2.7	1.9	2.5	2.5	399/5748	5437/ 5.9	4.9	5.0		2.0	308	4173	KTNQ
20. KODJ-F	(O)	330/ 2.0	1.7	1.8	2.0	2.0	1.9	419/7965	6327/ 6.8	6.1	6.9		1.8	282	3649	KODJ-F
21. KRTH-F	(O)	322/ 1.9	2.8	2.7	2.8	3.1	2.5	440/10085	7598/ 8.2	10.1	10.2		2.1	320	6359	KRTH-F
22. KJLH-F	(B)	289/ 1.7	1.9	2.3	1.9	2.2	2.0	293/5170	5074/ 5.5	5.6	5.9		2.1	328	4297	KJLH-F
23. KALI	(SP)	236/ 1.4	1.1	1.0	0.8	1.0	1.1	236/3133	3124/ 3.4	2.7	2.1		1.2	187	2319	KALI
24. KFI	(T)	232/ 1.4	1.6	1.7	1.6	1.8	1.6	414/7227	4687/ 5.1	5.8	6.1		2.2	342	4066	KFI
25. KKGO-F	(CL)	220/ 1.3	1.4	1.4	1.0	1.2	1.3	266/4840	4143/ 4.5	5.1	3.7		1.6	244	3316	KKGO-F
26. KLAC	(C)	210/ 1.3	0.8	1.2	0.8	1.2	1.0	243/4759	4057/ 4.4	4.0	5.1		0.9	147	2804	KLAC
27. KRLA	(O)	178/ 1.1	1.0	1.0	0.8	0.9	1.0	198/4050	3638/ 3.9	3.5	4.2		0.8	121	1862	KRLA
28. KSKQ	(SP)	158/ 1.0	1.1	1.3	1.1	1.0	1.1	158/2570	2553/ 2.8	2.8	2.3		0.6	98	2037	KSKQ
29. KGFJ	(B)	153/ 0.9	0.8	1.1	0.7	0.8	0.9	154/2136	2128/ 2.3	2.4	1.9		1.0	151	2002	KGFJ
30. KLIT-F	(SAC)	151/ 0.9	1.5	1.2	1.2	0.7	1.2	169/4474	3967/ 4.3	4.9	2.7		1.0	160	2401	KLIT-F
31. KKHJ	(SP)	149/ 0.9	0.1	0.4	1.3	0.8	0.7	160/3121	2920/ 3.2	2.5	3.2		0.6	89	2204	KKHJ
32. KNAC-F	(AOR)	142/ 0.9	1.1	0.8	1.0	1.0	0.9	157/2850	2530/ 2.7	2.4	3.2		1.2	192	2742	KNAC-F
33.																
34.																
35.																

12+ FM SHARE (METRO): 67.61% (10054 of 14870) (SPG 89: 66.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPWR-F>	1 KIIS-AF	1 KOST-F	1 KOST-F	1 KOST-F	1 KABC	1 KLOS-F<	1 KOST-F>	1 KIIS-AF	1 KOST-F	1 KABC >>
2 KIIS-AF	2 KLOS-F<	2 KIIS-AF	2 KIIS-AF	2 KIIS-AF<	2 KFWB <	2 KIIS-AF	2 KIIS-AF	KOST-F<	2 KABC <	2 KFWB >>
3 KQLZ-F	3 KOST-F	3 KLOS-F	KLOS-F>	3 KLOS-F	3 KOST-F	3 KABC	3 KPWR-F	3 KPWR-F>	3 KPWR-F	3 KNX >>
4	4 KPWR-F	4 KPWR-F	4 KTWV-F	4 KTWV-F	KMPC	4 KOST-F<	4 KABC	4 KQLZ-F	4 KIIS-AF	4 KOST-F>>
5	5 KROQ-F	5 KROQ-F	5 KLVE-F	5 KLVE-F	5 KXEZ-F	5 KFWB	5 KXEZ-F	KLOS-F	5 KROQ-F	5 KQLZ-F>>
6	6 KKBT-F	KLVE-F	KBIG-F	KBIG-F	6 KNX	6 KPWR-F	KBIG-F	6 KXEZ-F	6 KQLZ-F<	6 KKBT-F
7	7 KLVE-F	7 KKBT-F	7 KPWR-F	7 KWKW <	7 KTWV-F	7 KNX	7 KLOS-F	KKBT-F	7 KKBT-F<	7 KBIG-F
8	8 KQLZ-F	KBIG-F<	KLSX-F	8 KPWR-F	8 KZLA-F	8 KTWV-F	8 KZLA-F	8 KBIG-F<	8 KLVE-F	8 KWKW
9	9 KLSX-F	9 KQLZ-F	9 KWKW	9 KLSX-F	9 KWKW	9 KWKW	KWKW	9 KROQ-F	9 KNX	9
10	10 KBIG-F	KLSX-F	10 KTNQ	10 KXEZ-F	10 KBIG-F	10 KMPC	KTWV-F	10	KFWB	10
			11 KZLA-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KOST-F	1 KOST-F	1 KOST-F	1 KOST-F>	1 KOST-F>	1 KROQ-F>	1 KLOS-F	1 KLOS-F>	1 KLOS-F>	1 KLOS-F
2 KIIS-AF<	2 KIIS-AF	2 KIIS-AF	2 KIIS-AF	2 KIIS-AF	2 KPWR-F	2 KROQ-F	2 KIIS-AF>	2 KIIS-AF	2 KTWV-F
3 KPWR-F>	3 KPWR-F	3 KLVE-F	3 KPWR-F	3 KBIG-F<	3 KQLZ-F	3 KIIS-AF	3 KLSX-F	3 KROQ-F	3 KOST-F<
4 KKBT-F	4 KKBT-F	4 KPWR-F	4 KBIG-F	4 KLVE-F	4 KLOS-F	4 KPWR-F	4 KOST-F	KOST-F<	4 KIIS-AF
5 KROQ-F	5 KLVE-F<	5 KLOS-F<	5 KLVE-F	5 KPWR-F	5 KIIS-AF	5 KQLZ-F	5 KROQ-F	5 KLSX-F	5 KLSX-F
6 KLOS-F<	6 KLOS-F	6 KKBT-F<	6 KKBT-F	6 KXEZ-F	6 KKBT-F	6 KOST-F	KPWR-F	6 KPWR-F<	6 KABC
7 KQLZ-F	7 KBIG-F	7 KBIG-F	7 KLOS-F	7 KWKW	7 KOST-F<	KLSX-F	7 KLVE-F	7 KQLZ-F<	7 KTNQ
8 KBIG-F>	8 KROQ-F	8 KJLH-F	8 KWKW	8 KKBT-F	8 KLSX-F	KKBT-F	8 KKBT-F<	8 KTWV-F>	8 KWKW
9 KLVE-F	KQLZ-F	9 KTNQ	9 KQLZ-F<	9 KLOS-F<	9 KLVE-F>	9 KLVE-F	9 KQLZ-F	9 KKBT-F	KRTH-F
10 KLSX-F	10 KJLH-F	10 KXEZ-F	10 KXEZ-F	10 KTWV-F	10 KWKW	10 KWKW	10 KTWV-F	10 KLVE-F	10 KQLZ-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	41 (1)	2332 (3)	2373 (4)	16.0	18.6
AOR/CLASSIC		1774 (4)	1774 (4)	11.9	9.7
AC/OLDIES/SOFT ROCK	178 (1)	2374 (6)	2552 (7)	17.2	19.6
MOR/VARIETY					
COUNTRY	210 (1)	450 (1)	660 (2)	4.4	3.9
BLACK/URBAN	293 (2)	922 (3)	1215 (5)	8.2	6.4
BEAUTIFUL/EASY		560 (1)	560 (1)	3.8	4.4
NEWS/TALK	2007 (5)		2007 (5)	13.5	15.1
NOSTALGIA	494 (1)		494 (1)	3.3	2.8
RELIGION/GOSPEL		261 (3)	261 (3)	1.8	1.1
SPANISH	1456 (5)	639 (2)	2095 (7)	14.1	10.8
CLASSICAL		220 (1)	220 (1)	1.5	1.6
JAZZ/NEW AGE		522 (1)	522 (1)	3.5	4.2
UNKNOWN/OTHERS	137 (2)		137 (2)	0.9	1.7
	4816 (18)	10054 (25)	14870 (43)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KACE-F	103.9	Inglewood	0.8/2.7/127/2503
KDAY	1580	Santa Monica/LA	0.8/3.6/143/3371
KFSG-F	96.3	Los Angeles	0.4/1.3/ 80/1460
KGIL	1260	San Fernando	0.3/1.0/ 51/1041
KGRB	900	West Covina	0.4/0.9/ 73/1056
KKLA-F	99.5	Los Angeles	0.7/2.3/118/2490
KMAX-F	107.1	Arcadia/LosAngl	0.5/1.5/ 87/1528
KMGX-F	94.3	San Fernando	0.3/0.6/ 47/ 657
KSKQ-F	97.9	Long Beach	0.7/2.2/124/2099
KWIZ	1480	Santa Ana	0.4/1.0/ 71/ 980

RADIO STATIONS

AM STATIONS

KABC,	790,	5 KW (DA-N)	, TALK	ABC I, ABC T,	$ 420.00	(Katz)	Cap Cities/ABC	George Green
KALI,	1430,	5 KW (DA-2)	, HISPANIC	,	$ 90.00	(Katz Hisp.)	United (SAN GABRIEL)	Raul Ortal
KDAY,	1580,	50 KW (DA-2)	, BLACK	NBN, UNIPWR ,	$ 80.00	(Roslin)	(SANTA MONICA)	Ed Kerby
KFI ,	640,	50 KW	, TALK	MBS ,	$ 110.00	(Christal)	Cox	Howard Neal
KFWB,	980,	5 KW	, NEWS	NBC, UPI ,	$ 305.00	(Group W)	Westinghouse	Chris Claus
KGFJ,	1230,	1 KW	, BLACK OLDIES	SBN, SMN ,	$ 70.00	(Roslin)		Bill Shearer
KGIL,	1260,	5 KW (DA-2)	, TALK	APR, TALKNT ,	$ 60.00	(HNWH)	Buckley (SAN FERNANDO)	Dick McGeary
KIEV,	870,	10 KW/1 KW (DA-2)	, TALK	,	$ 55.00	(---)	(GLENDALE)	Fred Beaton
KLAC,	570,	5 KW (DA-N)	, COUNTRY	ABC D,	$ 115.00	(Eastman)	Malrite	Norm Epstein
KMPC,	710,	50 KW/10 KW (DA-N),	NOSTALGIA/MOR	,	$ 220.00	(Durpetti)	Golden West	Bill Ward
KNX ,	1070,	50 KW	, NEWS	CBS ,	$ 340.00	(CBS)	CBS	George Nicholas
KRLA,	1110,	50 KW/10 KW (DA-2),	OLDIES	,	$ 80.00	(MMR)	Greater Media	Bob Moore
KSKQ,	1540,	50 KW/10 KW (DA-2),	HISPANIC	,	$ 100.00	(SBS)	SBS	Raul Alarcon Jr
KTNQ,	1020,	50 KW (DA-2)	, HISPANIC	,	$ 155.00	(Caballero)	Heftel	Ken Wolt
KWKW,	1330,	5 KW (DA-N)	, HISPANIC	,	$ 100.00	(Lotus)	Lotus	Jose Cabrera

FM STATIONS

KACE,	103.9,	1.6 KW @ 390,	BLACK	APR, UNIULT ,	$ 80.00	(K & P)	All Pro (INGLEWOOD)	Rickey Tatum
KBIG,	104.3,	105 KW @ 2890,	AC	,	$ 300.00	(CBS)	Bonneville	Kari Winston
KFSG,	96.3,	54 KW @ 480,	RELIGION	APR ,	$ 25.00	(---)		Alan Bowles
KIIS,	102.7,	8 KW @ 2960,	CHR	,	$ 520.00	(McGuild)	Gannett	Lynn Anderson
KJLH,	102.3,	2.2 KW @ 338,	BLACK	,	$ 110.00	(Roslin)	(COMPTON)	Karen Slade
KKBT,	92.3,	43 KW @ 2910,	URBAN	,	$ 160.00	(McGuild)	Evergreen	Jim De Castro
KKGO,	105.1,	18 KW @ 2887,	CLASSICAL	APR ,	$ 125.00	(CMBS)		Saul Levine
KLIT,	101.9,	2.4 KW @ 2848,	SOFT AC	,	$ 100.00	(durpetti)	Golden West (GLENDALE)	Bill Ward
KLOS,	95.5,	63 KW @ 3129,	AOR	,	$ 400.00	(Katz)	Cap Cities/ABC	Bill Sommers
KLSX,	97.1,	21 KW @ 3002,	CLASSIC AOR	,	$ 300.00	(MMR)	Greater Media	Bob Moore
KLVE,	107.5,	30 KW @ 2998,	HISPANIC	,	$ 175.00	(Caballero)	Heftel	Ken Wolt
KMAX,	107.1,	3 KW @ -44 ,	RELIGION/ETHNIC	,	$ 60.00	(---)	Douglas (ARCADIA)	Linda Hayes
KNAC,	105.5,	1 KW @ 453,	AOR	CBS ,	$ 120.00	(Durpetti)	(LONG BEACH)	Gary Price
KODJ,	93.1,	29 KW @ 3498,	OLDIES	RADRAD ,	$ 190.00	(CBS)	CBS	Charlie Seraphin
KOST,	103.5,	13 KW @ 3100,	AC	,	$ 475.00	(Christal)		Howard Neal
KPWR,	105.9,	72 KW @ 770,	CHR	SOURCE ,	$ 430.00	(HNWH)	Emmis	Phil Newmark
KQLZ,	100.3,	5 KW @ 3004,	CHR	SOURCE ,	$ 300.00	(Eastman)	Westwood One	Simon T.
KROQ,	106.7,	6 KW @ 1387,	AOR	,	$ 270.00	(Torbet)	Infinity	Trip Reeb
KRTH,	101.1,	51 KW @ 3133,	OLDIES	,	$ 375.00	(Republic)	Beasley	Pat Norman
KSKQ,	97.9,	79 KW @ 410,	HISPANIC	,	$ 120.00	(SBS)	SBS	Jose Grimalt
KTWV,	94.7,	58 KW @ 2831,	JAZZ/NAC	,	$ 300.00	(Group W)	Westinghouse	Allan Chlowitz
KXEZ,	98.7,	75 KW @ 1180,	SOFT AC/EZ	,	$ 250.00	(Torbet)	Viacom	Bob Griffith
KZLA,	93.9,	49 KW @ 720,	COUNTRY	,	$ 225.00	(Eastman)	Malrite	Norm Epstein

CALL LETTER CHANGES

KRTH-AM changes to KKHJ (Apr)
KJOI changes to KXEZ (Feb)

FORMAT CHANGES

KKHJ changes from Oldies to Hispanic
KXEZ changes from EZ to EZ/Soft AC

STATION SALES

KDAY sold by Heritage
for $7,200,000 (Stevens)

LOUISVILLE

Arbitron Rank/Pop (12+): 49/793,200
MSA Rank/Pop: 53/968,700
ADI # 46
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 18/18
Diaries: 1358/584:1/56.4%
Sample Target: 1200
% Below Line: 0.0
% Not Listed: 9.0

1989 Revenue: $23,600,000
HH Inc.: $27,183
Retail $: 7.1 Bil
Pop per Station: 44,066
#1 Biller: WHAS $5,800,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WHAS	(MOR)	208/15.7	16.3	15.9	10.8	12.2	14.7	260/3467	2593/32.7	30.3	28.3		10.1	138	2112	WHAS
2. WAMZ-F	(C)	197/14.9	14.7	15.9	16.4	16.3	15.5	310/3016	1987/25.1	26.6	26.8		16.8	230	2085	WAMZ-F
3. WDJX-AF	(CHR)	181/13.7	11.6	11.5	13.7	15.3	12.6	228/3114	2266/28.6	26.6	28.1		13.5	182	2300	WDJX-AF
4. WVEZ-F	(AC)	104/ 7.9	7.7	8.7	7.9	5.9	8.1	123/1642	1398/17.6	19.5	14.9		6.8	93	1220	WVEZ-F
5. WQMF-F	(AOR)	93/ 7.0	6.4	6.6	8.2	8.3	7.1	137/1735	1212/15.3	16.2	16.5		8.7	119	1573	WQMF-F
6. WLRS-F	(CHR)	87/ 6.6	7.3	7.4	6.3	5.5	6.9	98/1371	1253/15.8	16.3	15.9		10.4	142	1808	WLRS-F
7. WRKA-F	(AC)	74/ 5.6	7.1	4.8	5.6	6.0	5.8	80/1315	1248/15.7	14.0	14.7		7.3	100	1544	WRKA-F
8. WLOU	(B)	57/ 4.3	5.7	6.1	9.4	7.1	6.4	58/591	582/ 7.3	9.9	9.4		7.8	107	818	WLOU
WGZB-F	(B)	57/ 4.3	——	——	——	——	1.1	57/538	538/ 6.8	0.0	0.0		2.7	37	413	WGZB-F
10. WXVW	(BB)	36/ 2.7	3.0	1.6	2.8	3.0	2.5	36/483	471/ 5.9	4.8	6.2		2.0	27	343	WXVW
11. WAVG	(O)	25/ 1.9	2.2	2.5	3.2	3.8	2.5	28/585	508/ 6.4	10.9	10.7		1.6	22	729	WAVG
12. WWKY	(C)	19/ 1.4	1.7	1.8	1.9	0.5	1.7	23/435	317/ 4.0	4.4	3.0		0.2	3	88	WWKY
WLSY-F	(EZ)	19/ 1.4	2.6	3.3	3.0	3.0	2.6	22/388	366/ 4.6	7.8	6.4		1.4	19	420	WLSY-F

12+ FM SHARE (METRO): 68.22% (820 of 1202) (SPG 89: 66.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJX-AF>>	1 WDJX-AF	1 WAMZ-F<	1 WAMZ-F>	1 WAMZ-F	1 WHAS >	1 WHAS >	1 WAMZ-F	1 WAMZ-F	1 WDJX-AF>	1 WAMZ-F
2 WLRS-F>	2 WQMF-F	2 WDJX-AF>	2 WDJX-AF	2 WHAS	2 WAMZ-F>	2 WAMZ-F<	2 WHAS	2 WDJX-AF	2 WAMZ-F<	2 WHAS
3 WGZB-F	WAMZ-F	3 WQMF-F<	WHAS	3 WDJX-AF	3 WVEZ-F>	3 WDJX-AF>	3 WDJX-AF	3 WHAS >	3 WHAS	3 WGZB-F
4	4 WLRS-F>	4 WHAS	4 WVEZ-F	4 WVEZ-F	4 WDJX-AF	4 WQMF-F>	4 WVEZ-F>	4 WVEZ-F<	4 WLRS-F	WDJX-F
5	5 WVEZ-F	5 WVEZ-F	5 WRKA-F	5 WRKA-F	5 WRKA-F	5 WVEZ-F	5 WQMF-F	5 WLRS-F	5 WGZB-F	5 WQMF-F
6	6 WRKA-F<	6 WLRS-F	WQMF-F	6 WQMF-F	6 WXVW	6	6	6 WQMF-F	6	6 WLRS-F<
7	7 WGZB-F	7 WRKA-F	7	7	7	7	7	7	7	7 WVEZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDJX-AF>>	1 WDJX-AF>	1 WDJX-AF	1 WDJX-AF	1 WAMZ-F	1 WLRS-F>	1 WQMF-F>	1 WQMF-F	1 WQMF-F	1 WAMZ-F
2 WLRS-F	2 WAMZ-F>	WAMZ-F>	2 WAMZ-F>	2 WHAS	2 WQMF-F	2 WLRS-F	2 WAMZ-F>	2 WAMZ-F	2 WHAS
3 WAMZ-F	3 WVEZ-F<	3 WVEZ-F	3 WVEZ-F>	3 WDJX-AF	3 WDJX-AF>	WAMZ-F	3 WDJX-AF	3 WDJX-AF<	3 WQMF-F>
4 WQMF-F>	4 WLRS-F	4 WRKA-F>	4 WHAS	WVEZ-F>	4 WAMZ-F>	4 WDJX-AF>	4 WGZB-F	4 WHAS	4 WDJX-AF<
5 WVEZ-F	5 WQMF-F	5 WLOU	5 WRKA-F	5 WRKA-F	5 WVEZ-F	5 WGZB-F	5 WLRS-F	5 WLRS-F	5 WRKA-F
6	6 WRKA-F	6 WQMF-F	6 WLRS-F	6	WLOU >	6	WHAS	6 WRKA-F	6 WVEZ-F
7	7 WLOU	7 WGZB-F	7	7	7	7	7 WRKA-F>	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	6 (1)	262 (2)	268 (3)	22.3	23.0
AOR/CLASSIC		93 (1)	93 (1)	7.7	9.1
AC/OLDIES/SOFT ROCK	25 (1)	178 (2)	203 (3)	16.9	13.0
MOR/VARIETY	208 (1)		208 (1)	17.3	17.9
COUNTRY	31 (2)	197 (1)	228 (3)	19.0	19.9
BLACK/URBAN	57 (1)	57 (1)	114 (2)	9.5	7.7
BEAUTIFUL/EASY		19 (1)	19 (1)	1.6	3.3
NEWS/TALK					
NOSTALGIA	36 (1)		36 (1)	3.0	3.3
RELIGION/GOSPEL	19 (2)	14 (1)	33 (3)	2.7	2.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	382 (9)	820 (9)	1202 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFIA	900	Louisville	0.3/1.9/ 5/ 164
WLLV	1240	Louisville	1.1/2.0/ 15/ 165
WTMT	620	Louisville	0.9/3.9/ 12/ 334
WXLN-F	103.9	Louisville	1.1/2.4/ 14/ 197

RADIO STATIONS

WAVG ,	970,	5 KW (DA-N) ,	Oldies	NBC UNISUP, $ 22.00	(Durpetti)	Radio One	Fred Murr
WDJX ,	1080,	10 KW/1 KW (DA-2) — simulcast with WDJX-F					
WHAS ,	840,	50 KW ,	MOR/Full Service	ABC I, $110.00	(Christal)	Clear Channel	Bob Scherer
WLOU ,	1350,	5 KW/500 W (DA-N),	Black	SBN, $ 25.00	(—)	Johnson	Mildred Stanton
WWKY ,	790,	5 KW/1 KW (DA-2),	Country	UNISUP, $ 20.00	(Katz)	Wilks-Schwartz	Frank Iorio
WXVW ,	1450,	1 KW ,	Nostalgia	SMN UNISUP, $ 25.00	(Roslin)		Charles Jenkins
WAMZ-F,	97.5,	100 KW @ 500 ,	Country	, $ 90.00	(Christal)	Clear Channel	Bob Scherer
WDJX-F,	99.7	24 KW @ 715 ,	CHR	APR, $ 70.00	(Eastman)	Stoner	Bill Wells
WGZB-F,	96.5,	3 KW @ 300 ,	Black	CBN UNISUP, $ 22.00	(—)	(CORYDON)	
WLRS-F,	102.3,	3 KW @ 285 ,	AOR/CHR	ABC R UNIPWR, $ 40.00	(MMR)	Radio One	Fred Murr
WLSY-F,	101.7,	1.4 KW @ 415 ,	EZ	UNIULT, $ 25.00	(Banner)		Don Robertson
WQMF-F,	95.7,	34 KW @ 580 ,	AOR	, $ 54.00	(HNWH)		Michael Horlander
WRKA-F,	103.1,	3 KW 2 275 ,	Oldies	, $ 52.00	(Banner)	Capitol-Johnson	Mike Kirtner
WVEZ-F,	106.9,	25 KW @ 670 ,	AC	UNISUP, $ 57.00	(Katz)	Wilks-Schwartz	Frank Iorio
WXLN-F,	103.9,	1 KW @ 490 ,	CHR	, $ 16.00	(—)		Richard Lee

Miscellaneous Comments: WXLN-F changes to WZKS-F and format from REL. to CHR (July)...

LUBBOCK

Arbitron Rank/Pop (12+): 162/182,500

MSA Rank/Pop: 188/227,300
ADI # 150
Average Person Ratings: 16.9
Market TSL: 22.50 hours

Stations: 17/17
Diaries: 672/272:1/52.3%
Sample Target: 550
% Below Line: 0.0
% Not Listed: 10.7

1989 Revenue: $6,500,000
HH Inc.: $23,086
Retail $: 1.6 Bil
Pop per Station: 10,735
#1 Biller: KLLL $2,000,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1.	KLLL-F	(C)	75/24.3	18.7	18.9	20.4	16.9	——	126/1169	668/36.6	28.8	29.6	17.8	59	564	KLLL-F
2.	KZII-F	(CHR)	46/14.9	14.0	12.5	8.9	12.0	——	85/883	565/31.0	30.2	27.1	15.1	50	604	KZII-F
3.	KRLB-F	(CHR)	30/ 9.7	13.1	16.7	15.7	30.7	——	49/905	566/31.0	33.6	39.5	10.9	36	683	KRLB-F
4.	KTEZ-F	(SAC)	28/ 9.1	5.9	6.4	6.7	4.9	——	35/470	337/18.5	15.4	14.9	6.6	22	210	KTEZ-F
5.	KFMX-F	(AOR)	25/ 8.1	7.8	10.6	9.6	10.9	——	34/448	340/18.6	17.5	22.1	12.7	42	447	KFMX-F
6.	KNCL-F	(O)	9/ 2.9	2.8	3.2	3.2	1.1	——	11/230	167/ 9.2	9.1	7.9	3.3	11	214	KNCL-F
	KJBX	(B)	9/ 2.9	0.6	1.6	2.6	0.7	——	10/115	107/ 5.9	3.9	4.8	4.5	15	159	KJBX
8.	KKIK-F	(C)	8/ 2.6	4.0	5.1	3.5	4.5	——	11/259	168/ 9.2	12.6	12.7	4.8	16	216	KKIK-F
9.	KLFB	(SP)	7/ 2.3	2.8	——	3.2	——	——	8/77	70/ 3.8	4.0	0.0	0.6	2	61	KLFB
	KFYO	(C)	7/ 2.3	6.2	6.1	2.9	5.2	——	24/354	172/ 9.4	17.1	12.9	3.3	11	168	KFYO

12+ FM SHARE (METRO): 83.33% (230 of 276) (SPG 89: 85.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZII-F	1 KLLL-F	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>	1 KZII-F	1 KLLL-F
2	2 KZII-F>	2 KZII-F	2 KZII-F	2 KRLB-F	2 KTEZ-F>	2 KZII-F	2 KTEZ-F<	2 KZII-F>	2 KLLL-F>	2 KZII-F>>
3	3 KFMX-F	3 KFMX-F<	3 KRLB-F	3 KZII-F	3 KRLB-F	3 KRLB-F>	3 KZII-F	3 KRLB-F<	3 KFMX-F>	3 KFMX-F
4	4 KRLB-F	4 KRLB-F	4 KTEZ-F	4 KTEZ-F	4	4 KTEZ-F	4 KRLB-F	4 KTEZ-F	4 KRLB-F	4
5	5	5 KTEZ-F	5 KFMX-F	5 KFMX-F	5	5 KFMX-F	5 KFMX-F	5 KFMX-F	5	5
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZII-F	1 KZII-F	1 KZII-F	1 KLLL-F>	1 KLLL-F>	1 KLLL-F>	1 KLLL-F>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>
KLLL-F	KLLL-F>>	KLLL-F>	2 KZII-F	2 KRLB-F	2 KZII-F	2 KZII-F	2 KZII-F	2 KFMX-F	2 KFMX-F
3 KFMX-F>	3 KRLB-F	3 KTEZ-F	3 KRLB-F	3 KZII-F	3 KFMX-F>	3 KFMX-F>	3 KFMX-F>	3 KZII-F>	3 KZII-F>
4 KRLB-F	4 KTEZ-F	KRLB-F>>	4 KTEZ-F	4 KTEZ-F	4 KRLB-F>	4 KRLB-F	4 KRLB-F>	4 KRLB-F	4 KTEZ-F
5 KTEZ-F>	KFMX-F	5 KLSC-F	5 KFMX-F	5	5 KTEZ-F>>	5	5 KLFB	5 KTEZ-F	KRLB-F
6 KJBX	6	KFMX-F>	6	6	6	6	KKIK-F>>	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		76 (2)	76 (2)	27.5	33.2
AOR/CLASSIC		30 (2)	30 (2)	10.9	12.0
AC/OLDIES/SOFT ROCK		37 (2)	37 (2)	13.4	12.4
MOR/VARIETY					
COUNTRY	11 (2)	83 (2)	94 (4)	34.1	35.4
BLACK/URBAN	9 (1)		9 (1)	3.3	1.8
BEAUTIFUL/EASY					
NEWS/TALK					0.7
NOSTALGIA	11 (2)		11 (2)	4.0	2.2
RELIGION/GOSPEL		4 (1)	4 (1)	1.4	0.7
SPANISH	15 (3)		15 (3)	5.4	1.5
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	46 (8)	230 (9)	276 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCAS	1050	Slaton	1.9/4.6/ 7/ 112
KFMX	1340	Lubbock	1.6/4.4/ 5/ 90
KJAK-F	92.9	Slaton/Lubbock	1.3/5.1/ 8/ 137
KLLL	1590	Lubbock	1.3/2.1/ 4/ 50
KLSC-F	104.7	Lamese	1.6/4.6/ 14/ 171
KTLK	1460	Lubbock	1.6/3.1/ 11/ 107
KXTQ	950	Lubbock	1.0/3.9/ 8/ 130

RADIO STATIONS

KFYO,	790,	5 KW/1 KW (DA-2)	, COUNTRY	CBS ,	$ 15.00 (Torbet)	Seaton	Bob Clark
KJBX,	580,	500 W/387 W	, BLACK	,	$ 12.00 (Christal)	Dowe	Denny Dowe
KLFB,	1420,	500 W	, HISPANIC	,	$ 11.00 (Caballero)		Walt Ledesma
KXTQ,	950,	5 KW/500 W (DA-2)	, HISPANIC	,	$ 10.00 (Caballero)	Adams	Diane Melton
KFMX-F,	94.5,	100 KW @ 818	, AOR	MBS, ABC R,	$ 27.00 (Katz)		Scott Parson
KJAK-F,	92.7,	100 KW @ 584	, RELIGION	,	$ 9.00 (——)	(SLATON)	Woody Van Dyke
KRLB-F,	99.5,	100 KW @ 817	, CHR	ABC I ,	$ 32.00 (Christal)	Dowe	Dave Thompson
KNCL-F,	98.1,	50 KW @ 300	, OLDIES	UNISUP,	$ 14.00 (Republic)	Amer. General (LORENZO)	Cindy Gilstrap
KKIK-F,	93.7,	100 KW @ 736	, COUNTRY	,	$ 19.00 (Banner)	Adams	Diane Melton
KLLL-F,	96.3,	100 KW @ 850	, COUNTRY	MBS ,	$ 44.00 (Eastman)	Pinnacle	Scott Harris
KLSC-F,	104.7,	100 KW @ 980	, CLASSIC AOR	ABC D ,	$ 10.00 (Republic)	(LAMESA)	Pat Kelly
KTEZ-F,	101.1,	100 KW @ 750	, SOFT AC	UNISUP ,	$ 26.00 (HNWH)	Lotus	Tom English
KZII-F,	102.5,	100 KW @ 817	, CHR	,	$ 30.00 (Torbet)	Seaton	Bob Clark

Miscellaneous Comments: KXTQ, KKIK-F sold by Bakoor to Wagon Train for $750,000 (Chapman)...

MACON

Arbitron Rank/Pop (12+): 139/237,100

MSA Rank/Pop: 155/287,200
ADI # 127
Average Person Ratings: 17.6
Market TSL: 24.00 hours

Stations: 15/13
Diaries: 633/375:1/45.8%
Sample Target: 620
% Below Line: 1.7
% Not Listed: 14.6

1989 Revenue: $8,200,000
HH Inc.: $27,496
Retail $: 2.1 Bil
Pop per Station: 18,238
#1 Biller: WDEN-AF $2,600,000

12+ METRO		1/4/SHARE	FAL 89	SPC 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WDEN-F	(C)	96/23.0	----	20.4	----	19.6	----	162/1393	754/31.7		28.7					WDEN-F
2. WAYS-F	(CHR)	62/14.9	----	15.1	----	17.6	----	131/1621	893/37.7		34.5					WAYS-F
3. WPEZ-F	(AC)	39/ 9.4	----	8.6	----	8.3	----	51/693	510/21.5		16.7					WPEZ-F
4. WPGA-F	(B)	35/ 8.4	----	8.6	----	11.1	----	43/616	443/18.7		18.8					WPGA-F
5. WFXM-F	(B)	29/ 7.0	----	7.2	----	8.1	----	46/500	365/15.4		16.3					WFXM-F
WDDO	(G)	29/ 7.0	----	7.2	----	7.6	----	29/311	303/12.8		10.8					WDDO
7. WMAZ	(BB)	20/ 4.8	----	6.5	----	5.3	----	23/356	251/10.6		14.1					WMAZ
8. WQBZ-F	(AOR)	9/ 2.2	----	4.8	----	3.0	----	12/148	126/ 5.3		7.8					WQBZ-F
WIBB	(B)	9/ 2.2	----	2.6	----	4.3	----	13/197	162/ 6.8		7.5					WIBB
10.																

12+ FM SHARE (METRO): 81.46% (290 of 356) (SPG 89: 79.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAYS-F	1 WAYS-F	1 WDEN-F	1 WDEN-F	1 WDEN-F>	1 WDEN-F>>	1 WDEN-F>	1 WDEN-F>	1 WDEN-F>	1 WFXM-F	1 WDEN-F
2 WPGA-F	2 WDEN-F>	2 WAYS-F>	2 WAYS-F>	2 WAYS-F	2 WPEZ-F<	2 WAYS-F>	2 WAYS-F	2 WAYS-F>	WAYS-F	2 WPGA-F
WFXM-F>	3 WPGA-F	3 WPEZ-F	3 WPEZ-F>	3 WPEZ-F>	3 WDDO	3 WDDO	3 WPEZ-F	3 WPEZ-F	3 WDEN-F	WFXM-F
4 WPPR-F	4 WFXM-F	4 WPGA-F	4 WPGA-F	4 WPGA-F	4 WMAZ	4 WPEZ-F	4	4 WPGA-F	4 WPGA-F>	4 WAYS-F
5	5	5 WFXM-F	5	5	WAYS-F	5 WPGA-F	5	5 WFXM-F	5 WPEZ-F	5 WPEZ-F
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDEN-F	1 WAYS-F	1 WAYS-F>	1 WDEN-F	1 WDEN-F>		1 WFXM-F	1 WAYS-F	1 WPGA-F	1 WAYS-F	1 WDEN-F
2 WPGA-F	2 WDEN-F>	2 WDEN-F>	2 WAYS-F>	2 WAYS-F>		2 WAYS-F>	2 WDEN-F	2 WDEN-F	2 WDEN-F>	2 WAYS-F
WFXM-F	3 WPGA-F	3 WPEZ-F>	3 WPEZ-F	3 WPEZ-F>		3 WDEN-F>>	3 WPGA-F	WAYS-F>>	3 WPGA-F	3 WPEZ-F
4 WAYS-F>>	4 WFXM-F	4 WPGA-F	4 WPGA-F	4 WDDO		4 WPEZ-F>>	4 WFXM-F	4 WPEZ-F	WPEZ-F	4 WPGA-F
5 WQBZ-F>>	5 WPEZ-F	5 WFXM-F>	5 WFXM-F	5 WPGA-F		5	5	WFXM-F	5 WFXM-F	5
6	6	6	6	6			6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		68 (2)	68 (2)	19.1	16.9
AOR/CLASSIC		9 (1)	9 (1)	2.5	5.4
AC/OLDIES/SOFT ROCK		46 (2)	46 (2)	12.9	12.1
MOR/VARIETY					7.2
COUNTRY		96 (1)	96 (1)	27.0	23.3
BLACK/URBAN	13 (2)	64 (2)	77 (4)	21.6	22.5
BEAUTIFUL/EASY		5 (1)	5 (1)	1.4	1.6
NEWS/TALK					
NOSTALGIA	20 (1)		20 (1)	5.6	
RELIGION/GOSPEL	33 (2)	2 (1)	35 (3)	9.8	8.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					2.1
	66 (5)	290 (10)	356 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCOP	1350	Warner Robins	1.0/2.5/ 4/ 59
WPPR-F	101.7	Warner Robins/M	1.4/6.7/ 7/ 197
WKKO	1150	Fort Valley	1.0/2.8/ 6/ 86
WYGO-F	107.1	Gordon/Macon	1.7/6.0/ 9/ 174
WPCH-F	94.9	Atlanta	1.2/1.9/ 5/ 73
WVFJ-F	93.3	Manchester	0.5/5.3/ 8/ 198

RADIO STATIONS

WDDO, 1240, 1 KW	, GOSPEL	NBN, MBS ,	$ 12.00	(Christal)			Oscar Leverette
WIBB, 1280, 5 KW (DAYS)	, BLACK	SBN ,	$ 13.00	(Torbet)	Woodfin		Bill Chapman
WMAZ, 940, 50 KW/10 KW (DA-2)	, NOSTALGIA	ABC I,UNISUP,	$ 19.00	(Katz)	Multimedia		Jim McLendon
WAYS-F, 99.1, 100 KW @ 660,	CHR	ABC F, MBS ,	$ 54.00	(Katz)	Multimedia		Jim McLendon
WDEN-F, 105.3, 100 KW @ 777,	COUNTRY	NBC ,	$ 56.00	(McGuild)	Magic		Doug Grimm
WFXM-F, 100.1, 3 KW @ 300,	BLACK	SBN ,	$ 18.00	(Torbet)	Woodfin	(FORSYTH)	Bill Chapman
WPEZ-F, 107.9, 100 KW @ 680,	SOFT AC	UNIPWR,	$ 20.00	(HNWH)		(PERRY)	Frank Martin
WQBZ-F, 106.3, 1.8 KW @ 413,	AOR	,	$ 12.00	(Banner)		(FORT VALLEY)	Dennis DeMichele

Miscellaneous Comments: WMAZ reclassified as NOSTALGIA...WQXM-F changes calls to WYGO-F (Dec)...WIBB, WFXM-F purchased by Woodfin from Davis for 1,650,000...WQBZ-F sold to Stephen Taylor for $1,500,000

MADISON

Arbitron Rank/Pop (12+): 119/300,200

MSA Rank/Pop: 136/356,300
ADI # 90
Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 15/13
Diaries: 706/425:1/62.6%
Sample Target: 690
% Below Line: 1.2
% Not Listed: 16.8

1989 Revenue: $13,900,000
HH Inc.: $29,575
Retail $: 3.1 Bil
Pop per Station: 23,092
#1 Biller: WZEE-F $2,800,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WIBA-F	(AOR)	66/12.9	10.3	10.9	10.7	12.3	----	147/1639	829/27.6	25.0	28.2		16.7	78	955	WIBA-F
2. WOLX-F	(O)	56/10.9	7.7	7.3	1.7	1.5	----	154/1586	692/23.1	20.7	15.8		6.9	32	518	WOLX-F
3. WTFX-F	(CHR)	43/ 8.4	5.9	----	----	----	----	90/1302	710/23.7	19.6	0.0		11.8	55	682	WTFX-F
4. WZEE-F	(CHR)	40/ 7.8	12.7	17.1	18.8	18.4	----	80/1511	811/27.0	32.1	38.4		9.2	43	973	WZEE-F
5. WWQM-F	(C)	39/ 7.6	7.7	6.3	7.3	4.0	----	48/615	489/16.3	14.2	15.1		7.5	35	404	WWQM-F
6. WMGN-F	(AC)	38/ 7.4	9.3	8.3	6.8	7.9	----	58/768	575/19.2	19.1	20.9		6.6	31	324	WMGN-F
7. WTSO	(C)	34/ 6.6	5.9	6.7	6.4	7.9	----	60/805	421/14.0	22.7	13.6		5.1	24	305	WTSO
8. WIBA	(MOR)	26/ 5.1	8.3	7.3	7.7	9.2	----	35/609	450/15.0	18.1	23.3		4.1	19	279	WIBA
9. WMAD-F	(AOR)	20/ 3.9	2.6	4.8	4.9	5.9	----	22/437	379/12.6	9.2	12.3		4.1	19	320	WMAD-F
10. WMLI-F	(SAC)	17/ 3.3	4.6	4.2	5.1	4.0	----	22/380	301/10.0	12.4	14.5		4.1	19	308	WMLI-F
11. WSJY-F	(EZ)	15/ 2.9	1.6	1.3	2.4	1.0	----	37/510	209/ 7.0	6.8	6.2		1.7	8	123	WSJY-F
12. WTDY	(N/T)	14/ 2.7	2.4	2.7	2.1	1.9	----	17/212	154/ 5.1	8.3	7.9		2.8	13	192	WTDY
13. WIBU	(BB)	13/ 2.5	1.8	2.9	1.9	1.7	----	21/339	151/ 5.0	3.5	4.7		1.9	9	119	WIBU
14.																
15.																

12+ FM SHARE (METRO): 78.22% (334 of 427) (SPG 89: 72.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTFX-F	1 WIBA-F>	1 WIBA-F	1 WOLX-F<	1 WOLX-F<	1 WTSO	1 WIBA-F	1 WIBA-F>	1 WIBA-F	1 WIBA-F	1 WIBU
2 WZEE-F>>	2 WTFX-F<	2 WOLX-F>	2 WIBA-F	2 WIBA-F	2 WWQM-F	2 WTSO	2 WOLX-F<	2 WOLX-F	2 WTFX-F	2 WOLX-F
3 WOLX-F	3 WOLX-F	3 WMGN-F	3 WMGN-F>	3 WMGN-F>	WOLX-F	3 WOLX-F<	3 WMGN-F	3 WTFX-F	3 WZEE-F<	3 WTSO
4 WIBA-F	4 WZEE-F	4 WTFX-F	4 WWQM-F	4 WWQM-F>	4 WIBA	4 WMGN-F<	4 WZEE-F	4 WWQM-F<	4 WOLX-F	WIBA-F
5	5 WMGN-F	5 WZEE-F	5 WZEE-F	5 WZEE-F<	5 WMGN-F	5 WWQM-F	WWQM-F	5 WZEE-F	WIBA	5
6	6	6 WWQM-F	6	6 WTSO	6	6	6 WTFX-F	6 WMGN-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTFX-F>>	1 WTFX-F>	1 WMGN-F	1 WTFX-F	1 WMGN-F	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>	1 WIBA-F
2 WZEE-F	2 WZEE-F	2 WOLX-F	WMGN-F	2 WOLX-F>	2 WTFX-F>	2 WOLX-F>	2 WOLX-F>	2 WOLX-F>>	2 WOLX-F>
3 WIBA-F>	WMGN-F	3 WMLI-F	3 WOLX-F	3 WZEE-F	3 WMAD-F	3 WTFX-F	3 WWQM-F	3 WMGN-F	3 WMGN-F<
4 WMLI-F>	WIBA-F	WIBA-F	4 WZEE-F	WIBA-F	4 WZEE-F>	WMAD-F	4 WMGN-F	4 WWQM-F	4 WWQM-F>
5 WWQM-F>	5 WOLX-F	5 WZEE-F	WIBA-F	5 WMLI-F	5 WOLX-F>>	5 WZEE-F	5 WZEE-F	5 WMAD-F	5 WTSO
6	WMLI-F	WTFX-F>	6	6 WWQM-F	6	6 WWQM-F	WMAD-F>>	6 WZEE-F	6
								WTFX-F	

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		83 (2)	83 (2)	19.4	20.4
AOR/CLASSIC		86 (2)	86 (2)	20.1	18.8
AC/OLDIES/SOFT ROCK		111 (3)	111 (3)	26.0	25.5
MOR/VARIETY	26 (1)		26 (1)	6.1	9.9
COUNTRY	34 (1)	39 (1)	73 (2)	17.1	15.6
BLACK/URBAN					
BEAUTIFUL/EASY		15 (1)	15 (1)	3.5	1.6
NEWS/TALK	20 (3)		20 (3)	4.7	3.2
NOSTALGIA	13 (1)		13 (1)	3.0	4.6
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.5
	93 (6)	334 (9)	427 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBBM	780	Chicago	0.4/3.1/ 10/ 269
WGN	720	Chicago	0.8/2.8/ 23/ 391

RADIO STATIONS

WIBA ,	1310,	5 KW (DA-2) ,	MOR/Full Service	CBS, $41.00	(Katz)	Double L	Lee Leicinger
WIBU ,	1240,	1 KW ,	Nostalgia	, $10.00	(---)	(POYNETTE)	Lee Harris
WTDY ,	1480,	5 KW (DA-2) ,	News/Talk	NBC ABC I, $20.00	(Mc-Guild)	Midwest Family	Bill Vancil
WTSO ,	1070	10 KW/5 KW (DA-2),	Country	APR, $36.00	(Banner)	Mid Continent	Roger Russell
WWQM-F,	106.3,	4.5 KW @ 380 ,	Country	ABC E UNISUP, $24.00	(Eastman)		John Sandvig
WIBA-F,	101.5,	50 KW @ 450 ,	AOR	CBS, $49.00	(Katz)	Double L	Lee Leicinger
WMAD-F,	92.1,	2 KW @ 400 ,	AOR	UNISUP, $24.00	(Torbet)		Howard Gherman
WMGN-F,	98.1,	38 KW @ 580 ,	AC	, $46.00	(Mc-Guild)	Midwest Family	Bill Vancil
WMLI-F,	96.3,	6 KW @ 500 ,	Soft AC	UNISUP, $19.00	(Torbet)	(SAUK CITY)	Bill O'Donnell
WOLX-F,	94.9,	37 KW @ 1300 ,	Oldies	, $38.00	(Republic)	(BARABOO)	Terry Shockley
WSJY-F,	107.3,	50 KW @ 500 ,	EZ	ABC I, $16.00	(---)	(PORT ATKINSON)	Vern Falk
WTFX-F,	94.1,	50 KW @ 500 ,	CHR	, $31.00	(HNWH)	Joyner (WATERTOWN)	Michael Varney
WZEE-F,	104.1,	6 KW @ 1120 ,	CHR	, $46.00	(Banner)	Midcontinent	Roger Russell

MANCHESTER

Arbitron Rank/Pop (12+): 177/162,000	Stations: 28/6	1989 Revenue: $7,700,000
MSA Rank/Pop: 202 (E)/215,000 Boston ADI	Diaries: 594/273:1/52.7%	HH Inc.: $36,887
	Sample Target: 550	Retail $: 2.0 Bil
	% Below Line: 45.2	Pop per Station: 27,000
Average Person Ratings: 18.0	% Not Listed: 15.4	#1 Biller: WGIR-F $3,000,000
Market TSL: 24.00 hours		

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WZID-F	(EZ)	51/17.5	15.6	11.0	----	17.2	----	80/845	519/32.0	23.8	22.9					WZID-F
2. WGIR-F	(AOR)	31/10.6	13.2	11.3	----	9.9	----	86/1181	474/29.3	29.5	30.2					WGIR-F
3. WSSH-F	(AC)	18/ 6.2	4.7	5.5	----	5.7	----	40/679	298/18.4	13.5	16.7					WSSH-F
4. WGIR	(N/T)	17/ 5.8	4.1	8.1	----	8.0	----	19/364	282/17.4	14.0	18.2					WGIR
5. WHOB-F	(CHR)	16/ 5.5	6.1	8.7	----	5.7	----	69/767	271/16.7	18.1	18.2					WHOB-F
6. WFEA	(AC)	11/ 3.8	2.7	3.2	----	5.3	----	13/186	135/ 8.3	11.2	9.4					WFEA
7. WODS-F	(O)	10/ 3.4	5.1	2.6	----	4.6	----	22/352	155/ 9.6	10.9	14.1					WODS-F
WAAF-F	(AOR)	10/ 3.4	2.7	0.6	----	3.4	----	19/288	131/ 8.4	8.1	6.6					WAAF-F
9. WZOU-F	(CHR)	9/ 3.1	2.0	2.9	----	4.6	----	16/438	210/13.0	12.5	13.4					WZOU-F
WOKQ-F	(C)	9/ 3.1	6.8	3.5	----	4.2	----	55/753	198/12.2	13.9	9.7					WOKQ-F

12+ FM SHARE (METRO): 83.81% (207 of 247) (SPG 89: 80.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOB-F>>	1 WGIR-F>	1 WZID-F	1 WZID-F	1 WZID-F>	1 WZID-F>>	1 WZID-F>	1 WZID-F>	1 WZID-F>	1 WHOB-F	1 WGIR
2 WZOU-F	2 WZID-F>	WGIR-F>	2 WGIR-F>	2 WGIR-F>	2 WGIR	2 WGIR-F	2 WGIR-F>	2 WGIR-F>	2 WZID-F	2 WGIR-F>
WAAF-F>	3 WHOB-F	3 WSSH-F	3 WSSH-F>	3 WSSH-F>	3 WSSH-F	3 WGIR >	3 WSSH-F	3 WHOB-F	3 WGIR-F	3 WZID-F>
4 WGIR-F	4 WCGY-F	4 WHOB-F	4 WODS-F	4 WGIR	4 WFEA	4 WSSH-F	4 WGIR	4 WSSH-F	4 WAAF-F	4 WOKQ-F
5	5	5	5	5	5	5	5	5 WOKQ-F	5	WKBR

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGIR-F>>	1 WGIR-F>>	1 WGIR-F	1 WZID-F	1 WZID-F>	1 WHOB-F	1 WGIR-F>	1 WGIR-F>	1 WGIR-F	1 WGIR-F
2 WHOB-F>	2 WZID-F>	2 WZID-F>>	2 WGIR-F>	2 WSSH-F>	WAAF-F>	2 WZID-F	2 WZID-F>	2 WZID-F>	2 WZID-F
3 WAAF-F	3 WHOB-F	3 WSSH-F	3 WSSH-F>	3 WGIR-F	3 WCGY-F	3 WCGY-F	3 WCGY-F	3 WCGY-F	3
WZID-F>>	4 WSSH-F	WJYY-F>>	4 WHOB-F	4 WGIR	WGIR-F>	4 WHOB-F	WBCN-F>	4 WBCN-F	4
5	5	5	5	5	5	WBCN-F	5	WAAF-F	5
6	6	6	6	6	6	WAAF-F	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		28 (3)	28 (3)	11.3	16.3
AOR/CLASSIC		62 (7)	62 (7)	25.1	20.9
AC/OLDIES/SOFT ROCK	11 (1)	45 (9)	56 (10)	22.7	25.5
MOR/VARIETY	7 (2)		7 (2)	2.8	2.7
COUNTRY		9 (1)	9 (1)	3.6	4.2
BLACK/URBAN					
BEAUTIFUL/EASY		63 (3)	63 (3)	25.5	17.5
NEWS/TALK	22 (2)		22 (2)	8.9	11.8
NOSTALGIA					
RELIGION/GOSPEL					1.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	40 (5)	207 (23)	247 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WJYY-F	105.5	Concord/Mnchstr	0.7/4.1/ 17/ 274
WKBR	1250	Manchester	1.0/8.0/ 4/ 149
WBCN-F	104.1	Boston	2.4/10.0/ 19/ 360
WBOS-F	92.9	Brookline/Bostn	1.0/5.6/ 5/ 176
WBZ	1030	Boston	1.4/8.7/ 9/ 237
WCGY-F	93.7	Lawrence/Boston	2.7/11.3/ 10/ 317
WFNX-F	101.7	Lynn	0.3/2.0/ 2/ 64
WHOM-F	94.9	Mt.Wash/Portlnd	2.7/7.7/ 46/ 344
WJIB-F	96.9	Boston	1.4/5.9/ 20/ 280
WLYT-F	92.5	Haverhill/Bostn	1.0/5.2/ 9/ 146
WMJX-F	106.7	Boston	0.3/3.0/ 3/ 143
WNNH-F	99.1	Henniker/Concd	0.7/4.6/ 23/ 324
WRKO	680	Boston	1.7/6.2/ 27/ 356
WROR-F	98.5	Boston	1.4/6.9/ 7/ 209
WVBF-F	105.7	Framingham/Bstn	0.3/3.1/ 3/ 107
WXKS-F	107.9	Medford/Boston	1.0/5.7/ 10/ 235
WXLO-F	104.5	Fitchburg	1.4/7.5/ 7/ 225
WZLX-F	100.7	Boston	0.7/5.3/ 12/ 211

RADIO STATIONS

WFEA, 1370, 5 KW (DA-2)	, AC	NBC, TALKNT	, $ 18.00	(Katz)	Sunshine		Kathy Allen
WGIR, 610, 5 KW/1 KW (DA-2)	, NEWS/TALK		, $ 35.00	(Banner)	Knight		Al Blake
WKBR, 1250, 5 KW (DA-2)	, MOR/VARIOUS	CBS	, $ 14.00	(S. Katz)			Chris Catanic
WGIR-F, 101.1, 10 KW @ 920	, AOR	ABC I, ABC T	, $ 67.00	(Banner)	Knight		Al Blake
WJYY-F, 105.5, 1.6 KW @ 456	, SOFT AC		, $ 24.00	(Eastman)	Empire	(CONCORD)	Stuart Ricter
WZID-F, 95.7, 14 KW @ 926	, EZ		, $ 46.00	(Katz)	Sunshine		Kathy Allen
WHOB-F, 106.3, 3 KW @ 328	, CHR		, $ 30.00	(McGuild)		(NASHUA)	Mario DiCarlo

OTHER RANKED STATIONS -- See Boston or Portsmouth

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 76/486,900

MSA Rank/Pop: 122/393,100 (McAllen)
ADI # 113 162/270,300 (Brownsvl)
Average Person Ratings: 19.2
Market TSL: 25.75 hours

Stations: 19/18
Diaries: 959/508:1/52.5%
Sample Target: 870
% Below Line: 0.3
% Not Listed: 11.2

1989 Revenue: $12,100,000
HH Inc.: $17,591
Retail $: 3.3 Bil
Pop per Station: 27,050
#1 Biller: KGBT $2,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KBFM-F	(CHR)	168/18.0	16.0	18.6	20.0	19.7	18.1	174/1712	1632/33.5	33.4	40.3		22.4	215	1895	KBFM-F
2. KGBT	(SP)	136/14.6	15.2	12.4	17.2	11.8	14.9	141/1343	1228/25.2	24.9	24.0		9.7	93	1173	KGBT
3. KTXF-F	(C)	134/14.3	16.6	14.0	13.2	13.4	14.5	144/1391	1367/26.0	25.5	23.4		18.8	181	1458	KTXF-F
4. KIWW-F	(SP)	86/ 9.2	9.0	6.0	5.1	8.8	7.3	87/1139	1086/22.3	17.5	19.9		5.8	56	657	KIWW-F
5. KQXX-F	(SP)	62/ 6.6	4.8	5.5	4.0	4.7	5.2	62/712	682/14.0	10.5	9.6		4.0	38	479	KQXX-F
6. KELT-F	(AC)	46/ 4.9	6.2	6.1	6.4	6.8	5.9	48/767	725/14.9	16.1	16.7		7.5	72	747	KELT-F
7. KVLY-F	(EZ)	41/ 4.4	5.0	3.9	5.4	4.3	4.7	45/531	509/10.5	7.9	8.8		2.6	25	316	KVLY-F
8. KBOR	(SP)	27/ 2.9	0.9	4.0	2.0	3.1	2.5	27/426	426/ 8.7	0.0	6.7		2.5	24	292	KBOR
9. KRIX-F	(AOR)	25/ 2.7	2.5	3.1	4.1	4.0	3.1	26/384	369/ 7.6	11.4	12.8		5.1	49	614	KRIX-F
10. KITM-F	(SP)	24/ 2.6	1.6	2.5	2.2	1.1	2.2	25/311	281/ 5.8	6.3	3.4		2.6	25	227	KITM-F
11. KIRT	(SP)	22/ 2.4	2.7	2.3	3.5	3.6	2.7	24/339	316/ 6.5	6.3	7.5		2.7	26	292	KIRT
12. KURV	(N/T)	14/ 1.5	2.3	1.3	1.2	1.5	1.6	13/224	208/ 4.3	3.8	3.5		1.5	14	206	KURV
13. KRIO	(SP)	12/ 1.3	0.6	1.3	0.9	0.6	1.0	13/147	141/ 2.9	3.2	2.8		0.7	7	131	KRIO

12+ FM SHARE (METRO): 72.38% (600 of 829) (SPG 89: 73.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F	1 KTXF-F	1 KTXF-F	1 KTXF-F	1 KTXF-F	1 KGBT >>	1 KGBT	1 KTXF-F>	1 KBFM-F	1 KBFM-F>>	1 KTXF-F
2	2 KBFM-F>	2 KBFM-F	2 KGBT	2 KGBT >	2 KTXF-F	2 KBFM-F	2 KGBT	2 KGBT	2 KIWW-F<	2 KGBT
3	3 KIWW-F>	3 KGBT	3 KBFM-F<	3 KIWW-F	3 KQXX-F	3 KTXF-F>	3 KBFM-F	3 KTXF-F>	3 KQXX-F<	3 KIWW-F>
4	4 KGBT	4 KIWW-F	4 KIWW-F	KBFM-F	KIWW-F>	4 KIWW-F>	4 KIWW-F>	4 KIWW-F	4 KTXF-F<	4 KBFM-F>
5	KELT-F	5 KQXX-F	5 KQXX-F	5 KQXX-F	5 KVLY-F	5 KELT-F	5 KQXX-F	5 KQXX-F	5 KGBT	5 KVLY-F
6	6	6 KELT-F	6 KELT-F	6	6	6	6 KVLY-F	6	6	6 KRIO

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KTXF-F	1 KTXF-F	1 KTXF-F	1 KTXF-F	1 KGBT
KBFM-F>>	2 KBFM-F>	2 KIWW-F>	2 KBFM-F	2 KTXF-F>
3 KQXX-F	3 KIWW-F>	3 KBFM-F	3 KGBT	3 KIWW-F
KBOR	4 KGBT	4 KGBT	4 KIWW-F	4 KBFM-F
5 KIWW-F	5 KQXX-F	5 KQXX-F>	5 KQXX-F	5 KQXX-F
KGBT	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBFM-F>>	1 KBFM-F<	1 KTXF-F	1 KTXF-F	1 KTXF-F>
2 KTXF-F	2 KTXF-F>>	2 KBFM-F>	2 KBFM-F>	2 KGBT
3 KRIX-F>	3 KRIX-F	3 KIWW-F	3 KGBT	3 KBFM-F
4 KIWW-F	KIWW-F	KELT-F	4 KIWW-F	4 KIWW-F
KELT-F>>	KELT-F	5 KVLY-F	5 KELT-F	5 KQXX-F
6 KITM-F>>	6	KGBT	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		168 (1)	168 (1)	20.3	21.6
AOR/CLASSIC		25 (1)	25 (1)	3.0	4.4
AC/OLDIES/SOFT ROCK	7 (1)	46 (1)	53 (2)	6.4	9.5
MOR/VARIETY					
COUNTRY	3 (1)	134 (1)	137 (2)	16.5	17.2
BLACK/URBAN					
BEAUTIFUL/EASY		41 (1)	41 (1)	4.9	4.8
NEWS/TALK	14 (1)		14 (1)	1.7	2.0
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH	205 (6)	186 (5)	391 (11)	47.2	40.4
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	229 (9)	600 (10)	829 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBOR-F	106.3	Mercedes	0.7/5.1/ 7/ 250
KRGE	1290	Weslaco	0.7/3.0/ 7/ 155
KSOX	1240	Raymondvle/Hrl.	0.3/1.6/ 4/ 88
XEMS	1490	Matamoros	0.3/2.0/ 3/ 99

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1) , HISPANIC	, $	20.00 (Caballero)		Edgar Trevino
KGBT, 1530, 50 KW/10 KW (DA-N), HISPANIC	, $	45.00 (Katz Hisp)	Tichenor	Tony Solis
KIRT, 1580, 1 KW/300 W , HISPANIC	, $	16.00 (Caballero)		Humberto Pedraza
KURV, 710, 1 KW (DA-1) , TALK	ABC T, CNN, $	11.00 (---)		Lance Hawkins
KBFM-F, 104.1, 100 KW @ 998, CHR	ABC F , $	45.00 (Republic)		Rodger Kay
KBOR-F, 106.2, .5 KW @ 633, SEE KBOR-A				
KELT-F, 94.5, 100 KW @ 1158, AC	, $	30.00 (Katz)		Joe Dickey
KITM-F, 105.3, 3 KW @ 285, HISPANIC	, $	15.00 (---)		Raul Hernandez
KIWW-F, 96.1, 100 KW @ 987, HISPANIC	, $	31.00 (Katz Hisp)	Tichenor	Gail Durham
KQXX-F, 98.5, 100 KW @ 1202, HISPANIC	, $	24.00 (Caballero)		Tina Compean
KRIX-F, 99.5, 100 KW @ 1037, AOR	ABC R, $	23.00 (Torbet)	First City	Don Wolfe
KTXF-F, 100.3, 100 KW @ 1125, COUNTRY	ABC E, $	36.00 (Christal)	Tate	Harvey Tate
KJAV-F, 104.9, 3 KW @ 260, HISPANIC	, $	11.00 (---)		Raulino Bernal
KVLY-F, 107.9, 100 KW @ 490, OLDIES	, $	23.00 (Torbet)	Tippie	Larry Wilson

Miscellaneous Comments: KRGE, KRIX-F sold by First City for $1,100,000 (MVP)...

MELBOURNE-TITUSVILLE-COCOA

Arbitron Rank/Pop (12+): 102/334,500

MSA Rank/Pop: 120/399,200
Orlando ADI
Average Person Ratings: 15.5
Market TSL: 20.50 hours

Stations: 19/7
Diaries: 663/520:1/53.7%
Sample Target: 730
% Below Line: 62.3
% Not Listed: 14.6

1989 Revenue: NA
HH Inc.: NA
Retail $: 2.5 Bil
Pop per Station: 47,785
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAI 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WSSP-F	(EZ)	64/12.0	----	20.1	----	15.2	----	79/1064	770/22.4		31.1					WSSP-F
2. WWKA-F	(C)	58/10.9	----	10.7	----	12.6	----	111/1276	629/18.3		21.1					WWKA-F
3. WHTQ-F	(AOR)	55/10.3	----	9.4	----	6.6	----	90/1125	629/18.3		17.5					WHTQ-F
4. WSTF-F	(AC)	45/ 8.4	----	6.4	----	5.8	----	63/987	657/19.1		16.2					WSTF-F
5. WOMX-AF	(CHR)	43/ 8.1	----	7.2	----	12.8	----	61/1129	803/23.3		26.3					WOMX-AF
6. WMMB	(BB)	39/ 7.3	----	5.2	----	2.6	----	39/377	359/10.4		9.0					WMMB
7. WOCL-F	(O)	20/ 3.8	----	4.4	----	4.6	----	57/778	272/ 7.9		9.4					WOCL-F
WGGD-F	(O)	20/ 3.8	----	2.6	----	2.6	----	20/342	342/ 9.9		8.1					WGGD-F
9. WDIZ-F	(AOR)	18/ 3.4	----	2.6	----	5.0	----	44/811	403/11.7		9.9					WDIZ-F
WLRQ-F	(SAC)	18/ 3.4	----	4.1	----	4.4	----	18/378	378/11.0		10.2					WLRQ-F
11. WHKR-F	(C)	17/ 3.2	----	----	----	----	----	17/241	237/ 6.9		0.0					WHKR-F
12. WAOA-F	(AC)	12/ 2.3	----	1.5	----	2.6	----	12/300	292/ 8.5		5.3					WAOA-F
13.																

12+ FM SHARE (METRO): 87.47% (398 of 455) (SPG 89: 87.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOMX-AF>>	1 WHTQ-F>	1 WHTQ-F	1 WSTF-F	1 WSTF-F	1 WSSP-F>	1 WSSP-F	1 WSSP-F	1 WSSP-F	1 WHTQ-F	1 WWKA-F
2 WHTQ-F	2 WOMX-AF	2 WSTF-F>	2 WHTQ-F	2 WHTQ-F	2 WWKA-F	2 WSTF-F<	2 WHTQ-F	2 WWKA-F	2 WWKA-F<	2 WSSP-F
3 WJHM-F>	3 WSTF-F>	3 WWKA-F	3 WWKA-F>	3 WWKA-F	3 WMMB	3 WWKA-F<	3 WSTF-F<	WHTQ-F>	3 WSSP-F	3 WOMX-F
4 WDIZ-F	4 WWKA-F	4 WOMX-AF	4 WOMX-AF	4 WSSP-F	4	4 WMMB	4 WWKA-F	4 WSTF-F	4 WOMX-AF>	4 WHTQ-F
5	5 WDIZ-F	5 WSSP-F	WOCL-F	5 WOMX-AF	5	5 WOMX-AF	5 WMMB	5 WOMX-AF	5 WSTF-F	WMMB
6	6	6	6	6	6	6	6	6	6 WDIZ-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOMX-AF>	1 WOMX-AF	1 WSTF-F	1 WSTF-F	1 WSTF-F	1 WHTQ-F>>	1 WHTQ-F>>	1 WHTQ-F>>	1 WHTQ-F>>	1 WHTQ-F>
2 WSTF-F	2 WSTF-F>	2 WOMX-AF	2 WOMX-AF>	2 WWKA-F	2 WWKA-F>	2 WOMX-AF	2 WSTF-F	2 WSTF-F	2 WSTF-F>
3 WHTQ-F>>	3 WHTQ-F>	WLRQ-F	3 WWKA-F	3 WSSP-F	3 WOMX-AF>	3 WWKA-F	WDIZ-F	3 WWKA-F>	3 WWKA-F
4 WJHM-F	4 WLRQ-F	4 WWKA-F>	4 WHTQ-F	4 WOMX-AF	4 WSTF-F	WSTF-F	4 WOMX-AF>	4 WOCL-F	4 WOCL-F
WGGD-F>>	5 WWKA-F	5 WOCL-F	5 WSSP-F	5 WLRQ-F	WAOA-F>	5 WDIZ-F	5 WWKA-F>	WDIZ-F	5 WDIZ-F
6	6	WHTQ-F	WLRQ-F	6	6	6	6	6	6
7	7	WGGD-F>	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	1 (1)	42 (1)	43 (2)	9.5	11.9
AOR/CLASSIC		73 (2)	73 (2)	16.0	14.9
AC/OLDIES/SOFT ROCK		125 (6)	125 (6)	27.5	20.6
MOR/VARIETY	11 (1)		11 (1)	2.4	4.8
COUNTRY		83 (4)	83 (4)	18.2	13.6
BLACK/URBAN		11 (1)	11 (1)	2.4	3.2
BEAUTIFUL/EASY		64 (1)	64 (1)	14.1	23.6
NEWS/TALK	6 (1)		6 (1)	1.3	0.9
NOSTALGIA	39 (1)		39 (1)	8.6	6.1
RELIGION/GOSPEL					0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	57 (4)	398 (15)	455 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WMEL	920	Melbourne	2.1/5.5/ 11/ 193
WTAI	1560	Melbourne	1.1/1.6/ 6/ 60
WGNE-F	98.1	Titusville	0.9/3.6/ 41/ 563
WJHM-F	101.9	Daytona Beach	2.1/3.7/ 40/ 544
WJYO-F	107.7	Mount Dora	1.9/6.3/ 37/ 564
WWLV-F	94.5	Daytona Beach	0.6/2.0/ 65/ 724

RADIO STATIONS

WMEL, 920, 5 KW/1 KW (DA-N), MOR	SUN, $ 15.00 (K & P)	Elyria-Lorain	Jon Roberts
WMMB, 1240, 1 KW, NOST./MOR	MBC, ABC I, $ 22.00 (Torbet)		David Franco
WAOA-F, 107.1, 100 KW @ 500, AC	, $ 19.00 (McGuild)		Gary Hess
WGGD-F, 102.3, 3 KW @ 240, OLDIES	, $ 21.00 (Torbet)		David Franco
WHKR-F, 102.7, 6 KW @ 300, COUNTRY	, $ 20.00 (K & P)		Bob Rowland
WLRQ-F, 99.3, 1 KW @ 488, SOFT AC	, $ 23.00 (Eastman)		Jim Richards
WGNE-F, 98.1, 50 KW @ 500, COUNTRY	, $ 21.00 (Banner)	Sage	Mike Gantons

OTHER RANKED STATIONS -- See Orlando

Miscellaneous Comments: WVTI-F changes calls to WAOR-F (Oct. 89)...WMMY-F changes to WGUD and format from CHR to OLDIES (Feb)...

MEMPHIS

Arbitron Rank/Pop (12+): 42/890,800
MSA Rank/Pop: 50/988,000
ADI # 39
Average Person Ratings: 16.7
Market TSL: 22.50 hours

Stations: 20/20
Diaries: 1314/678:1/51.4%
Sample Target: 1170
% Below Line: 0.0
% Not Listed: 9.7

1989 Revenue: $27,200,000
HH Inc.: $23,401
Retail $: 7.2 Bil
Pop per Station: 44,540
#1 Biller: WGKX-F $5,600,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WHRK-F	(B)	185/12.4	13.3	16.2	14.3	13.1	14.1	237/2579	1998/22.4	26.2	25.4	15.2	210	2618	WHRK-F
2. WGKX-F	(C)	163/10.9	12.0	10.9	9.9	10.5	10.9	225/2763	1969/22.1	21.2	21.7	12.6	174	1794	WGKX-F
3. WDJA	(B)	137/ 9.2	9.6	11.2	9.5	9.4	9.9	158/2036	1707/19.2	20.2	19.0	7.5	103	1461	WDIA
4. WRVR-F	(AC)	130/ 8.7	9.3	7.4	6.4	9.1	7.9	156/2275	1759/19.7	19.4	18.8	7.9	109	1527	WRVR-F
5. WMC -F	(CHR)	121/ 8.1	7.5	8.2	6.8	6.1	7.7	144/2670	2023/22.7	20.3	19.6	8.1	111	2037	WMC -F
WEGR-F	(AOR)	121/ 8.1	8.4	8.6	8.8	7.6	8.5	169/1876	1250/14.0	15.7	13.0	13.6	188	1615	WEGR-F
7. KHUL-F	(B)	101/ 6.8	3.8	4.1	6.0	6.1	5.2	108/1737	1567/17.6	15.1	18.2	5.0	69	1491	KHUL-F
8. WEZI-F	(EZ)	69/ 4.6	4.0	3.1	6.5	4.5	4.6	70/933	887/10.0	9.3	9.6	3.0	42	710	WEZI-F
9. WLOK	(G)	67/ 4.5	5.6	4.4	4.6	5.6	4.8	68/875	867/ 9.7	10.7	10.4	6.0	83	1007	WLOK
10. KMPZ-F	(CHR)	59/ 4.0	3.4	5.2	4.4	4.1	4.3	98/1758	1117/12.5	13.5	13.5				KMPZ-F
11. WMC	(N/T)	44/ 2.9	3.3	4.8	3.9	3.3	3.7	50/869	712/ 8.0	8.3	8.6	2.1	29	451	WMC
12. WREC	(BB)	36/ 2.4	2.5	2.1	1.7	3.4	2.2	46/752	546/ 6.1	8.3	8.0	1.4	19	494	WREC

12+ FM SHARE (METRO): 72.26% (974 of 1348) (SPG 89: 68.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F>>	1 WHRK-F	1 WHRK-F	1 WRVR-F	1 WRVR-F	1 WGKX-F	1 WGKX-F	1 WRVR-F<	1 WHRK-F	1 WHRK-F>	1 WHRK-F>>
2 KMPZ-F	2 WEGR-F	2 WGKX-F	2 WGKX-F<	2 WGKX-F<	2 WDIA	2 WHRK-F<	2 WGKX-F	2 WGKX-F<	2 KHUL-F>	2 WGKX-F
3 WMC -F	3 WMC -F	WEGR-F<	3 WDIA	3 WDIA	3 WRVR-F	3 WMC -F	3 WDIA	3 WEGR-F	3 WDIA	3 WDIA
4 KHUL-F	4 WRVR-F	4 WRVR-F	4 WEGR-F	4 WEGR-F	WEZI-F	4 WDIA	4 WMC -F<	4 WRVR-F	4 WGKX-F	4 KHUL-F>>
5	5 WGKX-F	5 WMC -F	5 WMC -F<	5 WHRK-F<	5 WLOK	5 WEGR-F	5 WHRK-F	5 WMC -F	5 WMC -F	5 WLOK
6	KHUL-F	6 WDIA	6 WHRK-F	6 WMC -F	6	6 WRVR-F	WEGR-F	6	6 WEGR-F	6 WMC
7	7 WDIA	7 KHUL-F	7	7	7	7	7	7	7 WLOK	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHRK-F>	1 WHRK-F	1 WMC -F<	1 WMC -F<	1 WGKX-F<	1 WHRK-F>	1 WEGR-F	1 WEGR-F>>	1 WEGR-F	1 WEGR-F
2 WMC -F>	2 WMC -F>	2 WDIA	2 WHRK-F<	2 WDIA	2 WEGR-F>	2 WHRK-F>	2 WRVR-F	2 WHRK-F	2 WRVR-F
3 WEGR-F	3 WGKX-F	3 WRVR-F	3 WGKX-F	3 WRVR-F	3 WGKX-F>	3 WRVR-F	WHRK-F	3 WRVR-F	3 WGKX-F
4 KHUL-F	WDIA	4 WHRK-F	4 WDIA	4 WMC -F	4 WMC -F	4 KHUL-F	4 KHUL-F>	4 WGKX-F	4 WDIA
5 WGKX-F	5 WRVR-F	WGKX-F>	5 WRVR-F>	5 WHRK-F	KHUL-F>	5 WGKX-F	5 WDIA	5 KHUL-F	5 WHRK-F
6 KMPZ-F	6 KHUL-F	6 KHUL-F	6 KHUL-F	6	6 KMPZ-F	6 WMC -F	6 WMC -F	6 WDIA	6 KHUL-F
7 WDIA	7 WEGR-F	7 WEGR-F>	7 WEGR-F	7	7 WRVR-F	7	7 WGKX-F>>	7 WMC -F	7 WMC -F
8	8	8	8	8	KFTH-F	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		180 (2)	180 (2)	13.4	11.3
AOR/CLASSIC		121 (1)	121 (1)	9.0	8.4
AC/OLDIES/SOFT ROCK	20 (2)	130 (1)	150 (3)	11.1	13.0
MOR/VARIETY					
COUNTRY		168 (2)	168 (2)	12.5	12.1
BLACK/URBAN	157 (2)	286 (2)	443 (4)	32.9	32.9
BEAUTIFUL/EASY		69 (1)	69 (1)	5.1	5.0
NEWS/TALK	44 (1)		44 (1)	3.3	3.6
NOSTALGIA	36 (1)		36 (1)	2.7	3.7
RELIGION/GOSPEL	117 (4)	20 (1)	137 (5)	10.2	9.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	374 (10)	974 (10)	1348 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFTH-F	107.1	Marion/Memphis	1.3/3.5/ 20/ 321
KHLS-F	96.3	Blytheville	0.3/0.9/ 7/ 142
KHAM	990	Memphis	1.7/3.8/ 27/ 358
WCRV	640	Collierville	1.2/4.3/ 28/ 533
WGSF	1210	Arlington/Mem.	0.4/1.5/ 6/ 147
WHBQ	560	Memphis	0.5/2.4/ 10/ 301
WODZ	680	Memphis	0.9/4.3/ 24/ 573
WXSS	1030	Memphis	1.3/3.6/ 20/ 320

RADIO STATIONS

KWAM, 990, 10 KW/450 W (DA-2), GOSPEL	, $ 20.00	(Durpetti)	Rivers	Charles Scruggs
WDIA, 1070, 50 KW/5 KW (DA-2) , BLACK	APR, SBN, $ 39.00	(McGuild)	Ragan Henry	Rick Kaffey
WHBQ, 560, 5 KW/1 KW (DA-2) , OLDIES	ABC D, APR, $ 20.00	(Republic)		Roger Morgan
WLOK, 1340, 1 KW (DA-1) , GOSPEL	NBN, SBN, $ 24.00	(K & P)		Freddie Henderson
WMC , 790, 5 KW (DA-N) , TALK	ABC I, NBC, $ 35.00	(Banner)	Scripps-Howard	Don Meyers
WREC, 600, 5 KW (DA-N) , NOSTALGIA	CBS, $ 30.00	(McGuild)	New Market	Sherri Sawyer
WXSS, 1030, 50 KW/ 1 KW(DA-2) , BLACK/GOSPEL	SMN, NBN, $ 20.00	(---)	Willis	T. Smith
KHUL-F, 101.1, 100 KW @ 450, BLACK	ABC F, $ 37.00	(Durpetti)	Rivers	Charles Scruggs
KMPZ-F, 98.1, 100 KW @ 682, CHR	ABC R, ABC C, $ 33.00	(Christal)	Diamond	(OSCEOLA, AR)
WEGR-F, 102.7, 100 KW @ 900, AOR	UNIPWR, $ 57.00	(McGuild)	New Market	Sherri Sawyer
WEZI-F, 94.3, 3 KW @ 300, EZ	UNISUP, UNIPWR, $ 35.00	(Eastman)	Ardman	Ed Winton
WGKX-F, 105.9, 100 KW @ 984, COUNTRY	, $ 105.00	(Katz)	Barnstable	John Bibbs
WHRK-F, 97.1, 100 KW @ 531, BLACK	NBC, $ 75.00	(McGuild)	Ragan Henry	Rick Kaffey
WMC-F , 99.7, 300 KW @ 908, CHR	SOURCE, $ 96.00	(Banner)	Scripps-Howard	Don Meyers
WRVR-F, 104.5, 100 KW @ 750, AC	, $ 100.00	(MMR)	Keymarket	Debra Nichols

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,696,300
MSA Rank/Pop: 26/1,827,900 (Miami)
ADI # 16 42/1,197,800 (Ft.Ldrdle)
Average Person Ratings: 19.7
Market TSL: 26.25 hours

Stations: 37/33
Diaries: 2513/1073:1/46.1%
Sample Target: 2510
% Below Line: 2.9
% Not Listed: 7.6

1989 Revenue: $112,400,000
HH Inc.: $27,695
Retail $: 41.6 Bil
Pop per Station: 81,706
#1 Biller: WMXJ-F $10,300,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WHQT-F	(U/B)	377/ 7.1	8.2	8.0	8.3	9.0	7.9	425/4466	3940/14.6	15.9	16.2		11.4	497	4632	WHQT-F
2. WLYF-F	(EZ)	368/ 6.9	8.2	7.7	7.4	8.7	7.6	379/4213	3903/14.5	15.5	16.2		5.2	227	2582	WLYF-F
3. WAQI	(SP)	347/ 6.5	4.9	3.5	3.5	3.8	4.6	349/2333	2309/ 8.6	6.4	5.8		4.1	180	2023	WAQI
4. WPOW-F	(CHR)	283/ 5.3	4.7	5.1	4.4	5.0	4.9	300/4052	3667/13.6	12.4	13.5		7.3	320	3963	WPOW-F
5. WEDR-F	(B)	266/ 5.0	2.6	2.7	2.7	1.4	3.3	289/2477	2255/ 8.4	6.2	4.7		4.2	183	2272	WEDR-F
6. WQBA	(SP)	224/ 4.2	3.7	4.0	5.0	4.4	4.2	224/1696	1696/ 6.3	6.9	7.9		2.3	102	1532	WQBA
7. WHYI-F	(CHR)	213/ 4.0	4.2	3.6	3.8	4.7	3.9	236/4349	3761/13.9	13.6	14.6		4.9	214	3781	WHYI-F
8. WJQY-F	(SAC)	210/ 3.9	4.5	4.4	3.4	3.4	4.1	234/3099	2752/10.2	10.7	9.4		3.9	169	2004	WJQY-F
9. WKIS-F	(C)	196/ 3.7	4.6	4.1	3.3	3.2	3.9	210/2832	2459/ 9.1	9.3	9.3		3.3	146	2115	WKIS-F
10. WXDJ-F	(SP)	189/ 3.6	2.0	2.5	1.7	1.7	2.5	189/1849	1837/ 6.8	4.8	5.4		1.4	63	972	WXDJ-F
11. WMXJ-F	(O)	183/ 3.4	4.5	4.8	4.1	5.1	4.2	208/3146	2786/10.3	12.0	12.6		4.1	179	2102	WMXJ-F
12. WINZ	(N/T)	176/ 3.3	3.4	2.9	3.0	3.2	3.2	188/2956	2718/10.1	9.3	9.6		2.5	111	1406	WINZ
13. WCMQ-F	(SP)	174/ 3.3	4.1	3.7	4.0	3.9	3.8	176/2244	2228/ 8.3	8.5	9.0		2.4	106	1616	WCMQ-F
14. WIOD	(N/T)	173/ 3.3	3.8	5.2	5.1	4.7	4.3	206/3166	2670/ 9.9	15.4	10.9		3.7	160	1777	WIOD
15. WAXY-F	(AC)	159/ 3.0	3.1	3.4	2.8	3.2	3.1	167/3233	2933/10.9	11.3	11.1		4.3	186	2735	WAXY-F
16. WSHE-F	(AOR)	155/ 2.9	2.2	2.5	2.9	2.4	2.6	193/2697	2151/ 8.0	8.4	8.9		5.0	218	2423	WSHE-F
17. WNWS	(T)	136/ 2.6	2.2	2.9	3.6	2.5	2.8	154/2012	1796/ 6.7	7.8	7.0		1.4	63	1145	WNWS
18. WLVE-F	(AC)	135/ 2.5	2.9	2.5	3.0	2.4	2.7	150/2720	2485/ 9.2	8.5	7.9		4.3	186	2640	WLVE-F
19. WTMI-F	(CL)	121/ 2.3	2.3	3.1	2.3	2.0	2.5	132/2375	2135/ 7.9	8.5	7.2		2.5	107	1851	WTMI-F
20. WZTA-F	(CL AOR)	119/ 2.2	2.3	1.7	2.5	1.7	2.2	142/1979	1601/ 5.9	5.9	5.7		3.3	145	1964	WZTA-F
21. WFLC-F	(AOR)	106/ 2.0	2.0	2.1	2.9	3.5	2.3	120/2704	2391/ 8.9	7.7	10.6					WFLC-F
22. WQBA-F	(SP)	94/ 1.8	2.8	2.6	2.6	2.7	2.4	103/1539	1453/ 5.4	6.5	6.7		2.7	119	1520	WQBA-F
23. WEAT-AF	(EZ)	78/ 1.5	1.6	1.9	1.5	1.4	1.6	289/3054	1033/ 3.8	5.2	4.8		0.9	41	744	WEAT-AF
24. WMBM	(REL/G)	63/ 1.2	1.1	1.1	0.8	1.4	1.1	63/710	710/ 2.6	2.3	2.7		0.9	38	416	WMBM
25. WRMF-F	(AC)	52/ 1.0	0.7	0.5	0.5	0.8	0.7	181/2010	657/ 2.4	2.1	2.7		0.6	26	472	WRMF-F

12+ FM SHARE (METRO): 71.28% (3507 of 4920) (SPG 89: 70.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPOW-F	1 WHQT-F>	1 WHQT-F	1 WHQT-F>	1 WHQT-F>	1 WLYF-F<	1 WAQI >	1 WLYF-F	1 WHQT-F	1 WHQT-F>	1 WINZ
2 WHQT-F>>	2 WEDR-F	2 WEDR-F	2 WEDR-F<	2 WMXJ-F<	2 WAQI >	2 WHQT-F	2 WAQI	2 WLYF-F	2 WEDR-F	2 WHQT-F<
3 WHYI-F<	3 WPOW-F>	3 WPOW-F	3 WMXJ-F	3 WEDR-F<	3 WQBA >	3 WQBA	3 WHQT-F	3 WPOW-F	3 WPOW-F	3 WNWS
4 WEDR-F>	4 WHYI-F	4 WHYI-F	4 WJQY-F	4 WJQY-F<	4 WINZ	4 WINZ <	4 WMXJ-F<	4 WAQI	4 WAQI <	4 WEDR-F
5 WSHE-F	5 WSHE-F	5 WMXJ-F	5 WHYI-F<	5 WAQI <	5 WXDJ-F<	5 WLYF-F	5 WJQY-F<	5 WEDR-F	5 WLYF-F	5 WIOD >>
6	6 WFLC-F	6 WJQY-F	6 WKIS-F<	6 WKIS-F	6 WKIS-F	6 WEDR-F	6 WPOW-F	6 WHYI-F	6 WQBA	6 WLYF-F
7	7 WJQY-F	7 WSHE-F	7 WLVE-F<	7 WLVE-F	WIOD	7 WXDJ-F	7 WEDR-F	7 WQBA <	WINZ	7 WAQI
8	8 WZTA-F	WAXY-F	8 WAXY-F	WHYI-F	WCMQ-F	WPOW-F	8 WIOD	8 WKIS-F<	8 WHYI-F	8
9	9	9 WKIS-F	9	9	9	9 WIOD <	9	9 WAXY-F	9	9
10	10	10	10	10	10	10 WHYI-F	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHQT-F	1 WHQT-F>	1 WHQT-F>	1 WHQT-F>	1 WHQT-F>	1 WPOW-F<	1 WEDR-F<	1 WHQT-F	1 WHQT-F<	1 WHQT-F
2 WPOW-F>	2 WPOW-F	2 WEDR-F	2 WEDR-F	2 WJQY-F	2 WEDR-F	2 WHQT-F	2 WEDR-F>	2 WEDR-F	2 WMXJ-F
3 WEDR-F<	WEDR-F	3 WHYI-F	3 WHYI-F	3 WXDJ-F	3 WSHE-F	3 WPOW-F>	3 WPOW-F	3 WPOW-F	3 WKIS-F<
4 WSHE-F	4 WHYI-F>	4 WJQY-F	4 WPOW-F	WEDR-F<	4 WHQT-F	4 WZTA-F	4 WZTA-F<	4 WZTA-F	4 WEDR-F<
5 WHYI-F>	5 WSHE-F<	5 WPOW-F	5 WJQY-F	5 WAQI <	5 WFLC-F	WSHE-F	5 WKIS-F	5 WMXJ-F	5 WIOD
6 WAXY-F>	6 WJQY-F	WLVE-F>	6 WXDJ-F	6 WHYI-F<	6 WZTA-F>	6 WFLC-F	6 WMXJ-F<	6 WSHE-F	6 WAQI <
7 WJQY-F	7 WAXY-F	7 WFLC-F	7 WAXY-F	7 WMXJ-F<	7	7 WHYI-F	7 WHYI-F	WIOD	7 WZTA-F
8 WFLC-F	8 WLVE-F	8	8 WLVE-F	8 [illegible]MQ-F	8	8 WKIS-F	8 WLVE-F	8 WKIS-F	8 WAXY-F
9	WFLC-F	9	9 WMXJ-F	9	9	9	9 WJQY-F	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		496 (2)	496 (2)	10.1	10.3
AOR/CLASSIC		380 (3)	380 (3)	7.7	8.1
AC/OLDIES/SOFT ROCK		739 (5)	739 (5)	15.0	16.0
MOR/VARIETY					
COUNTRY	31 (1)	196 (1)	227 (2)	4.6	4.2
BLACK/URBAN	64 (2)	643 (2)	707 (4)	14.4	11.2
BEAUTIFUL/EASY	9 (1)	437 (2)	446 (3)	9.1	10.7
NEWS/TALK	506 (4)		506 (4)	10.3	11.5
NOSTALGIA					1.5
RELIGION/GOSPEL	120 (3)		120 (3)	2.4	1.9
SPANISH	683 (6)	457 (3)	1140 (9)	23.2	20.1
CLASSICAL		121 (1)	121 (1)	2.5	2.1
JAZZ/NEW AGE		38 (1)	38 (1)	0.8	1.8
UNKNOWN/OTHERS					0.6
	1413 (17)	3507 (20)	4920 (37)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAVS	1170	Davie/Miami	0.8/1.6/ 42/ 434
WCMQ	1210	Miami	0.8/2.1/ 40/ 559
WEXY	1520	Wilton Mnrs/FtL	0.3/1.0/ 17/ 293
WFTL	1400	Ft.Lauderdale	0.4/1.5/ 21/ 408
WKAT	1360	North Miami	0.6/1.3/ 33/ 353
WQAM	560	Miami/Ft. Ldrdl	0.6/3.1/ 36/ 972
WRFM	830	Hialeah	0.8/0.6/ 40/ 175
WRHC	1550	Coral Gables/Mi	0.3/1.3/ 17/ 361
WRTO-F	98.3	Goulds/Miami	0.7/2.0/ 38/ 534
WWFE	670	Miami	0.4/1.4/ 24/ 399
WEAT	850	West Palm Beach	0.2/0.0/ 0/ 0
WYFX	1040	Boynton Bch/Mmi	0.4/1.5/ 39/ 626

RADIO STATIONS

AM STATIONS

WAQI,	710,	50 KW/25 KW (DA-2) ,	Hispanic	,	$ 68.00	(Katz Hisp.)		A. Perez-Roura
WCMQ,	1210,	25 KW/2.5 KW (DA-2),	Hispanic MOR	,	$ 50.00	(SBS)	SBS	
WFTL,	1400,	1 KW ,	Talk	CNN UNISUP,	$ 38.[illegible]0	(Roslin)		Barry Hausman
WINZ,	940,	50 KW/25 KW (DA-N) ,	News/Talk	CBS,	$ 7[illegible]0	(Katz)	Guy Gannett	Tom Williams
WIOD,	610,	10 KW (DA-2) ,	Talk	MBS,	$130.00	(Christal)	Cox	Michael Disney
WMBM,	1490,	1 KW ,	Gospel	NBN,	$ 28.00	(K & P)		Ed Margolis
WNWS,	790,	25 KW ,	Talk/News	ABC I,	$ 70.00	(Banner)	Jeff-Pilot	Dennis Collins
WOCN,	1450,	1 KW (DA-2) ,	Hispanic	,	$ 35.00	(Lotus)		Carlos Lopez
WQAM,	560,	5 KW/1 KW ,	Country	NBC UNISUP,	$ 33.00	(HMWH)	Sunshine Wireless	Jeff Greenhawt
WQBA,	1140,	50 KW/10 KW (DA-2) ,	Hispanic Full Service	,	$130.00	(Katz Hisp.)	Tichenor	Warren Tichenor
WRHC,	1150,	10 KW/500 W (DA-2) ,	Hispanic	,	$ 43.00	(——)	Omar Valliant	
WSUA,	1290,	5 KW (DA-2) ,	Hispanic	,	$ 38.00	(Caballero)		Armando Martinez
WVCG,	1080,	50 KW/10 KW (DA-2) ,	Religion/Ethnic	,	$ 30.00	(——)	Evergreen	Matt Rowe

FM STATIONS

WAXY,	105.9,	100 KW @ 1020 ,	AC/Oldies	,	$109.00	(Republic)	Ackerly	Steve Lapa
WCMQ,	92.3,	31 KW @ 620 ,	Hispanic/Soft AC	,	$ 75.00	(SBS)	SBS	Victor Aleman
WEDR,	99.1,	70 KW @ 165 ,	Black	RADRAD,	$ 68.00	(——)	Rivers	Jerry Rushin
WFLC,	97.3,	98 KW @ 800 ,	AC	,	$ 75.00	(Christal)	Cox	Michael Disney
WHQT,	105.1,	100 KW @ 1006 ,	Urban/CHR	,	$135.00	(MMR)	EZ	Chuck Goldmark
WHYI,	100.7,	100 KW @ 1006 ,	CHR	,	$125.00	(Mc-Guild)	Metroplex	David Ross
WJQY,	106.7,	100 KW @ 984 ,	Soft AC	UNISUP,	$140.00	(Katz)	Tak	David Harris
WKIS,	99.9,	100 KW @ 984 ,	Country	UNIPWR,	$ 96.00	(HMWH)	Sunshine Wireless	Jeff Greenhawt
WLVE,	93.9,	96 KW @ 1006 ,	AC/Jaz/NAC	,	$138.00	(Torbet)	Gilmore	Dean Goodman
WLYF,	101.5,	100 KW @ 810 ,	EZ	,	$104.00	(Banner)	Jeff-Pilot	Dennis Collins
WPOW,	96.5,	100 KW @ 1006 ,	CHR	SOURCE,	$178.00	(HMWH)	Beasley	Greg Reed
WQBA,	107.5,	96 KW @ 1006 ,	Hispanic AC	,	$ 85.00	(Katz Hisp.)	Tichenor	Warren Tichenor
WSHE,	103.5,	100 KW @ 1006 ,	AOR	,	$ 92.00	(Eastman)	TK	Gary Lewis
WTMI,	93.1,	96 KW @ 1006 ,	Classical	,	$ 83.00	(CMBS)	Marlin	Allen Stieglitz
WXDJ,	95.7,	100 KW @ 980 ,	??	,	$ 57.00	(CBS)		Tony Novia
WZTA,	94.9,	96 KW @ 1006 ,	Classic AOR	,	$ 70.00	(Katz)	Guy Gannett	Tim Williams

CALL LETTER CHANGES

WAQI changes to WRTO (Apr)
WGTR changes to WFLC (May)

FORMAT CHANGES

WFLC changes from AOR to AC

STATION SALES

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,301,100
MSA Rank/Pop: 32/1,404,000
ADI # 28
Average Person Ratings: 18.3
Market TSL: 24.00 hours

Stations: 26/22
Diaries: 1610/808:1/60.0%
Sample Target: 1420
% Below Line: 2.2
% Not Listed: 8.6

1989 Revenue: $43,100,000
HH Inc.: $31,752
Retail $: 10.9 Bil
Pop per Station: 59,140
#1 Biller: WTMJ $8,600,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WTMJ	(MOR)	277/11.6	9.5	10.5	12.1	12.3	10.9	309/4336	3667/28.2	26.4	27.8		9.5	226	3371	WTMJ
2. WKTI-F	(CHR)	213/ 8.9	9.5	9.3	9.8	10.1	9.4	245/4332	3729/28.7	28.1	27.7		8.3	199	4308	WKTI-F
3. WOKY	(BB)	182/ 7.6	9.3	6.6	5.4	6.7	7.2	195/2088	1930/14.8	13.8	13.8		7.5	180	2066	WOKY
4. WMIL-F	(C)	171/ 7.2	6.9	5.4	5.2	6.5	6.2	202/2443	1900/14.6	14.0	14.9		7.0	167	1856	WMIL-F
5. WLUM-F	(U/CHR)	169/ 7.1	6.3	8.1	7.9	6.1	7.4	181/2899	2692/20.7	18.0	17.6		11.0	263	3054	WLUM-F
6. WKLH-F	(CL AOR)	168/ 7.0	7.9	5.8	8.2	6.1	7.2	178/2437	2192/16.8	14.3	17.7		7.6	181	2149	WKLH-F
7. WLZR-F	(AOR)	123/ 5.2	5.1	5.5	6.2	5.6	5.5	171/2465	1952/14.8	15.0	18.0		0.0	0	31	WLZR-F
8. WLTQ-F	(SAC)	107/ 4.5	4.0	3.8	4.8	4.1	4.3	109/1692	1530/11.8	8.6	11.5		4.4	104	1143	WLTQ-F
9. WMYX-F	(AC)	101/ 4.2	3.5	4.9	3.6	3.4	4.1	119/1804	1532/11.8	11.6	10.3		2.6	61	845	WMYX-F
10. WQFM-F	(AOR)	99/ 4.2	3.2	3.8	3.6	4.0	3.7	137/2475	1897/14.6	10.9	13.8		4.2	100	2100	WQFM-F
11. WZTR-F	(O)	90/ 3.8	3.9	4.3	4.1	4.4	4.0	111/1940	1627/12.5	11.3	12.8		2.7	64	1149	WZTR-F
12. WEZW-F	(EZ)	83/ 3.5	4.2	6.3	6.2	5.9	5.1	106/1608	1391/10.7	14.1	13.4		3.2	77	918	WEZW-F
13. WISN	(T)	73/ 3.1	3.1	3.7	3.6	3.7	3.4	80/1332	1187/ 9.1	10.3	10.8		2.4	57	957	WISN
14. WFMR-F	(CL)	54/ 2.3	2.2	2.2	2.2	1.9	2.2	54/815	801/ 6.2	5.2	5.0		2.3	55	709	WFMR-F
15. WMVP	(B)	51/ 2.1	1.8	1.7	0.9	0.9	1.6	51/672	672/ 5.2	3.1	3.3		3.3	79	705	WMVP
16. WBZN-F	(J/NA)	43/ 1.8	2.1	2.5	1.5	2.3	2.0	51/873	744/ 5.7	6.2	7.1		1.8	42	667	WBZN-F
17. WNOV	(B)	38/ 1.6	1.4	1.2	2.1	1.6	1.6	40/575	571/ 4.4	2.5	3.6		0.9	22	498	WNOV
18. WEMP	(O)	29/ 1.2	1.7	2.1	1.5	1.4	1.6	35/708	618/ 4.7	5.2	7.1		1.6	39	487	WEMP
19.																
20.																

12+ FM SHARE (METRO): 66.39% (1446 of 2178) (SPG 89: 67.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLUM-F>>	1 WKLH-F<	1 WKTI-F	1 WKTI-F<	1 WKTI-F<	1 WTMJ >	1 WTMJ	1 WKLH-F<	1 WTMJ	1 WTMJ >	1 WRJN >>
2 WKTI-F>>	2 WKTI-F	2 WKLH-F>	2 WKLH-F>	2 WKLH-F	2 WOKY >	2 WKTI-F	2 WTMJ	2 WKTI-F	2 WLUM-F>	2 WTMJ
3 WLZR-F	3 WLZR-F	3 WLUM-F<	3 WTMJ <	3 WTMJ	3 WMIL-F>	3 WOKY <	3 WOKY <	3 WLUM-F	3 WKTI-F	3 WMVP
4	4 WLUM-F	4 WLZR-F	4 WMIL-F	4 WMIL-F	4 WLTQ-F<	4 WMIL-F<	4 WKTI-F	4 WKLH-F<	4 WMYX-F	4 WMIL-F
5	5 WQFM-F	5 WMIL-F	5 WZTR-F	5 WLTQ-F	5 WEZW-F	5 WKLH-F>	5 WMIL-F	5 WMIL-F	5 WQFM-F<	WKTI-F
6	6 WMYX-F	6 WTMJ <	6 WLTQ-F	6 WZTR-F	6 WKTI-F	6 WLUM-F	6 WLTQ-F	6 WOKY	6 WLZR-F	6 WLUM-F
7	7	7 WQFM-F	7 WLUM-F<	7 WMYX-F	7 WISN <	7 WLZR-F	7 WLZR-F<	7 WLTQ-F	7	7
8	8	WMYX-F<	8 WMYX-F	WLUM-F	8 WZTR-F	8	8 WMYX-F	8	8	8
9	9	9 WZTR-F	9	9	9	9	9	9	9	9
10	10	WLTQ-F	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLUM-F	1 WKTI-F	1 WKTI-F>	1 WKTI-F>	1 WKTI-F	1 WLZR-F>>	1 WKLH-F<	1 WKLH-F>	1 WKLH-F	1 WKLH-F>
2 WKTI-F	2 WLUM-F	2 WMYX-F	2 WLUM-F	2 WLTQ-F	2 WQFM-F	2 WLZR-F>	2 WKTI-F	2 WLZR-F	2 WTMJ
3 WMYX-F>	3 WMYX-F	3 WLUM-F	3 WMYX-F	3 WMIL-F	3 WKLH-F	3 WKTI-F<	3 WLZR-F	3 WKTI-F	3 WKTI-F
4 WKLH-F	4 WKLH-F>	4 WKLH-F	4 WLTQ-F	4 WTMJ	4 WLUM-F<	4 WQFM-F>	4 WQFM-F>	4 WQFM-F	4 WMIL-F
5 WLZR-F	5 WMIL-F	5 WMIL-F>	5 WMIL-F	5 WMYX-F	5 WKTI-F>>	5 WLUM-F	5 WZTR-F	5 WTMJ	5 WZTR-F
6 WQFM-F	6 WLZR-F	6 WLTQ-F<	6 WKLH-F	6 WLUM-F<	6 WMIL-F>	6	WLUM-F	6 WZTR-F	6 WQFM-F
7 WMVP	7 WLTQ-F<	7 WZTR-F	7 WZTR-F	7 WZTR-F	7 WMYX-F	7	7 WTMJ	WLUM-F	7 WLZR-F
8 WLTQ-F	8 WQFM-F	WQFM-F	8 WTMJ	8	WMVP >	8	WISN	8 WMIL-F	8
9	9	9	9	9	9 WTMJ	9	9	9	9
10		10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		391 (3)	391 (3)	18.0	11.3
AOR/CLASSIC		390 (3)	390 (3)	17.9	17.2
AC/OLDIES/SOFT ROCK	29 (1)	298 (3)	327 (4)	15.0	14.6
MOR/VARIETY	297 (2)		297 (2)	13.6	14.3
COUNTRY		171 (1)	171 (1)	7.9	7.1
BLACK/URBAN	89 (2)		89 (2)	4.1	7.7
BEAUTIFUL/EASY		83 (1)	83 (1)	3.8	6.4
NEWS/TALK	129 (5)		129 (5)	5.9	6.1
NOSTALGIA	182 (1)		182 (1)	8.4	7.3
RELIGION/GOSPEL					1.7
SPANISH					
CLASSICAL		54 (1)	54 (1)	2.5	2.1
JAZZ/NEW AGE		43 (1)	43 (1)	2.0	2.5
UNKNOWN/OTHERS	6 (1)	16 (1)	22 (2)	1.0	1.6
	732 (12)	1446 (14)	2178 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBKV	1470	West Bend	0.5/1.1/ 12/ 178
WRJN	1400	Racine	0.8/2.3/ 20/ 300
WBBM	780	Chicago	0.6/2.7/ 27/ 571
WGN	720	Chicago	0.8/3.4/ 46/ 802
WJZQ-F	95.1	Kenosha	0.4/1.8/ 20/ 520
WMAQ	670	Chicago	0.4/1.5/ 15/ 322

RADIO STATIONS

AM STATIONS

WEMP,	1250,	5 KW (DA-2)	, OLDIES	UNISUP, CBS ,	$ 37.00 (Banner)	Heritage	Craig Hodgson
WISN,	1130,	50 KW/10 KW (DA-N)	, TALK	ABC I, MBS ,	$ 54.00 (Katz)	Hearst	Steve Downes
WMVP,	1290,	5 KW (DA-2)	, BLACK	SMN, RADRAD ,	$ 24.00 (K & P)	All Pro	Steve Sinicropi
WNOV,	860,	250 W (DAYS, DA)	, BLACK/GOSP.	NBN ,	$ 50.00 (CBS)	Sundance	Brian Ongaro
WTMJ,	620,	5 KW (DA-N)	, MOR/FULL SER.	NBC ,	$ 128.00 (Christal)	Journal Co.	Paul LeSage

FM STATIONS

WBZN,	100.7,	50 KW @ 500,	JAZZ/NAC	UNIPWR ,	$ 40.00 (Eastman)	(RACINE)	John Caras
WEZW,	103.7,	20 KW @ 840,	EZ/SOFT AC	,	$ 60.00 (MMR)	Multimedia	Jack Sabella
WFMR,	98.3,	3 KW @ 328,	CLASSICAL	,	$ 41.00 (CMBS)	(MENOMONEE FALLS)	Bob Caulfield
WKLH,	96.5,	20 KW @ 807,	CLASSIC AOR	,	$ 115.00 (McGuild)	Saga	Tom Joerres
WKTI,	94.5,	16 KW @ 911,	CHR	SOURCE ,	$ 110.00 (Christal)	Journal Co.	Doug Kiel
WLTQ,	97.3,	16 KW @ 911,	SOFT AC	ABC E ,	$ 54.00 (Katz)	Hearst	Steve Downes
WLUM,	102.1,	20 KW @ 817,	CHR/URBAN	RADRAD, UNPWR ,	$ 71.00 (K & P)	All Pro	Steve Sinicropi
WLZR,	102.9,	50 KW @ 428,	AOR	ABC F ,	$ 65.00 (Republic)	Great American	Dave Crowl
WMIL,	106.1,	13 KW @ 976,	COUNTRY	UNIULT ,	$ 78.00 (CBS)	Sundance	Brian Ongaro
WMYX,	99.1,	50 KW @ 448,	AC	CBS ,	$ 58.00 (Banner)	Heritage	Craig Hodgson
WQFM,	93.3,	13 KW @ 990,	AOR	ABC R ,	$ 54.00 (MMR)	Shamrock-Lynett	Kristen Foate
WZTR,	95.7,	34 KW @ 610,	OLDIES	,	$ 50.00 (Durpetti)	Mystar	Ray Cal

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 18/1,978,600
MSA Rank/Pop: 14/2,414,100
ADI # 13
Average Person Ratings: 17.6
Market TSL: 23.00 hours

Stations: 19/18
Diaries: 2039/970:1/63.6%
Sample Target: 1720
% Below Line: 0.3
% Not Listed: 13.1

1989 Revenue: $74,000,000
HH Inc.: $35,952
Retail $: 19.1 Bil
Pop per Station: 109,922
#1 Biller: WCCO $21,500,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WCCO	(MOR)	570/16.3	16.8	18.4	17.9	16.4	17.3	795/9870	6920/35.0	41.5	38.1		16.5	617	6917	WCCO
2. KQRS-AF	(AOR)	360/10.3	8.2	9.1	9.9	8.6	9.4	421/5544	4710/23.8	24.0	22.2		11.2	421	6101	KQRS-AF
3. KEEY-F	(C)	324/ 9.3	8.4	8.0	6.0	6.1	7.9	379/3702	3229/16.3	15.4	12.8		7.7	287	3228	KEEY-F
4. WLTE-F	(SAC)	281/ 8.1	8.8	6.9	7.3	7.5	7.8	332/4715	3865/19.5	19.9	18.3		5.6	210	2666	WLTE-F
5. KDWB-F	(CHR)	260/ 7.5	8.2	7.4	6.6	6.8	7.4	315/5819	4870/24.6	23.6	20.8		11.4	427	4839	KDWB-F
6. WLOL-F	(CHR)	205/ 5.9	5.2	6.1	5.8	7.0	5.8	235/5067	4439/22.4	22.2	24.5		6.5	243	5279	WLOL-F
7. KLXK-F	(O)	200/ 5.7	2.0	2.8	4.3	3.9	3.7	218/3152	2893/14.6	10.7	15.7		4.2	156	1979	KLXK-F
8. KQQL-F	(O)	191/ 5.5	3.8	3.8	3.8	4.5	4.2	249/3617	2828/14.3	12.1	12.8		4.3	162	1729	KQQL-F
9. KSTP-F	(AC)	188/ 5.4	7.6	8.1	6.5	7.7	6.9	231/3662	3072/15.5	19.1	17.7		5.2	193	2552	KSTP-F
10. KTCZ-F	(AOR)	116/ 3.3	4.4	4.6	4.0	4.2	4.1	125/2169	2048/10.4	11.7	12.5		4.5	168	2328	KTCZ-F
11. KSTP	(N/T)	91/ 2.6	2.8	2.7	3.1	2.8	2.8	99/1797	1622/ 8.2	9.5	8.9		3.1	116	1502	KSTP
12. KLBB	(BB)	75/ 2.2	1.6	1.8	2.1	2.6	1.9	76/1049	1028/ 5.2	4.4	5.3		0.8	31	581	KLBB
13. KJJO-F	(AOR)	57/ 1.6	2.4	3.0	3.6	3.2	2.7	75/1605	1235/ 6.2	8.7	9.7		2.4	90	1353	KJJO-F
14. KDWB	(O)	32/ 0.9	0.6	0.7	0.6	0.8	0.7	34/971	878/ 4.4	3.9	4.5		0.7	25	360	KDWB
15. WMIN	(BB)	31/ 0.9	0.9	0.7	0.6	——	0.8	37/669	574/ 2.9	1.8	0.0		0.8	31	396	WMIN
16. WDGY	(N/T)	23/ 0.7	1.1	1.0	1.1	1.8	1.0	27/831	731/ 3.7	6.0	5.5		0.8	30	546	WDGY
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 72.01% (2182 of 3030) (SPG 89: 68.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F>>	1 KQRS-AF>	1 KQRS-AF>	1 KQRS-AF	1 KEEY-F	1 WCCO >>	1 WCCO >>	1 WCCO <	1 WCCO	1 WCCO >	1 WCCO >
2 WLOL-F>>	2 KLXK-F<	2 KEEY-F	2 KEEY-F	2 KQRS-AF	2 KEEY-F	2 KQRS-AF>	2 WLTE-F<	2 KEEY-F	2 KDWB-F<	2 KSTP
3	3 KEEY-F	3 WLTE-F	3 WLTE-F<	WCCO	3 WLTE-F	3 KEEY-F	3 KQRS-AF	3 KQRS-AF	3 KEEY-F	3 KEEY-F
4	4 KDWB-F	4 KLXK-F	4 WCCO	4 WLTE-F	4 KQQL-F	4 KDWB-F	4 KEEY-F>	4 WLTE-F	4 KQRS-AF	4 KQRS-F
5	5 WLTE-F	5 WCCO <	5 KQQL-F	5 KQQL-F	5 KSTP-F	5 KSTP-F	5 KLXK-F<	5 KDWB-F	5 WLOL-F>	5 KDWB-F
6	6 WLOL-F	6 KQQL-F<	6 KSTP-F	6 KSTP-F<	6	6 WLTE-F	6 KQQL-F<	6 KLXK-F<	6 WLTE-F	6 KLXK-F<
7	7 KSTP-F	7 KSTP-F<	KLXK-F	7 KLXK-F	7	7 WLOL-F<	7 KSTP-F	7 KSTP-F<	7 KLXK-F	7 WLOL-F
8	8 KTCZ-F	8 KDWB-F	8	8	8	8 KQQL-F	8	8 KQQL-F<	8	8
9	9	9	9	9	9	9	9	9 WLOL-F	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KDWB-F>>	1 WLTE-F	1 WLTE-F>	1 WLTE-F>	1 WLTE-F>
2 KQRS-AF	2 KDWB-F	2 KEEY-F	2 KDWB-F	2 KEEY-F<
WLOL-F	3 KQRS-AF	3 KQQL-F	3 KEEY-F	3 KQQL-F
4 WLTE-F	4 KEEY-F<	4 KQRS-AF	4 KSTP-F	4 WCCO
5 KLXK-F	5 WLOL-F	5 KLXK-F	5 KQQL-F<	5 KSTP-F>
6 KSTP-F	6 KLXK-F	6 WLOL-F	6 WLOL-F	6 WLOL-F<
7 KEEY-F>>	7 KSTP-F	7 KTCZ-F	7 KQRS-AF	7 KQRS-AF
8	8 KQQL-F	KSTP-F	8	8 KLXK-F
9	9	9 KDWB-F	9	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>	1 KQRS-AF
2 KEEY-F<	2 KLXK-F	2 KLXK-F	2 KEEY-F	2 WCCO <
3 KLXK-F	3 KEEY-F>	3 KEEY-F	3 KLXK-F	3 KEEY-F
4 KJJO-F	4 WCCO <	4 WCCO	4 WCCO >	4 KLXK-F
KDWB-F>	5 KDWB-F	5 KTCZ-F>	5 KQQL-F	5 KQQL-F
6 WLTE-F	6 KTCZ-F	6 KSTP-F<	6 KSTP-F	6 KSTP-F
7 WLOL-F	7 WLOL-F	7 WLOL-F	7 WLTE-F	7 WLTE-F
8	8 KJJO-F	8	8 KTCZ-F	KTCZ-F
9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		465 (2)	465 (2)	15.3	16.3
AOR/CLASSIC	12 (1)	521 (3)	533 (4)	17.6	19.0
AC/OLDIES/SOFT ROCK	32 (1)	860 (4)	892 (5)	29.4	28.2
MOR/VARIETY	570 (1)		570 (1)	18.8	19.0
COUNTRY		336 (2)	336 (2)	11.1	9.1
BLACK/URBAN					
BEAUTIFUL/EASY					1.4
NEWS/TALK	114 (2)		114 (2)	3.8	3.2
NOSTALGIA	106 (2)		106 (2)	3.5	3.1
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE	14 (1)		14 (1)	0.5	0.6
UNKNOWN/OTHERS					
	848 (8)	2182 (11)	3030 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KTCJ	690	Minneapolis	0.4/0.7/ 14/ 140
WWJO-F	98.1	St. Cloud	0.3/1.2/ 64/ 831

RADIO STATIONS

AM STATIONS

KDWB,	630,	5 KW/500 W (DA-2),	OLDIES	UNISUP,UNIULT,	$ N/A	(Christal)	Midcontinent	Gary Swartz
KLBB,	1400,	1 KW	, NOSTALGIA	CBS,	$ 30.00	(Roslin)		Jon Giberson
KSTP,	1500,	50 KW (DA-N)	, NEWS/JAZZ	ABC I, ABC T,	$ 48.00	(McGuild)	Hubbard	John Mayasich
KTCJ,	690,	500 W (DAYS)	, JAZZ	,	$ 24.00	(Durpetti)	Parker	Mike Boen
WAYL,	980,	5 KW (DA-1)	, EZ	,	$ 21.00	(Durpetti)	Entercom	Steve Woodbury
WCCO,	830,	50 KW	, MOR/FULL SER.	CBS,UNISUP,	$ 310.00	(CBS)		Steve Goldstein
WDGY,	1130,	50 KW/25 KW (DA-2),	TALK	MBS,	$ 44.00	(Katz)	Malrite	Mike Anselno

FM STATIONS

KDWB,	101.3,	50 KW @ 822,	CHR	,	$ 100.00	(Christal)	Midcontinent	Gary Swartz
KEEY,	102.1,	50 KW @ 822,	COUNTRY	,	$ 130.00	(Katz)	Malrite	Mike Anselmo
KJJO,	104.1,	100 KW @ 1070,	AOR	CBS,	$ 65.00	(Republic)	Park	Tom Tucker
KLXK,	93.7,	50 KW @ 822,	OLDIES	UNIULT,	$ 70.00	(Durpetti)	Entercom	Steve Woodbury
KQRS,	92.5,	50 KW @ 822,	AOR	ABC R,	$ 178.00	(Katz)	Cap.Cities/ABC	Mark Steinmetz
KQQL,	107.9,	100 KW @ 1090,	OLDIES	UNIULT,	$ 70.00	(Republic)	Trumper	Kevin McCarthy
KSTP,	94.5,	95 KW @ 1220,	AC	,	$ 158.00	(McGuild)	Hubbard	Chuck Knapp
KTCZ,	97.1,	100 KW @ 236,	AOR/JAZZ	,	$ 70.00	(Durpetti)	Parker	Mike Boen
WLOL,	99.5,	50 KW @ 822,	CHR	,	$ 95.00	(HNWH)	Emmis	Lisa Bittman
WLTE,	102.9,	100 KW @ 1304,	SOFT AC	,	$ 130.00	(CBS)		Rand Gottlieb

Miscellaneous Comments: WWTC sold for $700,000 (E)

FORMAT CODES

AC	Adult Contemporary
AOR	Album Oriented Rock
B	Black (audience predominately black - over 60%)
BB	Big Band, Nostalgia
C	Country
CHR	Contemporary Hit Radio, Top 40, Contemporary
CL	Classical
CL AOR	Classic AOR, Classic Rock
E	Ethnic
EZ	EZ Listening, Beautiful Music, Some Very soft AC
G	Gospel
J/NA	Jazz and New Age
M	Middle of Road, (MOR) Full Service
N	News
O	Oldies (1955 to near 1988)
R	Religion, Christian
SAC	Soft Adult Contemporary
SP	Hispanic/Spanish
T	Talk
U	Urban (majority of audience is non-white)
?	Others or Unknown

MOBILE

Arbitron Rank/Pop (12+): 88/394,700

MSA Rank/Pop: 101/492,500
ADI # 55 (w/Pensacola)
Average Person Ratings: 17.7
Market TSL: 23.50 hours

Stations: 23/18
Diaries: 790/500:1/48.9%
Sample Target: 780
% Below Line: 7.0
% Not Listed: 10.2

1989 Revenue: $11,100,000
HH Inc.: $23,909
Retail $: 3.0 Bil
Pop per Station: 21,927
#1 Biller: WKSJ-F $3,800,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WBLX-F	(B)	129/18.5	16.6	15.2	11.9	12.9	----	237/1998	1038/26.3	25.9	22.6		24.8	185	1283	WBLX-F
2. WKSJ-AF	(C)	104/14.8	18.2	18.3	18.0	17.7	----	112/1170	1070/27.1	18.2	31.8		13.3	94	1107	WKSJ-AF
3. WABB-F	(CHR)	60/ 8.6	12.1	11.6	14.7	13.9	----	101/1596	835/21.2	28.8	27.3		14.5	108	1316	WABB-F
4. WGCX-F	(AOR)	46/ 6.6	5.4	5.2	3.0	2.4	----	70/969	524/13.3	10.3	12.2		6.7	50	628	WGCX-F
5. WKRG-F	(AC)	37/ 5.3	4.6	3.7	4.4	5.0	----	61/1052	556/14.1	13.6	12.7		4.7	35	614	WKRG-F
6. WKRG	(N/T)	36/ 5.2	4.1	5.8	4.0	4.6	----	37/484	468/11.9	12.3	10.3		3.8	28	307	WKRG
7. WGOK	(B)	35/ 5.0	5.8	8.5	6.9	8.5	----	35/487	487/12.3	13.1	14.9		4.8	36	561	WGOK
8. WAVH-F	(O)	32/ 4.6	3.4	5.4	5.4	3.3	----	77/1247	520/13.2	10.7	13.4		2.7	20	346	WAVH-F
9. WMEZ-F	(EZ)	23/ 3.3	3.7	2.8	1.9	2.5	----	59/816	277/ 7.0	7.9	6.5		1.7	13	160	WMEZ-F
10. WDLT-F	(SAC)	18/ 2.6	3.1	2.7	2.9	3.6	----	18/344	340/ 8.6	9.9	8.2		1.9	14	257	WDLT-F
11. WBLX	(REL/G)	17/ 2.4	1.0	1.6	1.4	0.4	----	20/285	235/ 6.0	4.7	6.2		0.8	6	141	WBLX
12. WLPR	(BB)	15/ 2.1	1.6	0.4	1.4	0.7	----	15/170	170/ 4.3	3.0	2.4		0.8	6	114	WLPR
13. WXBM-F	(C)	13/ 1.9	1.0	0.6	----	1.8	----	62/784	154/ 3.9	3.9	2.9		2.1	16	138	WXBM-F
WZEW-F	(AOR)	13/ 1.9	1.6	1.3	2.1	3.6	----	14/259	225/ 5.7	5.1	6.8		3.4	25	339	WZEW-F
15.																

12+ FM SHARE (METRO): 79.30% (498 of 628) (SPG 89: 76.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F>>	1 WBLX-F>	1 WBLX-F	1 WKSJ-AF	1 WKSJ-AF>	1 WKSJ-AF>	1 WKSJ-AF>	1 WKSJ-AF>	1 WBLX-F>	1 WBLX-F>>	1 WKSJ-F>
2 WABB-F>>	2 WGCX-F	2 WKSJ-AF>	2 WBLX-F>	2 WBLX-F>	2 WBLX-F	2 WBLX-F>	2 WBLX-F>	2 WKSJ-AF>	2 WABB-F>	2 WBLX-F>
3	3 WABB-F	3 WGCX-F	3 WGCX-F	3 WGCX-F	3 WKRG	3 WABB-F	3 WABB-F	3 WABB-F	3 WKSJ-AF	3 WKRG
4	4 WKSJ-AF	4 WABB-F>	4 WAVH-F	4 WAVH-F	4 WGOK	4 WKRG-F<	4 WGCX-F<	4 WGCX-F>	4 WGCX-F	4 WKRG-F
5	5 WKRG-F	5 WKRG-F<	WABB-F	5 WABB-F<	5 WMEZ-F	5 WKRG	5 WGOK	5	5	5 WMEZ-F
6	6	6 WAVH-F	6	6 WKRG-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLX-F>>	1 WBLX-F>>	1 WBLX-F	1 WBLX-F	1 WKSJ-AF	1 WBLX-F>>	1 WGCX-F<	1 WGCX-F>	1 WBLX-F	1 WKSJ-AF>
2 WABB-F>	2 WKSJ-AF	2 WKSJ-AF	2 WKSJ-AF>	2 WBLX-F>	2 WGCX-F	2 WBLX-F>	2 WBLX-F	2 WGCX-F	2 WBLX-F<
3 WKSJ-AF	3 WKRG-F	3 WKRG-F>	3 WABB-F<	3 WKRG-F	3 WABB-F>>	3 WABB-F>	3 WABB-F	3 WKSJ-AF>	3 WGCX-F>
4 WKRG-F	WABB-F>	4 WABB-F	4 WKRG-F>	4 WAVH-F	4 WXBM-F	4	4 WKSJ-AF>	4 WABB-F	4 WAVH-F
WGCX-F	5 WGCX-F	5 WGCX-F	5 WDLT-F	5 WDLT-F	5 WZEW-F	5	5 WMMV-F	5	WABB-F
6	6	6	6	WABB-F	WKRG-F	6	WAVH-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	7 (1)	71 (3)	78 (4)	12.4	14.3
AOR/CLASSIC		59 (2)	59 (2)	9.4	7.1
AC/OLDIES/SOFT ROCK		87 (3)	87 (3)	13.9	12.7
MOR/VARIETY	8 (1)		8 (1)	1.3	1.7
COUNTRY	1 (1)	118 (3)	119 (4)	18.9	22.1
BLACK/URBAN	35 (1)	140 (2)	175 (3)	27.9	30.4
BEAUTIFUL/EASY		23 (1)	23 (1)	3.7	3.1
NEWS/TALK	36 (1)		36 (1)	5.7	6.3
NOSTALGIA	15 (1)		15 (1)	2.4	0.5
RELIGION/GOSPEL	28 (3)		28 (3)	4.5	1.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.2
	130 (9)	498 (14)	628 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WABB	1480	Mobile	1.0/2.0/ 7/ 84
WBHY	840	Mobile	0.9/1.7/ 6/ 75
WHEP	1310	Foley	1.1/1.2/ 9/ 55
WMMV-F	105.5	Bay Minette/Mob	1.6/5.0/ 13/ 242
WMOB	1360	Mobile	0.7/2.6/ 6/ 104
WJLQ-F	100.7	Pensacola	1.3/7.4/ 47/ 924
WKNN-F	99.1	Pascagoula	0.3/1.2/ 41/ 531
WQID-F	93.7	Biloxi	0.3/2.6/ 20/ 415

RADIO STATIONS

WBLX ,	660,	22 KW/1 KW (DA-2)	, Gospel		, $12.00	(HNWH)	Beasley		David Clark
WGOK ,	900,	1 KW/500 W (DA-2)	, Black	SBN,	$15.00	(Roslin)			Irene Ware
WKRG ,	710,	1 KW/500 W (DA-N)	, News/Talk	CBS MBS,	$27.00	(Katz)			Wes Diamond
WLPR ,	960,	2.5 KW/1 KW (DA-2)	, Nostalgia	SMN,	$14.00	(—)			Howard Smith
WABB-F,	97.5,	100 KW @ 1350	, CHR	ABC FM,	$53.00	(Christal)	Dittman		Bernie Dittman
WAVH-F,	96.1,	100 KW @ 1142	, Oldies	UNISUP UNIULT,	$29.00	(Durpetti)			Denny Moore
WBLX-F,	92.9,	100 KW @ 1555	, Black	UNIPWR ABC C,	$50.00	(HNWH)	Beasley		David Clark
WDLT-F,	98.3,	6 KW @ 300	, Soft AC	UNISUP,	$19.00	(K & P)			Chris Kallah
WGCX-F,	104.1,	100 KW @ 1555	, AOR	ABC R UNIPWR,	$31.00	(MMR)		(ATMORE)	Sandy Frost
WKRG-F.	99.9,	100 KW @ 1755	, AC	MBS,	$30.00	(Katz)			Wes Diamond
WKSJ-F,	94.9,	100 KW @ 430	, Country	ABC E,	$89.00	(Banner)			Wayne Gartner
WMMV-F,	105.5,	2.6 KW @ 357	, Black	CBS,	$14.00	(—)		(BAY MINETTE)	Bill Phillips
WZEW-F,	92.1,	3 KW @ 288	, AOR		, $16.00	(—)		(FAIRHOPE)	Sandy Frost

WMEZ, WXBM — See Pensacola

MODESTO

Arbitron Rank/Pop (12+): 127/284,100

MSA Rank/Pop: 140/344,500
ADI # 21 (w/Sacramento)
Average Person Ratings: 17.4
Market TSL: 24.00 hours

Stations: 25/15
Diaries: 695/409:1/48.8%
Sample Target: 660
% Below Line: 12.9
% Not Listed: 14.3

1989 Revenue: $10,200,000
HH Inc.: $26,480
Retail $: 2.3 Bil
Pop per Station: 18,940
#1 Biller: KHOP-F $2,000,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KHOP-F	(CHR)	69/13.9	12.8	13.9	8.7	7.1	——	152/2113	752/26.5	23.6	27.9		19.3	85	763	KHOP-F
2. KBEE-F	(EZ)	55/11.1	9.8	10.6	11.9	9.7	——	130/1188	467/16.4	17.8	16.3		9.5	42	433	KBEE-F
3. KMIX-F	(C)	46/ 9.3	6.6	8.4	8.0	9.5	——	63/600	438/15.4	13.7	17.0		8.6	38	397	KMIX-F
4. KDJK-F	(AOR)	37/ 7.5	8.0	11.2	9.1	13.0	——	80/858	439/15.5	14.8	17.9		11.3	50	458	KDJK-F
5. KLOC	(SP)	30/ 6.1	6.8	2.4	4.9	6.1	——	34/291	211/ 7.4	6.4	5.3		1.8	8	170	KLOC
6. KJSN-F	(SAC)	25/ 5.1	3.0	3.3	6.6	5.9	——	26/420	372/13.1	10.8	13.2		4.3	19	342	KJSN-F
7. KVFX-F	CL AOR)	23/ 4.6	4.6	2.6	3.5	3.8	——	43/561	279/ 9.8	8.9	8.9		7.5	33	319	KVFX-F
8. KTRB	(C)	18/ 3.6	5.0	4.4	4.7	5.4	——	31/391	188/ 6.6	12.3	10.7		6.1	27	269	KTRB
KOSO-F	(AC)	18/ 3.6	5.0	5.3	6.3	8.0	——	27/613	284/10.0	11.2	14.5		2.7	12	239	KOSO-F
10. KNBR	(MOR)	17/ 3.4	2.7	2.2	2.1	4.0	——	38/768	277/ 9.8	7.5	7.9		2.5	11	177	KNBR
11. KABX-F	(O)	10/ 2.0	3.2	3.5	0.7	2.1	——	35/584	190/ 6.7	6.3	9.4		2.3	10	152	KABX-F
12. KCBS	(N/T)	9/ 1.8	3.4	2.6	3.7	2.4	——	42/665	168/ 5.9	8.9	5.2		1.8	8	205	KCBS
KUBB-F	(C)	9/ 1.8	2.1	1.8	2.3	2.4	——	46/750	182/ 6.4	7.0	6.7		1.4	6	101	KUBB-F

12+ FM SHARE (METRO): 75.47% (320 of 424) (SPG 89: 78.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHOP-F	1 KHOP-F	1 KHOP-F	1 KMIX-F	1 KMIX-F>	1 KBEE-F>	1 KHOP-F	1 KHOP-F	1 KHOP-F>	1 KHOP-F>	1 KBEE-F>>
2	2 KDJK-F>>	2 KDJK-F	2 KHOP-F	2 KHOP-F	2 KMIX-F>	KBEE-F>	KBEE-F	2 KBEE-F	2 KBEE-F	2 KDJK-F
3	3 KVFX-F	3 KMIX-F>	KDJK-F	KDJK-F	3 KTRB	3 KDJK-F	3 KMIX-F>	3 KMIX-F	3 KLOC	3 KHOP-F
4	KLOC	4 KLOC	4 KJSN-F	4 KJSN-F	4 KNBR	4 KMIX-F>	4 KDJK-F	4 KDJK-F>	4 KDJK-F	4 KMIX-F
5	5 KMIX-F	5 KJSN-F<	5 KLOC	5 KLOC	5	5 KLOC	5 KLOC	5 KJSN-F	5 KMIX-F	KLOC
6	KJSN-F	6 KVFX-F	6 KOSO-F	6 KOSO-F	6	6 KJSN-F	KJSN-F<	6	6	KJSN-F
7	7	7	7	KBEE-F	7	7	7 KVFX-F	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHOP-F>>	1 KHOP-F>>	1 KHOP-F	1 KHOP-F>	1 KMIX-F		1 KDJK-F	1 KDJK-F>	1 KDJK-F>	1 KDJK-F>	1 KMIX-F
2 KLOC	2 KDJK-F	2 KJSN-F	2 KMIX-F	2 KHOP-F		2 KHOP-F	2 KHOP-F>	2 KHOP-F>	2 KHOP-F	2 KDJK-F>
3 KDJK-F	3 KLOC	KDJK-F>	3 KJSN-F	3 KJSN-F		3 KVFX-F>>	3 KVFX-F>	3 KUBB-F	3 KMIX-F	3 KNBR
4 KVFX-F	KJSN-F	4 KOSO-F	4 KLOC	4 KOSO-F		4 KLOC >>	4 KLOC	4 KMIX-F	4 KVFX-F>	4 KHOP-F
KMIX-F	5 KMIX-F	KMIX-F	5 KOSO-F	5 KBEE-F		5	5 KUBB-F	KLOC >	5 KLOC	5 KLOC
KJSN-F>>	6	KLOC >	KDJK-F	6 KLOC			KMIX-F	6 KNBR	6	6 KVFX-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		77 (2)	77 (2)	18.2	24.2
AOR/CLASSIC		60 (2)	60 (2)	14.2	14.2
AC/OLDIES/SOFT ROCK	6 (1)	65 (5)	71 (6)	16.7	15.0
MOR/VARIETY	17 (1)		17 (1)	4.0	2.6
COUNTRY	30 (3)	49 (2)	79 (5)	18.6	18.9
BLACK/URBAN					
BEAUTIFUL/EASY		55 (1)	55 (1)	13.0	12.6
NEWS/TALK	19 (3)		19 (3)	4.5	3.4
NOSTALGIA	2 (1)		2 (1)	0.5	2.4
RELIGION/GOSPEL		12 (2)	12 (2)	2.8	2.9
SPANISH	30 (1)	2 (1)	32 (2)	7.5	3.7
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	104 (10)	320 (15)	424 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAMB-F	101.5	Merced	1.4/4.7/ 17/ 325
KMIX	1390	Turlock/Modesto	1.0/2.7/ 6/ 85
KNTO-F	95.9	Livingston	0.4/1.3/ 9/ 79
KOOK	970	Modesto	1.2/3.0/ 10/ 151
KCIV-F	99.9	Mt. Bullion	1.0/2.8/ 7/ 139
KGO	810	San Francisco	0.8/2.0/ 18/ 326
KMEL-F	96.7	Manteca/Modesto	1.6/5.7/ 31/ 483
KMJ	580	Fresno	1.2/2.7/ 9/ 185
KRAK	1140	Sacramento	1.4/2.8/ 53/ 469
KRAK-F	105.1	Sacramento	0.6/2.6/ 17/ 345
KSFO	560	San Francisco	0.4/2.2/ 7/ 150
KYBB-F	100.9	Tracy	0.6/2.2/ 16/ 338

RADIO STATIONS

KLOC, 920, 500W/2.5KW (DA-2), HISPANIC	,	$ 20.00	(—)		Mike Sturtevant
KMIX, 1390, 5 KW (DA-2), SEE KMIX-F					
KOOK, 970, 1 KW (DA-2), OLDIES	ABC D ,	$ N/A	(Republic)	John Price	Tom Erhman
KTRB, 860, 50 KW/10 KW (DA-2), COUNTRY	NBC ,	$ 19.00	(Banner)		Bessie Pappas
KABX-F, 97.5, 50 KW @ 493, OLDIES	,	$ 20.00	(Republic)	(MERCED)	Ed Hoyte
KAMB-F, 101.5, 50 KW @ 390, RELIGION	,	$ N/A	(—)	(MERCED)	Richard Grant
KBEE-F, 103.3, 50 KW @ 500, EZ/BTFL	ABC D ,	$ 27.00	(Republic)	John Price	Tom Erhman
KDJK-F, 95.1, 32 KW @ 602, AOR	,	$ 40.00	(Eastman)		Joe Gross
KHOP-F, 104.1, 50 KW @ 500, CHR	,	$ 42.00	(McGuild)	Fuller Jeffrey	Ed Groppo
KJSN-F, 102.3, 3 KW @ 300, SOFT AC	UNIPWR ,	$ 27.00	(MMR)	Comm. Pacific	Gary Halladay
KMIX-F, 98.3, 2 KW @ 380, COUNTRY	MBS ,	$ 31.00	(Durpetti)	(TRULOCK)	Bob Salmon
KOSO-F, 93.1, 3 KW @ 1790, AC	APR ,	$ 32.00	(Katz)	(PATTERSON)	Bob Clark
KUBB-F, 96.3, 2 KW @ 2079, COUNTRY	UNISUP,UNIULT,	$ 18.00	(McGuild)	Buckley	Julia Campbell
KVFX-F, 96.7, 3 KW @ 328, CLASSIC AOR	UNISUP ,	$ 17.00	(Banner)	(MANTECA)	Scott Gilreath

MONMOUTH-OCEAN

Arbitron Rank/Pop (12+): 44/838,700

MSA Rank/Pop: 48/989,000
ADI @ NY
Average Person Ratings: 18.3
Market TSL: 23.75 hours

Stations: 47/8
Diaries: 998/840:1/50.3%
Sample Target: 950
% Below Line: 67.7
% Not Listed: 9.7

1989 Revenue: N/A
HH Inc.: $0
Retail $: 7.5 Bil
Pop per Station: 104,837
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WPAT-AF	(EZ)	86/ 5.6	5.0	6.6	----	7.0	----	86/938	938/11.2	11.8	13.8		1.8	27	947	WPAT-AF
WADB-F	(EZ)	86/ 5.6	3.3	2.8	----	6.4	----	86/857	857/10.2	9.6	5.5		5.6	82	700	WADB-F
3. WXRK-F	(AOR)	81/ 5.3	5.1	4.8	----	5.2	----	81/1234	1234/14.7	14.0	13.2		6.4	94	1488	WXRK-F
4. WNEW-F	(AOR)	75/ 4.9	5.6	4.5	----	4.0	----	75/957	957/11.4	13.8	12.2		6.7	99	1390	WNEW-F
5. WOBM-F	(AC)	62/ 4.0	7.0	8.0	----	5.1	----	62/1045	1045/12.5	16.1	16.5		3.9	58	1002	WOBM-F
6. WHTZ-F	(CHR)	57/ 3.7	3.3	4.2	----	5.6	----	57/1049	1049/12.5	10.6	13.2		5.3	78	1171	WHTZ-F
7. WYNY-F	(C)	55/ 3.6	2.5	3.2	----	3.1	----	55/502	502/ 6.0	5.2	6.5		2.6	39	697	WYNY-F
8. WPLJ-F	(CHR)	52/ 3.4	4.6	4.4	----	4.6	----	52/1322	1322/15.8	17.7	19.1		5.8	85	1409	WPLJ-F
9. WZVU-F	(AC)	51/ 3.3	3.1	1.8	----	2.4	----	51/743	743/ 8.9	7.3	9.0		3.3	49	628	WZVU-F
10. WJRZ-F	(CHR)	50/ 3.3	1.9	3.2	----	1.2	----	50/732	732/ 8.7	7.5	8.7		4.6	68	891	WJRZ-F
11. WJLK-F	(AC)	49/ 3.2	2.5	3.2	----	3.5	----	49/818	818/ 9.8	8.6	10.2		1.4	21	544	WJLK-F
12. WCBS-F	(O)	48/ 3.1	3.1	3.2	----	2.2	----	48/822	822/ 9.8	9.7	8.0		2.2	32	674	WCBS-F

12+ FM SHARE (METRO): 80.19% (1109 of 1383) (SPG 89: 75.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHTZ-F>	1 WXRK-F	1 WXRK-F	1 WNEW-F	1 WNEW-F	1 WADB-F<	1 WXRK-F	1 WNEW-F	1 WADB-F<	1 WHTZ-F	1 WOR >>
2 WPLJ-F	2 WNEW-F>	2 WNEW-F>	2 WZVU-F	2 WZVU-F	2 WPAT-AF>	2 WADB-F	2 WPAT-AF	2 WPAT-AF<	2 WADB-F	2 WCBS-F
3 WQHT-F	3 WMMR-F<	3 WZVU-F	3 WCBS-F	3 WCBS-F<	3 WOBM-F	3 WOBM-F	3 WZVU-F<	3 WNEW-F<	3 WNEW-F	WCBS
4 WJRZ-F	4 WPLJ-F	4 WJLK-F	4 WJLK-F<	4 WJLK-F<	4 WOR	4 WOR	4 WJLK-F	4 WXRK-F	4 WYNY-F	4 WPAT-F
5	5 WHTZ-F	5 WPLJ-F	5 WJRZ-F	5 WJRZ-F	5 WCBS	WHTZ-F<	5 WXRK-F<	5 WFAN	5 WPLJ-F	WFPG-F
6	WJRZ-F	6 WCBS-F	6	6	6	6 WCBS	6 WCBS-F	6 WPLJ-F	6	6
7	7	7	7	7	7	7	7 WOBM-F	WZVU-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPLJ-F	1 WJRZ-F	1 WJRZ-F>	1 WZVU-F	1 WZVU-F	1 WXRK-F	1 WNEW-F<	1 WNEW-F	1 WXRK-F	1 WXRK-F<
WHTZ-F	2 WXRK-F	2 WXRK-F	2 WJLK-F	2 WOBM-F	2 WNEW-F	2 WXRK-F>	2 WXRK-F>>	2 WNEW-F>	2 WNEW-F>
3 WQHT-F	3 WPLJ-F	WZVU-F	3 WJRZ-F<	WJRZ-F	3 WQHT-F	3 WMMR-F>	3 WMMR-F>	3 WFME-F	3 WFME-F
4 WNSR-F	WZVU-F	4 WNEW-F	4 WOBM-F<	WJLK-F	4 WMMR-F	4 WPLJ-F	4 WPLJ-F	WFAN	WFAN
WLTW-F	5 WJLK-F	WJLK-F	5 WXRK-F	5 WYNY-F<	5 WHTZ-F	5 WHTZ-F	5 WHTZ-F	5 WCBS-F<	5 WCBS-F>
6	6 WNEW-F	6	WKXW-F	6 WKXW-F	6 WPLJ-F	6 WQHT-F	WFAN	6 WMMR-F	6 WZVU-F
	WHTZ-F		7	7	7	7	7	7	7 WMMR-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		207 (6)	207 (6)	15.0	
AOR/CLASSIC		222 (5)	222 (5)	16.1	
AC/OLDIES/SOFT ROCK	31 (2)	343 (10)	374 (12)	27.0	
MOR/VARIETY					
COUNTRY	15 (1)	61 (2)	76 (3)	5.5	
BLACK/URBAN		15 (1)	15 (1)	1.1	
BEAUTIFUL/EASY	3 (2)	195 (4)	198 (6)	14.3	
NEWS/TALK	185 (6)	6 (1)	191 (7)	13.8	
NOSTALGIA	40 (2)	16 (1)	56 (3)	4.0	
RELIGION/GOSPEL		5 (1)	5 (1)	0.4	
SPANISH					
CLASSICAL		24 (2)	24 (2)	1.7	
JAZZ/NEW AGE		15 (1)	15 (1)	1.1	
UNKNOWN/OTHERS					
	274 (13)	1109 (34)	1383 (47)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHTG-F	106.3	Eatontown	1.0/2.6/ 16/ 222
WJLK	1310	Asbury Park	1.1/3.7/ 17/ 310
WOBM	1160	Lakewood	1.0/2.7/ 15/ 229
WABC	770	New York	2.4/8.0/ 36/ 673
WAYV-F	95.1	Atlantic City	0.5/2.2/ 8/ 185
WCAU	1210	Philadelphia	0.4/1.1/ 6/ 96
WCBS	880	New York	2.8/11.2/ 43/ 939
WEAZ	560	Philadelphia	0.1/0.6/ 1/ 48
WEAZ-F	101.1	Philadelphia	0.3/0.7/ 5/ 57
WFAN	660	New York	2.9/10.0/ 45/ 842
WFME-F	94.7	Newark	0.3/0.9/ 5/ 75
WFPG-F	96.9	Atlantic City	1.3/3.3/ 20/ 280
WHLI	1100	Hempstead	1.4/2.0/ 21/ 164
WINS	1010	New York	0.9/4.0/ 14/ 339
WIOQ-F	102.1	Philadelphia	0.7/2.1/ 10/ 173
WKXW-F	101.5	Trenton	2.7/8.3/ 42/ 700
WLTW-F	106.7	New York	2.2/7.2/ 34/ 605
WMGQ-F	98.3	New Brunswick	0.3/1.4/ 5/ 115
WMID	1340	Atlantic City	0.9/1.1/ 14/ 94
WMMR-F	93.3	Philadelphia	2.5/5.6/ 38/ 469
WNCN-F	104.3	New York	1.0/3.3/ 15/ 280
WNEW	1130	New York	1.2/4.1/ 19/ 343
WNSR-F	105.1	New York	2.5/9.2/ 38/ 772
WOGL-F	98.1	Philadelphia	0.4/1.8/ 6/ 155
WOR	710	New York	2.7/8.0/ 41/ 674
WPAT	930	Paterson	0.1/0.0/ 0/ 0
WPST-F	97.5	Trenton/Phila.	0.5/2.3/ 7/ 189
WQCD-F	101.9	New York	1.0/3.2/ 15/ 267
WQHT-F	97.1	New York	2.0/6.3/ 31/ 531
WQXR-F	96.3	New York	0.6/2.0/ 9/ 167
WRDR-F	104.9	Egg Harbor	1.0/1.7/ 16/ 144
WRKS-F	98.7	New York	1.0/3.2/ 15/ 271
WWDB-F	96.5	Philadelphia	0.4/1.4/ 6/ 117
WXTU-F	92.5	Philadelphia	0.4/1.2/ 6/ 100
WYSP-F	94.1	Philadelphia	0.8/2.1/ 12/ 177

RADIO STATIONS

WJLK, 1310, 2.5 KW/1 KW (DA-D), OLDIES	UNIULT , $	N/A	(Katz)	R. Devlin
WADB-F, 95.9, 3 KW @ 300, EZ/BTFL	, $	N/A	(----)	A. Brown
WHTG-F, 106.3, 3 KW @ 233, AOR	, $	N/A	(Banner)	F. Gade
WJLK-F, 94.3, 1.3 KW @ 499, AC	UNIULT , $	N/A	(Katz)	R. Devin
WJRZ-F, 100.1, 1.6 KW @ 450, CHR	ABC, UNISUP , $	47.00	(Katz)	J. Knox
WOBM-F, 92.1, 1.4 KW @ 496, AC	, $	N/A	(Katz)	G. Jones
WZVU-F, 107.1, 3 KW @ 232, AC	UNISUP , $	N/A	(Christal)	G. Spurgeon

MONTGOMERY

Arbitron Rank/Pop (12+): 135/249,600
MSA Rank/Pop: 153/302,300
ADI # 107
Average Person Ratings: 18.2
Market TSL: 24.75 hours

Stations: 12/12
Diaries: 689/362:1/56.6%
Sample Target: 630
% Below Line: 0.0
% Not Listed: 12.1

1989 Revenue: $9,000,000
HH Inc.: $24,163
Retail $: 2.1 Bil
Pop per Station: 20,800
#1 Biller: WLWI-AF $2,800,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WZHT-F	(B)	111/24.4	19.2	11.5	12.3	3.2	——	215/1396	716/28.7	26.6	21.2				WZHT-F
2. WLWI-F	(C)	80/17.6	15.5	17.2	18.1	19.2	——	134/1103	691/27.7	29.8	32.8	15.8	71	713	WLWI-F
3. WHHY-AF	(CHR)	55/12.1	12.4	14.9	14.7	12.2	——	73/1080	743/29.3	34.5	38.7	13.8	62	805	WHHY-AF
4. WSYA-F	(AC)	38/ 8.4	6.8	14.3	11.8	10.4	——	54/781	494/19.8	20.6	24.9	7.1	32	407	WSYA-F
5. WXFX-F	(AOR)	26/ 5.7	10.8	9.3	7.4	12.7	——	39/388	286/11.5	14.5	19.7	11.8	121	989	WXFX-F
6. WBAM-F	(O)	23/ 5.1	5.2	7.5	8.5	7.6	——	36/622	349/14.0	14.9	23.2	5.3	24	277	WBAM-F
7. WXVI	(B)	22/ 4.8	7.3	5.3	5.1	8.3	——	22/284	273/10.9	11.4	12.2				WXVI
8. WAPZ	(G)	17/ 3.7	2.1	——	——	——	——	17/76	73/ 2.9	4.6	0.0	0.7	3	55	WAPZ
9. WZTN	(G)	11/ 2.4	3.5	2.6	2.4	5.6	——	13/119	106/ 4.2	5.4	4.9	1.3	6	87	WZTN
10. WACV	(N/T)	10/ 2.2	1.2	0.9	1.9	1.9	——	10/136	127/ 5.1	3.8	5.3	0.9	4	92	WACV

12+ FM SHARE (METRO): 81.75% (327 of 400) (SPG 89: 85.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F>	1 WZHT-F	1 WLWI-F>	1 WLWI-F	1 WLWI-F	1 WZHT-F>	1 WZHT-F>>	1 WZHT-F
2 WHHY-AF	2 WLWI-F	2 WLWI-F>	2 WLWI-F	2 WLWI-F>	2 WZHT-F>	2 WZHT-F>	2 WZHT-F>	2 WLWI-F>	2 WLWI-F	2 WLWI-F>
3	3 WXFX-F	3 WSYA-F<	3 WSYA-F	3 WSYA-F	3 WHHY-AF	3 WHHY-AF>	3 WHHY-AF	3 WHHY-AF	3 WHHY-AF>	3 WHHY-F
4	4 WSYA-F	4 WHHY-AF	4 WHHY-AF	4 WHHY-AF	4 WSYA-F	4 WSYA-F	4 WSYA-F	4 WSYA-F	4 WXFX-F	4 WSYA-F
5	5 WHHY-AF	5 WXFX-F	5 WXVI	5 WXVI <	WBAM-F	5	5	5	5 WXVI	5
6	6	6	6	6 WBAM-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F	1 WZHT-F>>	1 WZHT-F
2 WHHY-AF	2 WSYA-F	2 WSYA-F	2 WLWI-F	2 WLWI-F
3 WLWI-F>	WLWI-F	3 WLWI-F>	3 WSYA-F	3 WSYA-F
4 WXFX-F	4 WHHY-AF>	4 WHHY-AF	4 WHHY-AF	4 WHHY-AF
WSYA-F>>	5 WXFX-F	5 WXFX-F	5 WXVI	5 WXVI
6	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZHT-F	1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F
2 WXFX-F	2 WXFX-F	2 WXFX-F	2 WLWI-F	2 WLWI-F>>
3 WLWI-F	3 WLWI-F>	3 WSYA-F	3 WXFX-F>	3 WXFX-F
4 WHHY-AF>>	4 WHHY-AF	WLWI-F>	4 WHHY-AF	WBAM-F
5 WZTN	WSYA-F	5 WXVI	5 WSYA-F	5 WSYA-F
WSYA-F	6	6 WHHY-AF>	WBAM-F	6 WHHY-AF

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	6 (1)	49 (1)	55 (2)	13.8	24.3
AOR/CLASSIC		26 (1)	26 (1)	6.5	
AC/OLDIES/SOFT ROCK	7 (1)	61 (2)	68 (3)	17.0	18.4
MOR/VARIETY					
COUNTRY		80 (1)	80 (1)	20.0	22.5
BLACK/URBAN	22 (1)	111 (1)	133 (2)	33.3	30.2
BEAUTIFUL/EASY					
NEWS/TALK	10 (1)		10 (1)	2.5	1.0
NOSTALGIA					
RELIGION/GOSPEL	28 (2)		28 (2)	7.0	3.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	73 (6)	327 (6)	400 (12)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WLWI	740	Montgomery	1.5/4.8/ 9/ 170

RADIO STATIONS

WACV, 1170,	10 KW/1 KW (DA-2),	TALK	CBS, SUN ,	$ 12.00	(——)	Woods		Mark [redacted]
WAPZ, 1250,	5 KW/80 W ,	GOSPEL	NBN ,	$ 9.00	(——)			Bill [redacted]
WXVI, 1600,	5 KW/1 KW ,	BLACK	SBN ,	$ 12.00	(Roslin)			Bob Burns
WZTN, 1000,	5 KW (DAYS, DA) ,	GOSPEL	,	$ 10.00	(——)			A. Dixon
WBAM-F, 98.9,	100 KW @ 730,	OLDIES	,	$ 25.00	(Christal)			Bob Brennan
WHHY-F, 101.9,	100 KW @ 670,	CHR	ABC C ,	$ 41.00	(Banner)			Ann Collister
WLWI-F, 92.3,	100 KW @ 500,	COUNTRY	MBS ,	$ 63.00	(Katz)	Colonial		Dave Coppock
WSYA-F, 103.3,	28 KW @ 290,	AC	UNIPWR ,	$ 30.00	(McGuild)	Magic		Jim Jacobs
WXFX-F, 95.3,	50 KW @ 230,	CLASSIC AOR	NBN ,	$ 22.00	(Torbet)		(PRATTVILLE)	Gerrie Cunningham
WZHT-F, 105.7,	100 KW @ 1802,	BLACK	,	$ 31.00	(HMWH)		(TROY)	Ron Eubanks

Miscellaneous Comments: WXVI sold to New South for $300,000

NASHVILLE

Arbitron Rank/Pop (12+): 46/829,000
MSA Rank/Pop: 49/988,800
ADI # 32
Average Person Ratings: 16.5
Market TSL: 22.25 hours

Stations: 23/20
Diaries: 1135/730:1/50.8%
Sample Target: 1120
% Below Line: 1.7
% Not Listed: 11.6

1989 Revenue: $35,400,000
HH Inc.: $28,279
Retail $: 6.2 Bil
Pop per Station: 41,450
#1 Biller: WSM -AF $6,700,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WSIX-F	(C)	174/12.7	10.5	12.4	8.9	9.4	11.1	212/2266	1681/20.3	19.8	19.1		9.6	139	1760	WSIX-F
2. WYHY-F	(CHR)	172/12.5	13.4	11.6	17.3	13.8	13.7	300/3718	2146/25.9	26.3	26.3		18.0	261	3002	WYHY-F
3. WKDF-F	(AOR)	125/ 9.1	8.3	7.9	9.0	10.7	8.6	222/3043	1570/18.9	20.5	20.2		10.9	158	1960	WKDF-F
4. WZEZ-F	(EZ)	121/ 8.8	8.8	5.6	7.0	6.8	7.6	152/1755	1419/17.1	15.5	13.8		7.0	101	1228	WZEZ-F
5. WLAC-F	(AC)	113/ 8.2	8.0	6.6	6.8	7.6	7.4	169/2303	1618/19.5	17.5	17.6		6.7	97	1416	WLAC-F
6. WSM -F	(C)	101/ 7.4	8.8	9.2	8.2	10.4	8.4	195/2649	1299/15.7	20.4	20.6		8.1	117	1606	WSM -F
7. WQQK-F	(B)	86/ 6.3	6.8	7.2	7.1	5.9	6.8	96/1205	1059/12.8	12.7	11.7		10.0	145	1877	WQQK-F
8. WGFX-F	(CL AOR)	61/ 4.4	5.2	5.7	4.5	5.8	4.9	86/1651	1235/14.9	14.9	14.4		7.3	106	1348	WGFX-F
9. WRMX-F	(O)	46/ 3.4	3.7	6.1	6.8	5.4	5.0	61/1045	764/ 9.2	12.8	12.5		4.7	68	725	WRMX-F
10. WSM	(C)	45/ 3.3	3.3	3.5	4.0	4.1	3.5	91/1590	868/10.5	11.4	11.5		3.2	47	621	WSM
11. WLAC	(N/T)	38/ 2.8	4.6	3.1	2.6	1.5	3.3	41/596	492/ 5.9	10.5	4.6		1.5	21	418	WLAC
12. WVOL	(B)	31/ 2.3	1.6	3.2	1.7	4.1	2.2	31/525	525/ 6.3	7.2	7.1		1.0	15	453	WVOL
13. WAMB	(BB)	23/ 1.7	0.4	0.6	1.1	0.8	1.0	24/335	299/ 3.6	2.1	2.7		0.6	9	119	WAMB
14. WSIX	(MOR)	14/ 1.0	1.4	1.3	0.6	0.4	1.1	15/325	270/ 3.3	6.1	3.4		0.7	10	227	WSIX
15.																

12+ FM SHARE (METRO): 85.50% (1044 of 1221) (SPG 89: 85.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F	1 WKDF-F	1 WSIX-F<	1 WSIX-F>	1 WSIX-F>	1 WSIX-F	1 WSIX-F>	1 WSIX-F	1 WYHY-F	1 WYHY-F>	1 WSM
2	2 WYHY-F>	2 WKDF-F	2 WKDF-F<	2 WZEZ-F<	2 WZEZ-F	2 WYHY-F>	2 WZEZ-F<	2 WSIX-F	2 WQQK-F	2 WLAC-F>>
3	3 WLAC-F<	3 WYHY-F	3 WLAC-F<	3 WKDF-F<	3 WVOL	3 WKDF-F	3 WKDF-F<	3 WKDF-F	3 WLAC-F	3 WQQK-F<
4	4 WSIX-F	4 WLAC-F	4 WZEZ-F>	4 WLAC-F>	WSM -F>	4 WZEZ-F<	4 WLAC-F	4 WZEZ-F	4 WZEZ-F<	4 WYHY-F
5	5 WQQK-F	5 WZEZ-F	5 WYHY-F	5 WSM -F	5 WLAC-F	5 WLAC-F	5 WYHY-F	5 WLAC-F	5 WKDF-F	5 WZEZ-F
6	6 WGFX-F	6 WQQK-F	WSM -F	6 WYHY-F	6 WSM	6 WSM -F	6 WSM -F	6 WSM -F	6 WSIX-F	6
7	7	7 WSM -F	7 WQQK-F	7 WQQK-F	7	7	7	7 WQQK-F	7	7
8	8	8 WGFX-F	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYHY-F>>	1 WYHY-F	1 WSIX-F<	1 WSIX-F	1 WSIX-F>	1 WYHY-F	1 WKDF-F>	1 WKDF-F>	1 WKDF-F>	1 WSIX-F<
2 WQQK-F	2 WLAC-F	2 WLAC-F>	2 WZEZ-F<	2 WZEZ-F	2 WKDF-F>	2 WYHY-F	2 WSIX-F>	2 WSIX-F<	2 WKDF-F>
3 WKDF-F>	3 WQQK-F	3 WZEZ-F	3 WYHY-F	3 WLAC-F	3 WGFX-F>	3 WGFX-F	3 WGFX-F	3 WYHY-F<	3 WLAC-F<
4 WZEZ-F	4 WSIX-F	4 WYHY-F	4 WLAC-F	4 WSM -F	4 WQQK-F	4 WSIX-F	4 WLAC-F	4 WGFX-F	4 WGFX-F
WLAC-F	5 WKDF-F<	5 WQQK-F	5 WSM -F<	5 WYHY-F	WLAC-F	5 WLAC-F	5 WQQK-F	5 WLAC-F	5 WZEZ-F
6 WGFX-F>	6 WZEZ-F>	6 WSM -F	6 WQQK-F	6 WQQK-F	6 WSM -F>>	6 WQQK-F	6 WYHY-F	6 WQQK-F	6 WRMX-F<
7 WSM -F>	7 WSM -F	WKDF-F>>	7 WKDF-F	7 WKDF-F	7	7	7 WLAC >	7	7 WQQK-F
8	8	8	8	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		179 (2)	179 (2)	14.7	15.2
AOR/CLASSIC		195 (3)	195 (3)	16.0	18.2
AC/OLDIES/SOFT ROCK	8 (1)	159 (2)	167 (3)	13.7	15.7
MOR/VARIETY	14 (1)		14 (1)	1.1	0.5
COUNTRY	47 (2)	304 (5)	351 (7)	28.7	28.5
BLACK/URBAN	47 (3)	86 (1)	133 (4)	10.9	11.9
BEAUTIFUL/EASY		121 (1)	121 (1)	9.9	7.5
NEWS/TALK	38 (1)		38 (1)	3.1	1.7
NOSTALGIA	23 (1)		23 (1)	1.9	0.9
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	177 (9)	1044 (14)	1221 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDBL	1590	Springfield	0.1/0.8/ 2/ 77
WDBL-F	94.3	Springfield	0.9/2.3/ 13/ 201
WDKN	1260	Springfield	0.6/1.2/ 8/ 120
WKDA	1240	Nashville	0.6/2.1/ 8/ 175
WMDB	880	Nashville	0.6/1.8/ 8/ 149
WRLT-F	100.1	Franklin/Nshvl.	0.7/3.7/ 9/ 318
WBVR-F	101.1	Russellville	0.4/2.7/104/ 997
WSTO-F	96.1	Owensboro/Evsvl	0.5/1.7/ 11/ 248
WYCQ-F	102.9	Shelbyville	0.7/3.7/ 40/ 670

RADIO STATIONS

AM STATIONS

WAMB,	1160, 50 KW/1 KW (DA-N)	, NOSTALGIA	MBS ,	$ 20.00	(Roslin)		Bill Barry
WLAC,	1510, 50 KW (DA-N)	, N/T/REL.	ABC E, ABC R ,	$ 40.00	(Durpetti)	Fairmont	Elizabeth Yoder
WMDB,	880, 2.5 KW (DAYS,DA)	, BLACK	,	$ 17.00	(——)		Morgan Babb
WSIX,	980, 5 KW (DA-N)	, VARIETY	,	$ N/A	(McGuild)	Capstar	Dave Manning
WSM ,	650, 50 KW	, COUNTRY	NBC ,	$ 46.00	(Christal)	Gaylord	Bob Meyer
WVOL,	1470, 5 KW/1 KW (DA-2)	, BLACK	NBN ,	$ 23.00	(MMR)		Jay Childress

FM STATIONS

WGFX-F,	104.5, 49 KW @ 1312,	CLASSIC AOR	,	$ 48.00	(Banner)	Capitol Johnson	Diane Kruthaupt
WKDF-F,	103.3, 100 KW @ 1233,	AOR	ABC E, ABC R ,	$ 94.00	(Katz)	Dick	Steve Dickert
WLAC-F,	105.9, 100 KW @ 1233,	AC	,	$ 90.00	(Durpetti)	Fairmont	Elizabeth Yoder
WQQK-F,	92.1, 1.5 KW @ 430,	BLACK	,	$ 38.00	(MMR)		Jay Childress
WRMX-F,	96.3, 100 KW @ 826,	AC/OLDIES	,	$ 43.00	(Republic)	Signature	Chuck Dunaway
WSIX-F,	97.9, 100 KW @ 1145,	COUNTRY	UNISUP ,	$ 100.00	(McGuild)	Capstar	Dave Manning
WSM-F ,	95.5, 100 KW @ 1286,	COUNTRY	NBC ,	$ 80.00	(Christal)	Gaylord	Bob Meyer
WYHY-F,	107.5, 100 KW @ 1235,	CHR	,	$ 87.00	(Eastman)	Jacor (LEBANON)	Michael Kenney
WZEZ-F,	92.9, 100 KW @ 1053,	EZ/SOFT AC	,	$ 50.00	(Eastman)	South Central	Glen Powers

Miscellaneous Comments: WYHY-F sold by Jacor to Legacy 2 for $32,000,000 (Americom) (price included cost of WMJI-F in Cleveland...

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 13/2,244,400
MSA Rank/Pop: 11/2,643,600
New York ADI
Average Person Ratings: 18.8
Market TSL: 24.50 hours

Stations: 40/14
Diaries: 1851/1212:1/53.5%
Sample Target: 1650
% Below Line: NA
% Not Listed: NA

1989 Revenue: $32,300,000
HH Inc.: NA
Retail $: 24.4 Bil
Pop per Station: 160,314
#1 Biller: WALK-AF $8,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WALK-AF	(AC)	297/ 7.0	6.8	6.1	6.4	8.1	6.6		3076/13.7	14.1	15.1		7.8	292	3282	WALK-AF
2. WBLI-F	(CHR)	200/ 4.7	5.0	5.8	5.4	5.4	5.2		2920/13.0	15.4	13.5		2.9	112	2843	WBLI-F
3. WBAB-F	(AOR)	183/ 4.3	5.0	5.7	5.2	4.9	5.1		2632/11.7	15.2	14.4		6.0	232	3219	WBAB-F
4. WYNY-F	(C)	156/ 3.7	3.4	2.9	3.1	3.1	3.3		1871/ 8.3	7.4	8.2		2.3	88	1775	WYNY-F
5. WKJY-F	(SAC)	139/ 3.3	3.6	2.9	3.5	3.1	3.3		1864/ 8.3	7.6	7.2		2.3	87	1691	WKJY-F
6. WCTO-F	(EZ)	127/ 3.0	2.7	2.4	1.5	2.6	2.4		1209/ 5.4	5.9	6.2		1.9	72	1042	WCTO-F
7. WHLI	(BB)	110/ 2.6	3.8	3.9	2.4	3.0	3.2		975/ 4.3	5.5	4.4		2.7	102	915	WHLI
8. WGSM	(BB)	82/ 1.9	2.5	2.2	1.1	1.4	1.9		764/ 3.4	3.1	2.6		1.2	46	376	WGSM
9. WDRE-F	(AOR)	73/ 1.7	1.8	1.5	1.5	1.7	1.6		1248/ 5.6	4.5	5.4		2.8	107	1497	WDRE-F
10. WRCN-F	(AOR)	45/ 1.1	0.9	0.5	0.7	1.0	0.8		558/ 2.5	2.2	3.1		1.3	51	592	WRCN-F
11. WWHB-F	(CHR)	21/ 0.5	0.4	0.4	——	0.4	0.3		265/ 1.2	1.2	1.1		0.4	14	339	WWHB-F
12. WBAZ-F	(SAC)	18/ 0.4	——	0.3	——	——	0.2		323/ 1.4	0.8	0.0		0.5	19	439	WBAZ-F
13. WLIX	(REL)	13/ 0.3	0.4	0.3	——	——	0.3		165/ 0.7	1.1	0.0					WLIX
14.																
15.																

NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA.

12+ FM SHARE (METRO): NA (SPG 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLI-F>	1 WBAB-F>	1 WALK-AF	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WBAB-F<	1 WALK-F>
2	2 WALK-AF	2 WBAB-F	2 WBLI-F	2 WBLI-F<	2 WYNY-F	2 WBLI-F>	2 WBAB-F	2 WBAB-F	2 WBLI-F	2 WBLI-F
3	3 WBLI-F>	3 WBLI-F>	3 WBAB-F	3 WYNY-F	3 WCTO-F	3 WYNY-F<	3 WBLI-F<	3 WBLI-F	3 WALK-AF>	3 WYNY-F
4	4 WDRE-F	4 WKJY-F	4 WKJY-F	4 WBAB-F	4 WHLI	4 WBAB-F	4 WKJY-F	4 WYNY-F	4 WYNY-F	4 WKJY-F
5	5 WKJY-F	5 WYNY-F	5 WYNY-F	5 WKJY-F	5 WBLI-F	5 WKJY-F	5 WYNY-F	5 WKJY-F	5 WDRE-F	5
6	6	6	6	6	6 WKJY-F	6 WCTO-F	WCTO-F	6 WCTO-F	6 WKJY-F	6
					7 WGSM					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBAB-F	1 WALK-AF	1 WALK-AF>	1 WALK-AF	1 WALK-AF>	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F	1 WALK-AF
2 WBLI-F>	2 WBAB-F<	2 WBLI-F	2 WBLI-F>	2 WBLI-F	2 WDRE-F>	2 WDRE-F	2 WALK-AF	2 WALK-AF>	2 WBAB-F>
3 WALK-AF	3 WBLI-F>	3 WKJY-F	3 WKJY-F	3 WYNY-F	3 WRCN-F	3 WALK-AF	3 WBLI-F	3 WBLI-F	3 WYNY-F
WDRE-F>	4 WKJY-F>	4 WBAB-F>>	4 WBAB-F	4 WKJY-F>	4 WALK-AF	4 WBLI-F	4 WDRE-F	4 WYNY-F	4 WBLI-F
5 WKJY-F	5 WDRE-F	5 WYNY-F	5 WYNY-F	5 WBAB-F	WBLI-F	5 WRCN-F	5 WRCN-F	WDRE-F	5 WKJY-F
6 WWHB-F	6 WYNY-F	6	6	6	6	6	6 WKJY-F	6	6

OTHER RATED STATIONS	METRO SHARE / CUME RTG.		
See New York for more about the following stations:			
WABC	2.9/ 8.3	WNEW-F	1.2/ 3.7
WBLS-F	2.1/ 4.7	WNSR-F	2.9/ 9.0
WCBS	2.8/12.6	WOR	3.6/ 8.4
WCBS-F	4.1/13.8	WPAT	.4/ 1.4
WEZN-F	1.4/ 5.9	WPAT-F	2.2/ 6.1
WFAN	3.9/12.8	WPLJ-F	2.3/11.8
WHTZ-F	4.6/17.9	WPLR-F	.9/ 2.6
WINS	2.1/11.9	WQCD-F	1.4/ 5.5
WJAZ-F	.3/ 1.4	WQHT-F	2.9/ 8.6
WLIB	.8/ 1.2	WQXR-F	1.2/ 3.9
WLTW-F	2.8/ 9.7	WRKS-F	2.8/ 6.5
WNCN-F	.7/ 3.4	WSKQ-F	.5/ 1.1
WNEW	1.2/ 3.7	WXRK-F	3.7/10.9

RADIO STATIONS

WGSM , 740, 25 KW (DAYS, DA) ,	Nostalgia/MOR	UNISUP/ULT,	$ 47.00	(Roslin)	Greater Media	Paul Fleishman
WHLI , 1100, 10 KW (DAYS, DA) ,	Nostalgia	UNISUP,	$ 48.00	(Katz)	Barnstable	Ken Harris
WLIX , 540, 250 W (DAYS) ,	Religion	,	$ 25.00	(——)		Lloyd Parker
WALK-F, 97.5, 45 KW @ 530 ,	AC	,	$160.00	(Durpetti)	American	Ron Gold
WBAB-F, 102.3, 3 KW @ 268 ,	AOR	,	$140.00	(MMR)	Noble	Tony Michaels
WBAZ-F, 101.7, 6 KW @ 231 ,	Soft AC	UNISUP,	$ 30.00	(——)		Jeff Fisher
WBLI-F, 106.1, 25 KW @ 492 ,	CHR	,	$111.00	(Katz)	Beck-Ross	Herb Usenheimer
WCTO-F, 94.3, 3 KW @ 300 ,	EZ/Btfl	,	$ 55.00	(Roslin)	Greater Media	Paul Fleishman
WDRE-F, 92.7, 1 KW @ 521 ,	AOR	,	$ 64.00	(Katz)		Abe Goren
WKJY-F, 98.3, 3 KW @ 328 ,	Soft AC	,	$ 70.00	(Katz)	New Barnstable	Ken Harris
WRCN-F, 103.9, 1.5 KW @ 466 ,	AOR	,	$ 40.00	(——)		Gary Starr
WWHB-F, 107.1, 3 KW @ 300 ,	CHR	SOURCE,	$ 25.00	(Roslin)		Russ Williams

NEW HAVEN

Arbitron Rank/Pop (12+): 89/393,600
MSA Rank/Pop: 94/525,800
ADI # 23 (w/Hartford)
Average Person Ratings: 17.7
Market TSL: 23.25 hours

Stations: 30/6
Diaries: 864/462:1/49.6%
Sample Target: 780
% Below Line: 47.8
% Not Listed: 12.6

1989 Revenue: $16,600,000
HH Inc.: $36,352
Retail $: 4.3 Bil
Pop per Station: 65,600
#1 Biller: WKCI-F $8,500,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WKCI-F	(CHR)	84/12.1	14.7	13.3	11.7	12.9	——	186/2797	1089/27.7	30.4	32.9		13.2	90	1272	WKCI-F
2. WELI	(MOR)	64/ 9.2	9.9	10.2	10.1	9.9	——	71/896	701/17.8	23.0	20.1		6.6	45	638	WELI
3. WEZN-F	(SAC)	51/ 7.3	5.2	6.4	6.6	6.7	——	176/2037	628/16.0	14.3	16.2		3.8	26	445	WEZN-F
4. WPLR-F	(AOR)	50/ 7.2	9.0	7.0	7.1	8.2	——	114/1894	786/20.0	19.6	18.4		8.4	57	776	WPLR-F
5. WAVZ	(BB)	36/ 5.2	3.8	4.9	4.8	4.4	——	45/472	338/ 8.6	8.9	9.0		4.0	27	292	WAVZ
6. WWYZ-F	(C)	35/ 5.0	3.5	4.0	4.4	0.5	——	97/1100	403/10.2	7.9	8.9		4.6	31	327	WWYZ-F
7. WKSS-F	(CHR)	32/ 4.6	2.9	3.7	3.9	4.4	——	82/1405	554/14.1	12.1	13.2		10.0	68	1034	WKSS-F
8. WDRC-F	(O)	27/ 3.9	4.6	6.4	5.7	3.7	——	75/1173	440/11.2	12.9	13.8		3.4	23	316	WDRC-F
9. WFAN	(T)	26/ 3.7	3.4	2.2	2.3	——	——	69/1168	347/ 8.8	10.7	7.6		3.1	21	352	WFAN
WNHC	(B)	26/ 3.7	3.1	3.3	4.7	4.2	——	30/388	313/ 8.0	8.6	8.0		2.9	20	350	WNHC
11. WEBE-F	(AC)	25/ 3.6	3.1	3.0	2.9	3.2	——	94/1270	390/ 9.9	9.4	8.4		2.1	14	230	WEBE-F
12. WIOF-F	(AC)	23/ 3.3	2.8	3.0	3.2	3.0	——	47/851	365/ 9.3	8.8	7.5		2.5	17	453	WIOF-F
13. WRCH-F	(EZ)	19/ 2.7	2.4	3.6	3.5	4.9	——	40/739	334/ 8.5	6.7	6.5		1.6	11	154	WRCH-F
14. WYBC-F	(J)	15/ 2.2	2.0	1.2	0.5	1.2	——	15/288	275/ 7.0	6.1	5.8		2.6	18	406	WYBC-F
15.																

12+ FM SHARE (METRO): 66.78% (406 of 608) (SPG 89: 65.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F>>	1 WKCI-F	1 WKCI-F>	1 WKCI-F>	1 WKCI-F>	1 WELI >	1 WELI <	1 WKCI-F>	1 WKCI-F>	1 WKCI-F>	1 WELI >
2 WKSS-F	2 WPLR-F>	2 WPLR-F>	2 WPLR-F	2 WPLR-F	2 WEZN-F	2 WKCI-F>	2 WPLR-F	2 WELI	2 WELI	2 WTIC >
3	3 WKSS-F>	3 WKSS-F	3 WDRC-F	3 WEZN-F	3 WAVZ	3 WPLR-F	3 WEZN-F	3 WEZN-F	3 WKSS-F<	3 WWYZ-F
4	4 WNHC	4 WEZN-F	4 WWYZ-F	WDRC-F	4 WWYZ-F	4 WEZN-F	4 WELI	WPLR-F	4 WEZN-F	WEZN-F
5	5 WHCN-F	WDRC-F<	WEZN-F	5 WWYZ-F	5 WKCI-F<	5 WFAN	5 WWYZ-F	5 WWYZ-F	5 WWYZ-F	WKCI-F
6	6	6 WWYZ-F	6 WEBE-F	6 WFAN	6 WDRC-F	6	6	6 WKSS-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKSS-F	1 WKCI-F>	1 WKCI-F>>	1 WKCI-F>>	1 WKCI-F>		1 WPLR-F>	1 WPLR-F	1 WPLR-F	1 WPLR-F	1 WKCI-F
WKCI-F>>	2 WKSS-F	2 WPLR-F	2 WKSS-F	2 WEZN-F		2 WKSS-F	2 WKCI-F>	WKCI-F>	2 WKCI-F>	2 WPLR-F
3 WPLR-F	3 WPLR-F	3 WEBE-F	WEZN-F	3 WELI		3 WNHC	3 WKSS-F	3 WWYZ-F	3 WFAN	3 WFAN
WNHC	4 WNHC	4	4 WIOF-F	4 WIOF-F		WKCI-F>	4 WFAN	4 WFAN	4 WWYZ-F	WDRC-F
5 WTIC-F>	5		WPLR-F	5 WEBE-F		5 WCCC-F	5 WWYZ-F	5 WHCN-F	WDRC-F	5 WWYZ-F
6	6		6	6		WYBC-F>	WHCN-F	6 WRKS-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		128 (4)	128 (4)	21.1	20.6
AOR/CLASSIC		70 (4)	70 (4)	11.5	10.3
AC/OLDIES/SOFT ROCK	4 (1)	126 (4)	130 (5)	21.4	22.6
MOR/VARIETY	78 (3)		78 (3)	12.8	14.6
COUNTRY		37 (2)	37 (2)	6.1	4.7
BLACK/URBAN	26 (1)	9 (2)	35 (3)	5.8	6.1
BEAUTIFUL/EASY		19 (1)	19 (1)	3.1	4.2
NEWS/TALK	48 (4)		48 (4)	7.9	8.9
NOSTALGIA	36 (1)		36 (1)	5.9	5.7
RELIGION/GOSPEL	10 (1)		10 (1)	1.6	0.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		15 (1)	15 (1)	2.5	1.4
UNKNOWN/OTHERS		2 (1)	2 (1)	0.3	
	202 (11)	406 (19)	608 (30)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WABC	770	New York	0.4/2.0/ 13/ 310
WBLS-F	107.5	New York	0.4/2.0/ 5/ 184
WCBS	880	New York	1.7/8.1/ 36/ 943
WCCC-F	106.9	Hartford	0.6/3.7/ 25/ 485
WFIF	1500	Milford	1.4/1.9/ 15/ 123
WHCN-F	105.9	Hartford	1.9/6.9/ 47/ 920
WICC	600	Bridgeport	0.3/3.2/109/1288
WLVH-F	93.7	Hartford	0.3/1.5/ 2/ 85
WMMW	1470	Meriden	0.6/1.2/ 12/ 134
WOR	710	New York	1.0/3.2/ 22/ 455
WQHT-F	97.1	New York	0.3/1.2/ 15/ 315
WRKI-F	95.1	Brookfield	0.4/3.4/ 31/ 783
WRKS-F	98.7	New York	0.9/2.8/ 27/ 383
WTIC	1080	Hartford	0.7/5.2/ 80/ 992
WTIC-F	96.5	Hartford	1.4/7.0/ 32/ 779
WYNY-F	103.5	Lk.Success/NY	0.3/1.3/ 15/ 269

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N)	, NOST.	UNISUP, UNIULT	, $ 32.00 (McGuild)	Noble	Faith Zila
WELI, 960, 5 KW (DA-N)	, MOR/FULL S&R.		, $ 66.00 (Banner)	Clear Channel	Stan Shields
WNHC, 1340, 1 KW	, BLACK	SBN	, $ 18.00 (K & P)		Edith Willis
WKCI-F, 101.3 10 KW @ 1070, CHR		UNISUP	, $ 156.00 (McGuild)	Noble	Faith Zila
WPLR-F, 99.1, 14 KW @ 950, AOR			, $ 84.00 (Durpetti)	Southern Starr	Manuel Rodriguiz
WYBC-F, 94.3, 1 KW @ 100, JAZZ/VARIOUS			, $ 20.00 (——)		David Wider

OTHER RANKED STATIONS — See Hartford, New Haven or New York

NEW ORLEANS

Arbitron Rank/Pop (12+): 35/1,072,400

MSA Rank/Pop: 38/1,303,100
ADI # 36
Average Person Ratings: 18.2
Market TSL: 24.00 hours

Stations: 25/25
Diaries: 1460/735:1/48.9%
Sample Target: 1500
% Below Line: 0.0
% Not Listed: 8.2

1989 Revenue: $28,400,000
HH Inc.: $242,283
Retail $: 9.0 Bil
Pop per Station: 42,896
#1 Biller: WEZB-F $5,100,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WYLD-F	(B)	251/12.9	15.1	15.1	13.3	9.3	14.1	269/2645	2302/21.5	20.7	19.2		15.3	268	3045	WYLD-F
2. WEZB-F	(CHR)	219/11.2	10.1	10.8	11.1	12.4	10.8	249/3633	2975/27.7	28.4	28.5		12.4	217	3255	WEZB-F
3. WQUE-AF	(B/U)	194/10.0	8.7	10.0	10.9	10.3	9.9	233/2391	2664/24.8	23.9	25.8		11.6	202	3686	WQUE-AF
4. WLMG-F	(AC)	115/ 5.9	6.2	5.4	5.1	5.0	5.7	130/1842	1576/14.7	13.2	13.9		2.9	50	958	WLMG-F
5. WWL	(N/T)	106/ 5.4	5.4	6.3	6.1	4.8	5.8	143/2340	1714/16.0	22.7	14.0		6.7	118	1632	WWL
WNOE-F	(C)	106/ 5.4	5.6	3.5	3.4	3.1	4.5	174/2277	1338/12.5	9.5	8.1		6.1	107	927	WNOE-F
7. WLTS-F	(AC)	104/ 5.3	6.3	4.6	6.2	7.8	5.6	121/1695	1363/12.7	15.7	16.6		6.2	108	1030	WLTS-F
8. WCKW-F	(AOR)	90/ 4.6	3.8	3.5	2.8	3.9	3.7	127/1610	1129/10.5	9.8	10.1		5.5	96	1506	WCKW-F
9. WBYU	(BB)	75/ 3.9	4.6	4.6	5.0	5.4	4.5	75/719	711/ 6.6	9.3	8.9		2.1	37	481	WBYU
10. WBOK	(R/G)	73/ 3.7	4.2	4.8	4.4	4.7	4.3	81/824	708/ 6.6	7.2	6.8		2.6	46	591	WBOK
11. WRNO-F	(AOR)	70/ 3.6	3.6	3.8	3.0	4.8	3.5	107/1781	1300/12.1	12.6	13.0		5.7	99	1841	WRNO-F
12. KQLD-F	(O)	69/ 3.5	5.3	4.6	2.5	1.7	4.0	81/1219	1060/ 9.9	11.7	4.5		3.9	69	997	KQLD-F
13. WMXZ-F	(AC)	65/ 3.3	1.9	2.7	3.3	2.8	2.8	72/1292	1159/10.8	7.0	7.7		2.3	41	673	WMXZ-F
14. WYLD	(R/G)	47/ 2.4	2.1	1.9	2.1	1.7	2.1	54/650	519/ 4.8	5.7	6.9		1.6	28	438	WYLD
15. KHOM-F	(O)	45/ 2.3	1.3	2.5	2.6	2.5	2.2	106/1427	692/ 6.5	7.8	7.1		0.9	15	362	KHOM-F
16. WSMB	(T)	34/ 1.7	1.8	1.6	1.1	1.4	1.5	34/460	447/ 4.2	4.9	4.6		1.7	30	392	WSMB
17. WYAT	(BB)	26/ 1.3	0.6	1.0	1.4	1.9	1.1	27/323	298/ 2.8	3.4	4.6		0.3	6	168	WYAT
18. WNOE	(C)	21/ 1.1	1.2	0.9	0.9	1.0	1.0	26/498	355/ 3.3	2.5	3.4		1.1	20	337	WNOE
19. WTIX	(T)	20/ 1.0	0.9	1.3	1.5	1.5	1.2	27/584	492/ 4.6	4.4	5.0		1.0	18	351	WTIX
20.																

12+ FM SHARE (METRO): 74.73% (1337 of 1789) (SPG 89: 70.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WEZB-F	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WWL	1 WEZB-F>	1 WYLD-F	1 WYLD-F	1 WYLD-F>	1 WYLD-F>>
2 WYLD-F>	2 WEZB-F<	2 WEZB-F	2 WEZB-F	2 WEZB-F	2 WNOE-F	2 WYLD-F	2 WEZB-F	WEZB-F	2 WQUE-AF	2 WWL <
3 WQUE-AF	3 WQUE-AF>	3 WQUE-AF>	3 WQUE-AF	3 WQUE-AF	3 WBYU <	3 WWL	3 WQUE-AF	3 WQUE-AF>	3 WEZB-F>>	3 WQUE-F
4	4 WCKW-F>	4 WLMG-F	4 WLMG-F	4 WLMG-F	4 WYLD-F	4 WQUE-AF>	4 WLMG-F	4 WNOE-F	4 WBOK	4 WBOK >>
5	5 WLMG-F	5 WLTS-F	5 WLTS-F	5 WLTS-F	5 WBOK <	5 WNOE-F<	5 WLTS-F	WLMG-F<	5 WRNO-F	5 WEZB-F>
6	6 WLTS-F	WCKW-F	6 WCKW-F	6 WNOE-F	6 WLMG-F	6 WLMG-F	6 WWL	6 WLTS-F	6	6 WCKW-F
7	7 WRNO-F	7	7 KQLD-F	7 WWL <	7 WLTS-F	7 WLTS-F	7 WNOE-F	7 WWL	7	7
8	8	8	8	8 KQLD-F	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WYLD-F
2 WQUE-AF<	2 WQUE-AF	2 WQUE-AF	2 WEZB-F<	2 WLMG-F<
3 WEZB-F>>	3 WEZB-F>	3 WEZB-F	3 WQUE-AF	3 WEZB-F
4 WLTS-F	4 WLMG-F	4 WLMG-F>	4 WLMG-F	4 WQUE-AF
5 WMXZ-F	5 WLTS-F	5 WMXZ-F	5 WLTS-F>	5 WLTS-F>
WLMG-F>	6 WMXZ-F	WLTS-F	6 WMXZ-F	6 WNOE-F
7 WRNO-F	7	7 KQLD-F>	7 KQLD-F	KQLD-F
WCKW-F>>	8	8 WNOE-F	8	8
9	9	WCKW-F>>	9	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYLD-F	1 WYLD-F<	1 WCKW-F	1 WYLD-F	1 WYLD-F
2 WQUE-AF	2 WEZB-F	2 WEZB-F	2 WEZB-F	2 WEZB-F
3 WEZB-F<	WCKW-F	3 WYLD-F	3 WCKW-F<	3 WCKW-F
4 WRNO-F	4 WQUE-AF	4 WQUE-AF>	4 WQUE-AF>	4 WQUE-AF
5 WCKW-F>>	5 WRNO-F	5 WLTS-F<	5 WRNO-F	5 WLTS-F<
6 WMXZ-F>	6	6 WRNO-F	6	6 WWL
7 WLMG-F>	7	7 WLMG-F	7	7 WNOE-F
8	8	8 KGLA <	8	8
9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		219 (1)	219 (1)	12.2	14.3
AOR/CLASSIC		160 (2)	160 (2)	8.9	9.6
AC/OLDIES/SOFT ROCK		398 (5)	398 (5)	22.2	18.9
MOR/VARIETY					
COUNTRY	21 (1)	106 (1)	127 (2)	7.1	8.1
BLACK/URBAN	4 (1)	441 (2)	445 (3)	24.9	23.5
BEAUTIFUL/EASY	17 (1)		17 (1)	1.0	
NEWS/TALK	160 (3)		160 (3)	8.9	10.3
NOSTALGIA	101 (2)		101 (2)	5.6	5.9
RELIGION/GOSPEL	134 (4)		134 (4)	7.5	7.0
SPANISH	15 (1)		15 (1)	0.8	1.1
CLASSICAL					
JAZZ/NEW AGE		13 (1)	13 (1)	0.7	
UNKNOWN/OTHERS					1.1
	452 (13)	1337 (12)	1789 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGLA	1540	Gretna	0.8/1.1/ 15/ 129
KNOK-F	102.9	Belle Chse/NO	0.7/1.9/ 15/ 231
WADU	830	Norco/Kenner	0.9/2.0/ 24/ 279
WSHO	800	New Orleans	0.4/1.4/ 9/ 178
WVOG	600	New Orleans	0.3/1.5/ 7/ 189

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW, GOSPEL	SBN, UNIULT ,	$ 24.00	(---)		Annette Pete
WBYU, 1450, 1 KW, NOSTALGIA/EZ	SMN ,	$ 30.00	(Roslin)		Dave Smith
WNOE, 1060, 50 KW/5 KW (DA-2), SEE WNOE-F					
WSMB, 1350, 5 KW (DA-2), TALK	MBS, ABC I ,	$ 25.00	(Smith)		Jim Mikovich
WTIX, 690, 10 KW/5 KW (DA-2), TALK	NBC, MBS ,	$ 22.00	(---)		Barry Chickinl
WWL , 870, 50 KW (DA-1), NEWS/TALK	CBS ,	$ 60.00	(Katz)	Keymarket	Johnny Andrews
WYAT, 990, 250 W, NOSTALGIA	RADRAD,UNISP,	$ 20.00	(Durpetti)		Ed Muniz
WYLD, 940, 10 KW/500 W (DA-2), GOSPEL	,	$ 20.00	(HNWH)	Interurban	Penny Brazile

FM STATIONS

KHOM, 104.1, 100 KW @ 1954, OLDIES	NBC ,	$ 30.00	(Torbet)	(HOUMA)	Ray Sardi
KQLD, 106.7, 100 KW @ 983, OLDIES	,	$ 35.00	(McGuild)	Beasley (PORT SULPHUR)	Harry Williams
WCKW, 92.3, 100 KW @ 1954, AOR	SOURCE ,	$ 39.00	(Republic)	(LAPLACE)	Sid Levet
WEZB, 97.1, 100 KW @ 984, CHR	,	$ 100.00	(MMR)		Marc Leunissen
WLMG, 101.9, 100 KW @ 825, AC	,	$ 55.00	(Katz)	Keymarket	Don de la Houssaye
WLTS, 105.3, 100 KW @ 902, SOFT AC	RADRAD ,	$ 60.00	(Durpetti)		Ed Muniz
WMXZ, 95.7, 100 KW @ 984, AC	,	$ 44.00	(Christal)	Stoner	Ric Frances
WNOE, 101.1, 100 KW @ 1004, COUNTRY	ABC E, UNISUP,	$ 50.00	(McGuild)	New Market	George Noe
WQUE, 93.3, 100 KW @ 984, URBAN/CHR	,	$ 76.00	(Christal)	Clear Channel	John Rockweiler
WRNO, 99.5, 100 KW @ 1004, AOR	ABC R, ABC F,	$ 51.00	(MMR)		Joe Costello
WYLD, 98.5, 100 KW @ 984, BLACK	ABC C,	$ 61.00	(HNWH)	Interurban	Penny Brazile

MISCELLANEOUS COMMENTS: WQXY-F changes to WMXZ-F (Feb) . . . WMX7 changes from Country to AC (Feb) . . .

NEW YORK

Arbitron Rank/Pop (12+): 1/14,126,100

MSA Rank/Pop: 1/15,400,000
ADI # 1
Average Person Ratings: 19.6
Market TSL: 25.50 hours

Stations: 43/42
Diaries: 6859/2059:1/51.1%
Sample Target: 4000
% Below Line: 0.4
% Not Listed: 10.3

1989 Revenue: $315,700,000
HH Inc.: $32,828
Retail $:120.0 Bil
Pop per Station: 336,335
#1 Biller: WINS $25,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WPAT-AF	(EZ)	1434/ 5.2	5.2	6.3	5.5	5.6	5.6	1463/17070	16379/11.6	14.9	17.5	3.3	719	8464	WPAT-AF
2. WRKS-F	(B)	1417/ 5.1	4.5	4.1	3.9	4.1	4.4	1468/17037	16168/11.4	11.0	10.3	6.3	1677	18024	WRKS-F
3. WHTZ-F	(CHR)	1281/ 4.6	4.7	4.3	5.7	6.0	4.8	1310/23618	22840/16.2	16.2	17.7	5.4	1430	23238	WHTZ-F
4. WCBS-F	(O)	1278/ 4.6	5.1	4.1	4.2	5.0	4.5	1334/19066	17967/12.7	12.4	14.4	4.5	1201	13709	WCBS-F
5. WINS	(N)	1200/ 4.3	4.8	4.7	4.5	4.7	4.6	1207/25946	25610/18.1	20.5	19.5	3.5	928	19442	WINS
6. WLTW-F	(AC)	1122/ 4.1	4.8	4.7	5.7	5.3	4.8	1149/17510	17035/12.1	12.8	13.2	4.0	1079	12449	WLTW-F
7. WQHT-F	(CHR)	1097/ 4.0	4.0	4.0	3.9	4.0	4.0	1148/15352	14402/10.2	10.9	10.6	5.3	1407	16966	WQHT-F
8. WNEW-F	(AOR)	1086/ 3.9	3.4	3.7	4.2	4.2	3.8	1149/16733	15568/11.0	11.1	11.2	5.3	1428	15476	WNEW-F
9. WOR	(T)	1083/ 3.9	4.0	4.6	4.3	3.7	4.2	1208/15393	13634/ 9.7	10.3	9.1	3.7	977	11227	WOR
10. WBLS-F	(B)	1058/ 3.8	4.0	3.8	3.7	2.9	3.8	1073/13974	13633/ 9.7	9.5	9.4	5.0	1338	15627	WBLS-F
11. WNSR-F	(AC)	1030/ 3.7	3.0	3.5	3.2	3.5	3.3	1054/16080	15442/10.9	10.2	11.0	3.3	869	11551	WNSR-F
12. WCBS	(N)	1000/ 3.6	3.4	3.5	3.4	3.0	3.5	1114/21994	19416/13.7	13.5	12.0	2.9	775	12989	WCBS
13. WXRK-F	(CL AOR)	944/ 3.4	3.2	3.1	3.6	3.4	3.3	1030/17646	16235/11.5	10.7	10.7	3.3	875	13894	WXRK-F
14. WFAN	(T)	904/ 3.3	2.4	2.7	3.1	2.5	2.9	1045/16868	14250/10.1	8.7	10.1	2.7	720	12350	WFAN
15. WPLJ-F	(CHR)	717/ 2.6	2.6	3.0	3.5	3.1	2.9	772/19223	17777/12.6	13.0	13.8	3.3	871	20223	WPLJ-F
16. WABC	(T)	707/ 2.6	2.8	2.8	2.6	3.2	2.7	782/13579	12015/ 8.5	7.8	9.6	2.9	783	9136	WABC
17. WYNY-F	(C)	661/ 2.4	2.4	2.5	3.1	2.3	2.6	716/10069	9277/ 6.6	6.0	7.1	2.0	532	7321	WYNY-F
18. WNEW	(BB)	658/ 2.4	1.7	2.3	2.5	1.9	2.2	697/8948	8258/ 5.8	6.2	5.2	1.8	481	5789	WNEW
19. WQCD-F	(J/NA)	623/ 2.3	1.8	2.3	2.2	2.5	2.2	639/9213	8878/ 6.3	6.6	7.3	2.9	772	8544	WQCD-F
20. WSKQ-F	(SP)	571/ 2.1	2.6	1.6	1.3	2.4	1.9	571/5569	5543/ 3.9	3.2	3.4	1.0	269	4269	WSKQ-F
21. WLIB	(B)	527/ 1.9	1.3	1.7	1.2	1.0	1.5	529/4855	4822/ 3.4	3.1	2.7	1.2	313	3380	WLIB
22. WQXR-F	(CL)	493/ 1.8	1.8	1.3	1.2	1.2	1.5	515/8084	7665/ 5.4	4.4	4.5	1.3	340	4580	WQXR-F
23. WADO	(SP)	463/ 1.7	1.8	1.7	1.7	1.2	1.7	464/4307	4292/ 3.0	2.8	2.2	0.8	207	3723	WADO
24. WNCN-F	(CL)	449/ 1.6	1.5	1.5	1.4	1.3	1.5	466/7931	7545/ 5.3	5.5	4.6	1.1	285	5511	WNCN-F
25. WSKQ	(SP)	348/ 1.3	1.1	1.4	1.2	0.7	1.3	348/3443	3420/ 2.4	2.0	1.8	0.8	208	2602	WSKQ
26. WALK-F	(AC)	306/ 1.1	1.1	1.0	1.0	1.2	1.0	313/3671	3447/ 2.4	2.6	2.8	1.3	356	3829	WALK-F
27. WDRE-F	(AOR)	246/ 0.9	0.7	0.8	0.6	0.7	0.8	248/3813	3747/ 2.7	2.5	2.2	1.1	288	4123	WDRE-F
28. WWRL	(REL)	211/ 0.8	1.0	1.1	0.7	1.0	0.9	211/2402	2402/ 1.7	2.2	2.4	1.0	261	2770	WWRL
WBLI-F	(CHR)	211/ 0.8	0.8	0.9	0.8	0.8	0.8	214/3308	3156/ 2.2	2.5	2.2	0.5	128	3078	WBLI-F
30. WKDM	(SP)	209/ 0.8	0.7	0.7	0.4	0.4	0.6	209/2659	2655/ 1.9	1.6	1.4	0.4	114	1076	WKDM

12+ FM SHARE (METRO): 66.77% (16570 of 24815) (SPG 89: 70.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHTZ-F	1 WNEW-F	1 WCBS-F<	1 WCBS-F>	1 WCBS-F>	1 WPAT-AF>	1 WINS	1 WPAT-AF	1 WRKS-F	1 WRKS-F>	1 WINS >>
2 WQHT-F<	2 WRKS-F	2 WRKS-F<	2 WNEW-F<	2 WLTW-F	2 WOR <	2 WXRK-F<	2 WCBS-F<	2 WPAT-AF<	2 WQHT-F<	2 WOR >>
3 WRKS-F>	3 WXRK-F	3 WNEW-F	3 WNSR-F	3 WNSR-F	3 WINS <	3 WCBS	3 WLTW-F	3 WQHT-F	3 WBLS-F	3 WCBS >>
4 WPLJ-F	4 WQHT-F<	4 WBLS-F<	WBLS-F	WBLS-F<	4 WCBS-F	4 WHTZ-F<	4 WNSR-F	4 WNEW-F	4 WFAN <	4 WBLS-F>>
5	5 WHTZ-F	5 WXRK-F	5 WXRK-F	5 WNEW-F	5 WCBS	5 WOR	5 WNEW-F	WLTW-F	5 WHTZ-F	5 WRKS-F>>
6	6 WBLS-F	WNSR-F	WLTW-F<	6 WXRK-F	6 WLTW-F	6 WPAT-AF	6 WRKS-F	WHTZ-F<	6 WOR	6 WFAN <
7	7 WNSR-F>	7 WHTZ-F	7 WRKS-F	WRKS-F	7 WABC <	7 WCBS-F<	WHTZ-F	7 WCBS-F	7 WNEW-F<	7 WCBS-F
8	8 WLTW-F	8 WLTW-F	8 WHTZ-F	8 WHTZ-F	8 WFAN	8 WRKS-F	8 WQHT-F	8 WNSR-F	8 WPAT-AF	8 WABC >>
9	9 WPLJ-F	9 WQHT-F	9 WQCD-F	WFAN	9 WNEW	9 WFAN	WOR	9 WFAN <	9 WINS <	9 WPAT-F>>
10	10 WSKQ-F	10 WFAN	10 WFAN	10 WQCD-F	10 WYNY-F	10 WNEW-F	10 WBLS-F	10 WABC	10 WPLJ-F	10 WQCD-F
	WCBS-F								WCBS-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRKS-F	1 WRKS-F	1 WNSR-F	1 WRKS-F	1 WLTW-F<	1 WNEW-F<	1 WNEW-F	1 WNEW-F	1 WNEW-F	1 WCBS-F
2 WQHT-F	2 WHTZ-F	2 WHTZ-F	2 WNSR-F<	2 WCBS-F	2 WQHT-F<	2 WXRK-F>	2 WXRK-F>	2 WXRK-F	2 WNEW-F
3 WHTZ-F>	3 WQHT-F	3 WRKS-F<	3 WHTZ-F	3 WNSR-F	3 WXRK-F<	3 WRKS-F	3 WBLS-F	3 WCBS-F	WFAN <
4 WNSR-F<	WNSR-F	4 WBLS-F<	4 WLTW-F<	4 WRKS-F<	4 WRKS-F>	4 WBLS-F	4 WRKS-F<	4 WFAN	4 WXRK-F>
5 WNEW-F	5 WNEW-F	5 WNEW-F<	5 WCBS-F<	5 WBLS-F<	5 WBLS-F	5 WQHT-F	5 WFAN	5 WBLS-F	5 WBLS-F
6 WPLJ-F	6 WBLS-F	6 WLTW-F	6 WBLS-F	6 WHTZ-F>	6 WHTZ-F	6 WFAN <	6 WCBS-F	6 WRKS-F	6 WLTW-F
7 WBLS-F	7 WLTW-F	7 WXRK-F	7 WQHT-F	7 WYNY-F<	7 WDRE-F	7 WHTZ-F	7 WNSR-F<	7 WQHT-F	7 WQCD-F
8 WXRK-F<	8 WPLJ-F	WQCD-F<	8 WNEW-F	8 WINS	8 WPLJ-F	8 WNSR-F	8 WQHT-F	WNSR-F	WNSR-F
9 WSKQ-F	9 WXRK-F	9 WQHT-F	9 WPLJ-F	9 WQCD[illegible]	9 WFAN	9 WCBS-F	9 WHTZ-F	9 WHTZ-F<	9 WRKS-F
WLTW-F	10 WSKQ-F	10 WPLJ-F	10 WSKQ-F	10 WSKQ-F	10 WNSR-F	10 WLTW-F	10 WQCD-F	10 WQCD-F	10 WCBS
				WNEW-F					

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		3306 (4)	3306 (4)	13.3	16.0	WBAB-F	102.3	Babylon	0.7/2.2/194/3127
AOR/CLASSIC	97 (1)	2557 (5)	2654 (6)	10.7	10.6	WCTO-F	94.3	Smithtown	0.5/1.0/137/1394
AC/OLDIES/SOFT ROCK		3993 (6)	3993 (6)	16.1	18.9	WDHA-F	105.5	Dover	0.3/1.4/ 99/2238
MOR/VARIETY	84 (1)		84 (1)	0.3		WEVD	1050	New York	0.3/1.4/ 98/1982
COUNTRY		661 (1)	661 (1)	2.7	2.6	WFME-F	94.7	Newark	0.4/1.3/122/1983
BLACK/URBAN	527 (1)	2475 (2)	3002 (3)	12.1	9.4	WGSM	740	Huntington	0.3/0.6/ 98/1035
BEAUTIFUL/EASY	331 (1)	1326 (3)	1657 (4)	6.7	5.8	WHLI	1100	Hempstead	0.6/1.0/189/1584
NEWS/TALK	4894 (5)		4894 (5)	19.7	20.1	WHUD-F	100.7	Peekskill	0.3/1.0/209/2679
NOSTALGIA	835 (2)		835 (2)	3.4	2.7	WKJY-F	98.3	Hempstead	0.6/1.5/154/2153
RELIGION/GOSPEL	361 (2)	116 (1)	477 (3)	1.9	2.1	WNJR	1430	Newark	0.5/1.6/150/2293
SPANISH	1020 (3)	571 (1)	1591 (4)	6.4	5.8	WZRC	1480	New York	0.4/0.6/ 97/ 787
CLASSICAL		942 (2)	942 (2)	3.8	3.2				
JAZZ/NEW AGE		623 (1)	623 (1)	2.5	2.8	WEZN-F	99.9	Bridgeprot	0.4/1.5/303/4406
UNKNOWN/OTHERS	96 (1)		96 (1)	0.4					
	8245 (17)	16570 (26)	24815 (43)						

RADIO STATIONS

AM STATIONS

WABC,	770,	50 KW	,	Talk	ABC I,	$250.00	(Banner)	Cap Cities/ABC	Fred Weinhaus
WADO,	1280,	5 KW (DA-1)	,	Hispanic	,	$140.00	(---)	Tichenor	Herb Levin
WCBS,	880,	50 KW	,	News	CBS,	$360.00	(CBS)	CBS	Chris Witting
WEVD,	1050,	50 KW (DA-1)	,	Big Band/Ethnic	UNIULT,	$ 80.00	(Groskin)		Tom Bird
WFAN,	660,	50 KW	,	Sports Talk	NBC UNIPWR,	$260.00	(HNWH)	Emmis	Scott Meier
WINS,	1010,	50 KW (DA-1)	,	News	ABC D,	$400.00	(Group W)	Westinghouse	Warren Mauer
WKDM,	1380,	5 KW (DA-1)	,	Hispanic	,	$ 85.00	(Katz)	United	Jimmie Jeminez
WLIB,	1190,	10 KW (Days, DA)	,	Black News/Talk	SBN,	$ 90.00	(Mc-Guild)	Inner City	Pierre Sutton
WMCA,	570,	5 KW (DA-1)	,	Religion	,	$ NA	(---)	Saleva	Joe Davis
WNEW,	1130,	50 KW (DA-N)	,	Nostalgia/MOR	MBS, NBC,	$150.00	(Eastman)	Westwood One	Michael Kakoyiannis
WOR ,	710,	50 KW (DA-1)	,	Talk	ABC E UNIULT,	$250.00	(Mc-Guild)	Buckley	Bob Bruno
WPAT,	930,	5 KW (DA-2)	,	EZ	,	$ NA	(Katz)	Park	Gene Hobicorn
WQXR,	1560,	50 KW (DA-2)	,	Classical	UNISUP,	$ NA	(MMR)	New York Times	Warren Bodow
WSKQ,	620,	5 KW (DA-2)	,	Hispanic	,	$100.00	(---)	SBS	Claudia Puig
WWDJ,	970,	5 KW (DA-2)	,	Religion	,	$ 40.00	(---)		Joe Battaglia
WWRL,	1600,	5 KW (DA-2)	,	Gospel	NBN,	$ 45.00	(K & P)		Vince Sanders
WZRC,	1480,	5 KW (DA-2)	,	AOR	SMN,	$ NA	(Torbet)	Infinity	Tom Chiusano

FM STATIONS

WBLS,	107.1,	5.4 KW @ 1223	,	Black	ABC FM,	$320.00	(Mc-Guild)	Inner City	Pierre Sutton
WCBS,	101.1,	7 KW @ 1327	,	Oldies	RADRAD,	$475.00	(CBS)	CBS	Rod Colarco
WHTZ,	100.3,	7.8 KW @ 1223	,	CHR	,	$400.00	(Christal)	Malrite	Gary Fisher
WFME,	94.7,	38 KW @ 570	,	Religion	,	$ NA	(---)	Family (NEWARK)	Art Thompson
WHUD,	100.7,	50 KW @ 500	,	Btfl/EZ	,	$100.00	(Katz)	(PEEKSKILL)	Steve Petrone
WLTW,	106.7,	7.8 KW @ 1223	,	Soft AC	,	$425.00	(Katz)	Viacom	George Wolfson
WNCN,	104.3,	7.8 KW @ 1223	,	Classical	APR UNIULT,	$175.00	(CMBS)	GAF	Matt Field
WNEW,	102.7,	7.8 KW @ 1223	,	AOR	SOURCE UNIPWR,	$340.00	(Group W)	Westinghouse	Ted Utz
WNSR,	105.1,	7.8 KW @ 1223	,	AC	UNIPWR,	$279.00	(Mc-Guild)	Bonneville	Mark Bench
WPAT,	93.1,	5.4 KW @ 1418	,	Btfl/EZ	,	$220.00	(Republic)	Park	Gene Hobicorn
WPLJ,	95.5,	6.8 KW @ 1335	,	CHR	ABC R,	$240.00	(Banner)	Cap Cities/ABC	
WQCD,	101.9,	5.4 KW @ 1418	,	Jazz	UNISUP,	$255.00	(Christal)	Tribune Co.	Ray Gardella
WQHT,	97.1,	6.7 KW @ 1346	,	CHR/Dance	,	$240.00	(HNWH)	Emmis	Judy Ellis
WQXR,	96.3,	7.8 KW @ 1223	,	Classical	UNISUP,	$160.00	(MMR)	New York Times	Warren Bodow
WRKS,	98.7,	7.8 KW @ 1223	,	Black	SOURCE UNIPWR,	$275.00	(Durpetti)	Summit	Charles Warfield
WSKQ,	97.9,	7.8 KW @ 1223	,	Hispanic	,	$100.00	(SBS)	SBS	Claudia Puig
WXRK,	92.3,	7.8 KW @ 1223	,	Classic AOR	ABC R,	$310.00	(Torbet)	Infinity	Tom Chiusano
WYNY,	103.5,	5.8 KW @ 1390	,	Country	,	$200.00	(Eastman)	Westwood One	Peg Kelly

CALL LETTER CHANGES

WJIT changes to WZRC (Apr)

FORMAT CHANGES

WZRC changes from Hispanic to AOR (Apr)

STATION SALES

NORFOLK

Arbitron Rank/Pop (12+): 32/1,144,600

MSA Rank/Pop: 33/1,403,400
ADI # 42
Average Person Ratings: 17.1
Market TSL: 22.75 hours

Stations: 27/27
Diaries: 1410/812:1/54.9%
Sample Target: 1310
% Below Line: 0.0
% Not Listed: 9.5

1989 Revenue: $32,600,000
HH Inc.: $29,175
Retail $: 9.2 Bil
Pop per Station: 42,392
#1 Biller: WNOR-F $4,900,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WNOR-AF	(AOR)	178/ 9.2	9.0	6.5	7.9	6.6	8.1	182/2204	2083/18.2	17.0	15.7	8.2	193	2194	WNOR-AF
2. WOWI-F	(B)	176/ 9.0	8.2	6.3	6.9	7.3	7.6	191/2175	1853/16.2	15.8	15.2	9.9	232	2472	WOWI-F
3. WNVZ-F	(CHR)	161/ 8.2	5.4	6.2	5.3	7.6	6.3	177/2493	2218/19.4	18.6	21.0	6.7	157	2176	WNVZ-F
4. WFOG-F	(EZ)	160/ 8.2	8.9	10.0	6.6	9.0	8.4	198/2122	1689/14.8	17.9	16.3	7.0	164	1333	WFOG-F
5. WAFX-F	(CL AOR)	146/ 7.5	8.2	8.1	6.8	11.7	7.7	188/2480	1968/17.2	17.4	19.1	9.1	213	2007	WAFX-F
6. WCMS-AF	(C)	138/ 7.1	8.5	8.8	7.4	9.9	7.9	164/1982	1641/14.3	15.9	17.4	11.0	236	1735	WCMS-AF
7. WJQI-AF	(SAC)	107/ 5.5	5.5	5.5	5.6	5.1	5.5	114/1712	1644/14.4	13.7	11.3	4.1	93	1183	WJQI-AF
8. WMYK-F	(B)	101/ 5.2	5.1	5.4	3.9	5.6	4.9	128/1821	1396/12.2	14.1	14.4	6.6	155	1686	WMYK-F
9. WWDE-F	(AC)	97/ 5.0	3.8	6.8	6.0	4.4	5.4	102/1676	1566/13.7	15.9	12.6	3.5	81	1142	WWDE-F
10. WLTY-F	(O)	76/ 3.9	3.5	3.1	4.7	4.4	3.8	85/1396	1180/10.3	10.5	12.9	2.5	58	660	WLTY-F
11. WGH -F	(CHR)	64/ 3.3	3.5	4.1	4.9	3.4	4.0	85/1794	1523/13.3	13.5	11.7	5.3	123	1714	WGH -F
12. WNIS	(N/T)	54/ 2.8	4.3	3.1	3.5	2.6	3.4	56/876	854/ 7.5	6.2	6.5	3.1	73	741	WNIS
13. WPCE	(GOSP)	51/ 2.6	2.9	2.9	3.3	2.4	2.9	51/500	456/ 4.0	6.5	4.7	1.1	26	494	WPCE
14. WZCL-F	(O)	50/ 2.6	2.4	2.2	4.3	1.4	2.9	74/1079	802/ 7.0	7.5	5.6	2.9	68	936	WZCL-F
15. WTAR	(MOR)	47/ 2.4	2.9	3.0	2.6	2.9	2.7	51/798	738/ 6.4	8.5	8.6	2.5	59	796	WTAR
16. WBSK	(B)	42/ 2.2	2.7	2.1	3.4	2.1	2.6	42/580	559/ 4.9	7.5	7.8	1.6	37	664	WBSK
17. WOFM-F	(AOR)	36/ 1.8	1.8	1.3	1.9	0.6	1.7	37/388	369/ 3.2	2.8	2.5	2.0	46	431	WOFM-F
18. WKEZ-F	(C)	30/ 1.5	1.9	1.7	2.0	1.1	1.8	69/701	410/ 3.6	3.5	3.0	2.4	57	450	WKEZ-F
19.															
20.															

12+ FM SHARE (METRO): 86.25% (1524 of 1767) (SPG 89: 85.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOWI-F>>	1 WNOR-AF>	1 WNOR-AF	1 WNOR-AF	1 WNOR-AF	1 WFOG-F>	1 WNOR-AF	1 WNOR-AF	1 WNOR-AF	1 WOWI-F>	1 WOWI-F
2 WNVZ-F>	2 WNVZ-F	2 WAFX-F<	2 WAFX-F	2 WAFX-F	2 WCMS-AF>>	2 WFOG-F	2 WFOG-F	2 WOWI-F	2 WNVZ-F>	2 WMYK-F
3 WMYK-F	WAFX-F<	3 WNVZ-F	3 WWDE-F<	3 WCMS-AF<	3 WNIS <	3 WNVZ-F	3 WNVZ-F	WAFX-F	3 WAFX-F<	3 WAFX-F
WGH -F	4 WOWI-F>	4 WOWI-F	4 WCMS-AF<	4 WJQI-AF	4 WJQI-AF	4 WCMS-AF	4 WCMS-AF	4 WNVZ-F<	4 WMYK-F	4 WNVZ-F
WAFX-F	5 WJQI-AF	5 WJQI-AF<	5 WJQI-AF	WWDE-F	WLTY-F	WOWI-F<	WAFX-F<	5 WCMS-AF	5 WNOR-AF	5 WJQI-F
6	6 WWDE-F	6 WWDE-F	6 WNVZ-F	6 WFOG-F<	6 WPCE	6 WAFX-F<	6 WJQI-AF	6 WFOG-F	WJQI-AF	6 WWDE-F
7	7 WMYK-F	7 WCMS-AF	WMYK-F	7 WMYK-F	WMYK-F	7 WWDE-F	7 WOWI-F<	7 WMYK-F	7 WCMS-AF	7
8	8	8	8 WOWI-F	8	8	8	8 WWDE-F	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOWI-F	1 WNVZ-F<	1 WWDE-F>	1 WWDE-F<	1 WJQI-AF<	1 WNOR-AF	1 WNOR-AF>	1 WNOR-AF>	1 WNOR-AF>	1 WNOR-AF>
WNVZ-F>	2 WWDE-F<	2 WJQI-AF	2 WJQI-AF	2 WWDE-F	2 WNVZ-F	2 WAFX-F	2 WAFX-F>	2 WAFX-F	2 WAFX-F>
3 WNOR-AF	3 WOWI-F	WAFX-F	3 WNVZ-F	3 WCMS-AF<	3 WOWI-F	3 WNVZ-F<	3 WOWI-F	3 WOWI-F<	3 WOWI-F
4 WJQI-AF	4 WJQI-AF	4 WMYK-F	4 WOWI-F<	4 WFOG-F	4 WAFX-F>>	4 WOWI-F>	4 WNVZ-F	4 WNVZ-F>	4 WCMS-AF
5 WGH -F	5 WAFX-F	5 WNVZ-F	5 WCMS-AF	5 WMYK-F	5	5	5 WJQI-AF	5 WCMS-AF<	5 WNVZ-F
6 WWDE-F	6 WNOR-AF	6 WCMS-AF	6 WMYK-F<	6 WLTY-F	6	6	6	6 WMYK-F	6 WMYK-F
WAFX-F	WMYK-F	WOWI-F	7 WAFX-F	7 WAFX-F<	7	7	7	7 WJQI-AF	7 WLTY-F
8	8	8	8	8 WNVZ-F	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	7 (1)	225 (2)	232 (3)	13.1	12.2
AOR/CLASSIC	5 (1)	355 (3)	360 (4)	20.4	21.0
AC/OLDIES/SOFT ROCK	10 (2)	326 (4)	336 (6)	19.0	15.4
MOR/VARIETY	47 (1)		47 (1)	2.7	3.2
COUNTRY	3 (1)	165 (2)	168 (3)	9.5	12.1
BLACK/URBAN	42 (1)	277 (2)	319 (3)	18.1	16.6
BEAUTIFUL/EASY		160 (1)	160 (1)	9.1	10.3
NEWS/TALK	54 (1)		54 (1)	3.1	3.5
NOSTALGIA					
RELIGION/GOSPEL	75 (4)	16 (1)	91 (5)	5.1	4.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.5
	243 (12)	1524 (15)	1767 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGH	1310	Newport News	0.4/1.6/ 7/ 184
WKGM	940	Smithfield	0.3/1.5/ 6/ 216
WKSV-F	96.1	Cp Charles/Va B	0.8/1.6/ 19/ 247
WPEX	1490	Hampton	0.3/1.4/ 6/ 163
WTJZ	1270	Newport News	0.3/1.6/ 7/ 207
WZAM	1110	Norfolk	0.6/1.4/ 14/ 196

RADIO STATIONS

AM STATIONS

WBSK	1350,	5 KW/1 KW (DA-2)	Black	NBN ABC FM,	$ 30.00	(Mc-Guild)	Ragan Henry	Ernest Jackson
WNIS	850,	5 KW/1 KW (DA-2)	News/Talk	NBC ABC T,	$ 37.00	(MMR)	Sinclair	Bob Sinclair
WPCE	1400,	1 KW	Gospel	SBN UNIULT,	$ 25.00	(---)	Willis	Katrina Turner
WTAR	790,	5 KW (DA-1)	MOR/Oldies	CBS UNISUP,	$ 35.00	(Katz)	Landmark	Ron Reeger

FM STATIONS

WAFX	106.9,	100 KW @ 937	Classic AOR	,	$ 61.00	(CBS)	Radio Ventures (P)	Paul Katabian
WCMS	100.5,	50 KW @ 500	Country	ABC E,	$ 95.00	(Eastman)		Marjorie Crump
WFOG	92.9,	50 KW @ 484	EZ	UNIULT,	$ 65.00	(MMR)	Sunshine Wireless	Pam Hughes
WGH	97.3,	74 KW @ 400	CHR	ABC E UNISUP,	$ 40.00	(Durpetti)	Susquehanna	Sandy Goldberg
WJQI	94.9,	50 KW @ 500	Soft AC	UNISUP,	$ 45.00	(Torbet)	Coleman	John Moen
WKEZ	94.1,	50 KW @ 500	Country	UNIULT,	$ 36.00	(Roslin)	Eure	Brad Eure
WLTY	95.7,	40 KW @ 881	Oldies	,	$ 69.00	(Katz)	Landmark	Ron Reeger
WMYK	93.7,	100 KW @ 940	Black	ABC C,	$ 49.00	(Durpetti)	(ELIZABETH CITY)	Paul Lucci
WNOR	98.7,	46 KW @ 520	AOR	SOURCE,	$100.00	(Mc-Guild)	Saga	Joe Schwartz
WNVZ	104.5,	50 KW @ 480	CHR	,	$ 70.00	(Republic)	Wilks-Schwartz	Jim Shea
WOFM	92.1,	2 KW @ 421	AOR	,	$ 25.00	(K & P)	(MOYOCK)	Jim Hunt
WOWI	102.9,	50 KW @ 470	Black	SBN UNIPWR,	$ 57.00	(MC-Guild)	Ragan Henry	Ernest Jackson
WWDE	101.3,	50 KW @ 500	AC	RADRAD,	$ 84.00	(Christal)	Edens	Larry Saunders
WZCL	105.3,	50 KW @ 500	Oldies	MBS ABC D,	$ 40.00	(Banner)	ML/Win	Elsie Sacra

Miscellaneous Comments: WAFX-F sold by Downs to Radio Ventures for $10,000,000 (Blackburn)...WGH A/F sold by Susquehanna to Paco-Jon for $6,500,000 + Tax Certificate (Chapman)...

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 47/813,500

MSA Rank/Pop: 52/975,900
ADI # 40
Average Person Ratings: 15.5
Market TSL: 20.75 hours

Stations: 21/19
Diaries: 1234/659:1/53.2%
Sample Target: 1130
% Below Line: 0.8
% Not Listed: 9.0

1989 Revenue: $23,500,000
HH Inc.: $25,477
Retail $: 7.4 Bil
Pop per Station: 42,815
#1 Biller: KXXY-AF $4,700,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KXXY-F	(C)	196/15.6	14.9	13.3	14.0	14.3	14.4	265/2767	2048/25.2	26.0	27.1		11.5	161	1724	KXXY-F
2. KATT-F	(AOR)	116/ 9.2	7.0	7.6	4.7	7.5	7.1	197/2193	1433/17.6	18.6	16.9		14.5	204	1779	KATT-F
3. KKNG-F	(EZ)	101/ 8.0	11.4	8.1	8.8	7.8	9.1	120/1772	1492/18.3	16.1	15.9		4.9	69	748	KKNG-F
4. KZBS-F	(CHR)	95/ 7.5	6.9	7.7	5.9	6.4	7.0	115/1916	1489/18.3	19.5	18.7		12.8	179	2170	KZBS-F
KJYO-F	(CHR)	95/ 7.5	9.2	9.2	8.7	10.1	8.6	122/2188	1755/21.6	24.7	27.9		10.3	144	1957	KJYO-F
6. KMGL-F	(AC)	93/ 7.4	5.9	5.0	4.6	6.4	5.7	117/1539	1272/15.6	13.9	13.6		4.6	65	763	KMGL-F
7. KEBC-F	(C)	86/ 6.8	7.2	6.4	5.7	6.5	6.5	135/1982	1322/16.3	17.8	14.5		5.3	75	1193	KEBC-F
8. KTOK	(N/T)	69/ 5.5	5.7	8.2	8.7	5.9	7.0	79/1212	1094/13.4	20.8	12.5		4.3	61	953	KTOK
9. KRXO-F	(CL AOR)	67/ 5.3	4.4	6.6	6.8	5.4	5.8	83/1279	967/11.9	16.1	15.4		7.8	110	1204	KRXO-F
10. KLTE-F	(O)	61/ 4.8	5.4	4.0	3.7	4.0	4.5	73/1448	1167/14.3	14.5	12.9		5.5	77	935	KLTE-F
11. WKY	(C)	48/ 3.8	2.5	4.0	3.0	2.4	3.3	66/1048	719/ 8.8	11.5	7.0		2.1	29	616	WKY
12. KOMA	(O)	45/ 3.6	4.6	5.9	7.0	5.7	5.3	109/1178	682/ 8.4	12.5	12.1		3.6	51	540	KOMA
13. KPRW	(B)	16/ 1.3	2.0	1.6	3.4	3.3	2.1	16/224	207/ 2.5	2.9	4.8		1.5	21	320	KPRW
14.																
15.																

12+ FM SHARE (METRO): 80.54% (923 of 1146) (SPG 89: 77.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F>>	1 KATT-F	1 KXXY-F	1 KXXY-F>	1 KXXY-F>	1 KXXY-F	1 KXXY-F>>	1 KXXY-F>	1 KXXY-F>	1 KJYO-F<	1 KXXY-F>
2 KZBS-F>	2 KXXY-F	2 KATT-F	2 KMGL-F<	2 KMGL-F	2 KKNG-F	2 KATT-F	2 KKNG-F	2 KATT-F	2 KXXY-F	2 KKNG-F>
3 KXXY-F	3 KZBS-F	3 KMGL-F	3 KATT-F	3 KATT-F	3 KEBC-F<	3 KTOK	3 KZBS-F	3 KZBS-F	3 KATT-F	3 KTOK
4 KATT-F	4 KJYO-F	4 KZBS-F	4 KRXO-F	4 KRXO-F	4 KTOK >	KKNG-F	KATT-F<	4 KMGL-F<	4 KZBS-F	4 KZBS-F
5	5 KMGL-F	5 KRXO-F	5 KZBS-F	5 KLTE-F<	5 WKY	5 KMGL-F	5 KMGL-F	5 KJYO-F	5 KMGL-F	5 KEBC-F
6	6 KRXO-F	6 KJYO-F	KLTE-F	6 KEBC-F<	KMGL-F	6 KJYO-F<	6 KEBC-F	6 KKNG-F<	6	KATT-F
7	7	7 KLTE-F	7	7 KZBS-F	7	7 KEBC-F	7	7 KEBC-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KXXY-F	1 KXXY-F	1 KMGL-F	1 KXXY-F>	1 KXXY-F>	1 KATT-F>>	1 KATT-F>>	1 KATT-F	1 KATT-F	1 KXXY-F>
2 KJYO-F	2 KZBS-F	2 KXXY-F	2 KMGL-F	2 KMGL-F>	2 KZBS-F	2 KXXY-F	2 KRXO-F	2 KXXY-F>	2 KATT-F
3 KZBS-F>	KJYO-F	3 KZBS-F	3 KZBS-F	3 KZBS-F	3 KJYO-F	3 KRXO-F	3 KXXY-F>	3 KRXO-F>	3 KRXO-F>
4 KATT-F	4 KMGL-F	4 KJYO-F	4 KJYO-F	4 KEBC-F<	4 KXXY-F>	4 KZBS-F>	4 KZBS-F	4 KZBS-F	4 KMGL-F
5 KMGL-F>>	5 KATT-F>	KATT-F	5 KATT-F	5 KLTE-F	5 KOMA	5 KJYO-F	KMGL-F>	5 KMGL-F	KLTE-F<
6	6	6 KLTE-F	6 KLTE-F<	6 KKNG-F<	6	6 KMGL-F	6 KLTE-F	6	6 KEBC-F
7	7	7 KRXO-F	7 KEBC-F	7 KJYO-F	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		190 (2)	190 (2)	16.6	18.1
AOR/CLASSIC		191 (3)	191 (3)	16.7	15.6
AC/OLDIES/SOFT ROCK	50 (2)	154 (2)	204 (4)	17.8	18.3
MOR/VARIETY	5 (1)		5 (1)	0.4	0.4
COUNTRY	53 (2)	287 (3)	340 (5)	29.7	26.2
BLACK/URBAN	16 (1)		16 (1)	1.4	3.6
BEAUTIFUL/EASY		101 (1)	101 (1)	8.8	8.6
NEWS/TALK	69 (1)		69 (1)	6.0	6.5
NOSTALGIA					
RELIGION/GOSPEL	22 (2)		22 (2)	1.9	2.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	8 (1)		8 (1)	0.7	
	223 (10)	923 (11)	1146 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGFF	1450	Shawnee	0.4/1.5/ 5/ 126
KQCV	800	Oklahoma City	0.7/1.9/ 11/ 231
KTLV	1220	Midwest City	1.0/2.1/ 15/ 180
KTNT-F	97.7	Edmond	0.6/2.7/ 8/ 229
KXXY	1340	Oklahoma City	0.4/2.4/ 6/ 241
WWLS	640	Moore/Norman	0.6/2.7/ 11/ 261
KRMG	740	Tulsa	0.4/1.2/ 8/ 157
KWEN-F	95.5	Tulsa	0.4/1.0/ 9/ 164

RADIO STATIONS

KOMA ,	1520,	50 KW (DA-N) ,	Oldies (see FM)	CBS,	$35.00	(CBS)	Diamond	Vance Harrison
KPRW ,	1140,	1 KW (DAYS) ,	Black	SBN,	$22.00	(Banner)	Surrey	Larry Bastida
KQCV ,	800,	250 W (DAYS) ,	Religion	,	$15.00	(---)	Bott	Robin Jones
KTOK ,	1000,	5 KW (DA-2) ,	News/Talk	ABC I MBS,	$57.00	(Christal)	Clear Channel	Jim Smith
KXXY ,	1340,	1 KW ,	See KXXY-F					
WKY ,	930,	5 KW (DA-N) ,	Country	UNIULT,	$32.00	(Republic)	Gaylord	Jim Fisher
KATT-F,	100.5,	100 KW @ 1188 ,	AOR	SOURCE,	$65.00	(Banner)	Surrey	Larry Bastida
KEBC-F,	94.7,	100 KW @ 1387 ,	Country	ABC E,	$40.00	(Republic)		Joe Kelly
KJYO-F,	102.7,	100 KW @ 985 ,	CHR	,	$54.00	(Christal)	Clear Channel	Jim Smith
KKNG-F,	92.5,	100 KW @ 984 ,	EZ	,	$44.00	(Katz)	Wilks-Schwartz	Jeff Salkin
KLTE-F,	101.9,	100 KW @ 1387 ,	AC/Oldies	,	$40.00	(Katz)	Entercom	Wayne Walker
KMGL-F,	104.1,	100 KW @ 1363 ,	AC	UNISUP,	$40.00	(Eastman)	Renda	Patricia Elzkin
KNTL-F,	104.9,	3 KW @ 300 ,	Religion	,	$18.00	(---)	CBN (BETHANY)	Jon Weiss
KRXO-F,	107.7,	100 KW @ 990 ,	Classic AOR	,	$63.00	(CBS)	Diamond	Vance Harrison
KXXY-F,	96.1,	100 KW @ 1167 ,	Country	MBS,	$100.00	(Mc-Guild)	Newmarket	Bill Harley
KZBS-F,	98.0,	100 KW @ 1100 ,	CHR	APR,	$38.00	(HNWH)		Bill Lacey

OMAHA

Arbitron Rank/Pop (12+): 70/506,800
MSA Rank/Pop: 80/629,200
ADI # 73
Average Person Ratings: 17.6
Market TSL: 23.00 hours

Stations: 18/14
Diaries: 975/520:1/58.2%
Sample Target: 890
% Below Line: 2.9
% Not Listed: 9.7

1989 Revenue: $19,800,000
HH Inc.: $32,173
Retail $: 4.4 Bil
Pop per Station: 36,200
#1 Biller: KFAB $4,200,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KEZO-AF	(AOR)	135/15.2	10.5	13.0	13.1	13.1	12.9	182/1859	1369/27.0	24.6	22.2		10.0	205	2216	KEZO-AF
2.	KQKQ-F	(CHR)	122/13.7	14.7	13.3	16.6	15.0	14.6	157/2426	1690/33.3	30.8	36.6		10.6	216	2344	KQKQ-F
3.	KFAB	(MOR)	107/12.0	12.6	15.8	12.9	14.3	13.3	183/2410	1328/26.2	38.5	28.8		8.1	164	2487	KFAB
4.	KESY-AF	(EZ)	102/11.4	12.4	8.1	7.9	8.1	9.9	120/1374	1032/20.4	15.6	13.8		4.2	86	909	KESY-AF
5.	KEFM-F	(AC)	75/ 8.4	7.6	8.3	7.4	6.7	7.9	104/1535	1085/21.4	23.4	18.9		4.1	84	1123	KEFM-F
6.	WOW -F	(C)	63/ 7.1	8.2	7.0	7.3	7.7	7.4	87/1217	772/15.2	15.0	14.3		4.3	87	923	WOW -F
7.	KGOR-F	(O)	52/-5.8	8.0	7.5	8.4	6.9	7.4	75/1358	922/18.2	20.9	19.3		3.9	79	1174	KGOR-F
8.	KXKT-F	(CHR)	39/ 4.4	2.5	2.7	3.9	2.3	3.4	68/1222	747/14.7	7.6	7.8		2.6	52	728	KXKT-F
9.	WOW	(C)	36/ 4.0	5.1	4.2	3.6	5.5	4.2	95/1402	510/10.1	12.4	13.8		5.3	108	1436	WOW
10.	KOIL	(O)	20/ 2.2	2.1	3.2	3.8	4.2	2.8	24/443	339/ 6.7	7.4	10.6		1.1	23	391	KOIL
11.	KKAR	(T)	18/ 2.0	1.9	2.4	1.9	2.1	2.0	23/395	325/ 6.4	8.0	6.7		1.1	22	400	KKAR
12.																	
13.																	

12+ FM SHARE (METRO): 75.50% (607 of 804) (SPG 89: 69.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>>	1 KEZO-AF>>	1 KEZO-AF>	1 KEZO-AF>	1 KEZO-AF>	1 KFAB	1 KFAB	1 KEZO-AF	1 KEZO-AF	1 KFAB <	1 KFAB >>
2 KXKT-F	2 KQKQ-F>	2 KQKQ-F	2 KQKQ-F<	2 KQKQ-F	2 KESY-AF>>	2 KQKQ-F	2 KESY-AF<	2 KQKQ-F	2 KQKQ-F<	2 KEFM-F<
3	3 KEFM-F>	3 KEFM-F>	3 KEFM-F	KEFM-F	3 WOW -F	3 KEZO-AF	3 KQKQ-F>	3 KESY-AF	3 KEZO-AF>	3 KQKQ-F
4	4 KGOR-F	4 KGOR-F	4 KGOR-F	4 WOW -F	4	4 KESY-AF>	4 KEFM-F	4 KEFM-F	4 KEFM-F	4 KEZO-F<
5	5 KXKT-F	5 WOW -F	5 WOW -F	5 KGOR-F	5	5 KEFM-F	5 KFAB	5 KFAB	5 KESY-AF	5 WOW -F
6	6 WOW -F	6	6 KESY-AF	6	6	6 WOW -F	6 KGOR-F	6 WOW -F	6 KXKT-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQKQ-F>>	1 KQKQ-F	1 KEFM-F>	1 KQKQ-F	1 KEFM-F	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>
2 KEZO-AF	2 KEFM-F	2 KEZO-AF	2 KEFM-F	2 KQKQ-F	2 KQKQ-F>	2 KQKQ-F>	2 KGOR-F	2 KQKQ-F	2 KGOR-F
3 KEFM-F>>	3 KEZO-AF	KQKQ-F>>	3 KEZO-AF>	3 KEZO-AF	3 KXKT-F>	3 KGOR-F	3 KQKQ-F>>	3 KGOR-F>	3 WOW -F
4 KXKT-F>	4	4 WOW -F	4 WOW -F	4 KESY-AF<	4 KEFM-F	4 KXKT-F>	4 KFMQ-F	4 WOW -F	4 KQKQ-F
5 KFMQ-F	5	5 KESY-AF	5 KGOR-F	5 WOW -F	5 WOW -F>	5 WOW -F	WOW -F	5 KEFM-F	5 KESY-AF
WOW -F	6	KGOR-F>>	6 KESY-AF	6	6	KEFM-F	6	6	6
KGOR-F>>	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		161 (2)	161 (2)	20.0	17.2
AOR/CLASSIC	6 (1)	145 (3)	151 (4)	18.8	15.9
AC/OLDIES/SOFT ROCK	20 (1)	127 (2)	147 (3)	18.3	22.4
MOR/VARIETY	113 (2)		113 (2)	14.1	15.9
COUNTRY	36 (1)	67 (2)	103 (3)	12.8	14.8
BLACK/URBAN		9 (1)	9 (1)	1.1	1.3
BEAUTIFUL/EASY	4 (1)	98 (1)	102 (2)	12.7	9.0
NEWS/TALK	18 (1)		18 (1)	2.2	2.3
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.2
	197 (7)	607 (11)	804 (18)		

OTHER RATED STATIONS			METRO SHARE/RTG/AQH/CUME
KBWH-F	106.3	Blair	1.0/2.7/ 9/ 138
KFMQ-F	101.9	Lincoln/Omaha	1.5/6.4/ 54/ 889
KMA	960	Shenandoah	0.7/2.6/ 36/ 499
KTGL-F	92.9	Beatrice/Lincn.	0.3/1.3/ 43/ 625
KZKX-F	96.9	Seward/Lincoln	0.4/1.5/ 51/ 678

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, MOR/FULL SER.	NBC, UNISUP,	$ 80.00	(Christal)	Henry	Bob Sweet
KKAR, 1180, 5 KW/1 KW	, TALK	CBS, MBS,	$ 19.00	(Eastman)		M. Riemenschneide
KOIL, 1290, 5 KW (DA-N)	, OLDIES	UNIULT,	$ 24.00	(Banner)		Robert Dean
WOW , 590, 5 KW	, COUNTRY	ABC I,	$ N/A	(Torbet)	Great Empire	Ken Fearnow
KBWH-F, 106.3, 1.2 KW @ 459,	BLACK	,	$ 14.00	(---)	(BLAIR)	Larry Littlejohn
KEFM-F, 96.1, 100 KW @ 1442,	SOFT AC	,	$ 40.00	(McGuild)		John Webster
KESY-F, 104.5, 100 KW @ 1087,	EZ	ABC D, UNIULT,	$ 35.00	(McGuild)		Dana Webb
KEZO-F, 92.3, 100 KW @ 1212,	AOR	,	$ 67.00	(Katz)	Narragansett	Manny Broussard
KGOR-F, 99.9, 115 KW @ 1227,	OLDIES	NBC, UNIPWR ,	$ 44.00	(Christal)	Henry	Bob Sweet
KQKQ-F, 98.5, 100 KW @ 1174,	CHR	,	$ 63.00	(Eastman)		M. Riemenschneide
KXKT-F, 103.7, 100 KW @ 1247,	CHR	,	$ 31.00	(Banner)	(ATLANTIC, IA)	Robert Dean
WOW-F , 94.1, 100 KW @ 510,	COUNTRY	ABC E,	$ 70.00	(Torbet)	Great Empire	Ken Fearnow

Miscellaneous Comments: KOMJ changes calls to KXKT-F (March)...

ORLANDO

Arbitron Rank/Pop (12+): 43/852,200

MSA Rank/Pop: 46/994,500
ADI # 25
Average Person Ratings: 16.2
Market TSL: 21.50 hours

Stations: 24/19
Diaries: 1211/704:1/48.3%
Sample Target: 1140
% Below Line: 5.3
% Not Listed: 8.5

1989 Revenue: $43,900,000
HH Inc.: $27,359
Retail $: 8.1 Bil
Pop per Station: 44,852
#1 Biller: WWKA-F $6,800,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WWKA-F	(C)	132/ 9.6	11.2	10.1	8.8	9.7	9.9	280/3394	1564/18.4	18.1	16.4		8.7	126	1342	WWKA-F
2. WOMX-F	(CHR)	127/ 9.2	8.4	6.1	7.6	6.1	7.8	206/3496	2033/23.5	18.7	20.2		8.2	118	1682	WOMX-F
3. WJHM-F	(B)	122/ 8.9	8.1	9.6	7.3	7.9	8.5	199/2417	1405/16.5	16.1	14.7		16.9	244	2083	WJHM-F
4. WSTF-F	(AC)	119/ 8.6	8.3	9.7	8.2	8.6	8.7	204/3040	1694/19.9	22.2	17.3		7.9	114	1427	WSTF-F
5. WOCL-F	(O)	109/ 7.9	7.0	6.1	7.0	5.4	7.0	257/3029	1494/17.5	16.1	15.9		6.0	87	1190	WOCL-F
6. WHTQ-F	(AOR)	91/ 6.6	6.4	6.7	3.6	8.1	7.1	210/2705	1257/14.8	14.7	15.4		10.0	144	1956	WHTQ-F
WDBO	(MOR)	91/ 6.6	6.3	4.7	4.2	6.7	5.4	105/1300	1092/12.8	12.9	12.5		5.0	72	947	WDBO
8. WSSP-F	(EZ)	84/ 6.1	5.4	6.9	6.6	8.3	6.3	192/2596	1154/13.5	14.8	13.9		4.5	65	637	WSSP-F
9. WDIZ-F	(AOR)	72/ 5.2	5.1	5.5	5.8	5.2	5.4	127/2115	1128/13.2	13.5	15.3		6.9	100	1298	WDIZ-F
10. WXXL-F	(CHR)	53/ 3.8	3.7	4.2	4.6	4.2	4.1	77/1908	1343/15.8	13.8	13.8		3.7	54	1301	WXXL-F
11. WLOQ-F	(J/NA)	48/ 3.5	4.7	3.5	3.5	3.8	3.8	56/878	781/ 9.2	8.7	9.4		3.9	56	782	WLOQ-F
12. WWNZ	(N/T)	47/ 3.4	4.8	4.2	3.5	5.2	4.0	50/811	704/ 8.3	11.1	9.4		3.2	46	639	WWNZ
13. WJYO-F	(SAC)	46/ 3.3	4.0	4.5	5.7	4.4	4.4	121/1979	963/11.3	10.6	12.7		3.1	44	696	WJYO-F
14. WWLV-F	(EZ)	32/ 2.3	2.6	2.5	2.2	2.5	2.4	139/1848	585/ 6.9	7.9	5.2		1.5	22	645	WWLV-F
15.																

12+ FM SHARE (METRO): 85.57% (1079 of 1261) (SPG 89: 83.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F<	1 WOMX-F<	1 WSTF-F	1 WOCL-F	1 WOCL-F	1 WWKA-F	1 WOMX-F<	1 WSTF-F	1 WWKA-F	1 WJHM-F>	1 WDBO <
2 WOMX-F>>	2 WJHM-F	WOMX-F	2 WSTF-F	2 WWKA-F	2 WDBO	2 WWKA-F<	2 WWKA-F	2 WJHM-F<	2 WDBO <	2 WWNZ
3 WHTQ-F	3 WHTQ-F	3 WOCL-F<	3 WOMX-F	WSTF-F	3 WOCL-F<	3 WSTF-F<	3 WOCL-F<	3 WOMX-F	3 WOMX-F	3 WWKA-F
4 WXXL-F	4 WSTF-F	4 WJHM-F	4 WWKA-F	4 WOMX-F>	4 WSSP-F	4 WDBO	4 WOMX-F	4 WSTF-F<	4 WHTQ-F<	WJHM-F
5	5 WDIZ-F>	5 WHTQ-F	5 WJHM-F	5 WJHM-F	5 WSTF-F>	5 WJHM-F	5 WJHM-F	5 WOCL-F	5 WWKA-F<	5 WOMX-F
6	6 WWKA-F<	6 WWKA-F	6 WLOQ-F	6 WDIZ-F<	6 WWNZ	6 WOCL-F	6 WSSP-F	6 WHTQ-F	6 WSTF-F	WLOQ-F
7	7 WXXL-F	7 WDIZ-F	WDIZ-F	7 WLOQ-F<	7	7 WSSP-F	7 WHTQ-F	7	7 WOCL-F	7
8	8	8	8	8 WSSP-F<	8	8	8	8	8	8
9	9	9	9	9 WHTQ-F	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOMX-F	1 WOMX-F	1 WOMX-F	1 WSTF-F<	1 WSTF-F	1 WHTQ-F>	1 WHTQ-F	1 WOMX-F	1 WOCL-F	1 WOCL-F>
WJHM-F	2 WSTF-F	2 WSTF-F	2 WOMX-F	2 WWKA-F	2 WJHM-F	2 WJHM-F	2 WDIZ-F	2 WHTQ-F	2 WWKA-F
3 WSTF-F	WJHM-F>	3 WJHM-F>	3 WJHM-F	3 WOMX-F	3 WDIZ-F>	WDIZ-F	3 WSTF-F	3 WDIZ-F	3 WOMX-F
4 WHTQ-F	4 WHTQ-F	4 WJYO-F	4 WWKA-F	4 WOCL-F	4 WXXL-F>	4 WOMX-F	4 WLOQ-F	4 WOMX-F<	4 WLOQ-F
5 WDIZ-F	5 WDIZ-F	5 WHTQ-F	5 WOCL-F	WJHM-F>	5 WSTF-F	5 WSTF-F>	WHTQ-F	5 WJHM-F<	5 WSTF-F
6 WXXL-F>>	6 WXXL-F	6 WWKA-F	6 WHTQ-F	6 WSSP-F	WOMX-F	6 WWKA-F	6 WWKA-F	6 WSTF-F	6 WDIZ-F
7 WWKA-F	WJYO-F	7 WDIZ-F	7 WDIZ-F	7 WJYO-F	WJYO-F>>	WOCL-F	WOCL-F	7 WLOQ-F<	7
8	8 WWKA-F	8	8	8 WHTQ-F	8	8 WLOQ-F	8 WJHM-F>>	8 WWKA-F	8
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		180 (2)	180 (2)	14.3	11.5
AOR/CLASSIC		163 (2)	163 (2)	12.9	14.8
AC/OLDIES/SOFT ROCK	9 (1)	274 (3)	283 (4)	22.4	20.1
MOR/VARIETY	91 (1)		91 (1)	7.2	7.3
COUNTRY	8 (1)	156 (3)	164 (4)	13.0	12.0
BLACK/URBAN		122 (1)	122 (1)	9.7	8.6
BEAUTIFUL/EASY		116 (2)	116 (2)	9.2	11.7
NEWS/TALK	58 (3)		58 (3)	4.6	5.6
NOSTALGIA					
RELIGION/GOSPEL	3 (1)	12 (1)	15 (2)	1.2	2.9
SPANISH	13 (1)		13 (1)	1.0	1.2
CLASSICAL					
JAZZ/NEW AGE		48 (1)	48 (1)	3.8	4.2
UNKNOWN/OTHERS		8 (1)	8 (1)	0.6	
	182 (8)	1079 (16)	1261 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBZS	1270	Eatonville/Orln	0.4/1.0/ 6/ 103
WHOO	990	Orlando	0.6/1.7/ 11/ 210
WONQ	1140	Orlando	0.9/1.8/ 13/ 155
WPRD	1440	Winter Park	0.4/1.4/ 5/ 122
WTLN	1520	Apopka	0.2/0.7/ 3/ 77
WTLN-F	95.3	Apopka	0.9/3.2/ 17/ 329
WGGD-F	102.3	Melbourne/PlmBy	0.6/0.8/ 29/ 413
WGNE-F	98.1	Titusville	0.4/1.3/ 46/ 678
WGTO	540	Pine Hills/Orln	0.7/1.8/ 16/ 288
WPCV-F	97.5	Winter Haven/Lk	1.3/3.4/106/1207

RADIO STATIONS

WDBO ,	580,	5 KW (DA-N) ,	MOR/Full Service	ABC I,	$ 51.00	(Katz)	New City	Rich Reis
WHOO ,	990,	50 KW/5 KW (DA-N),	See WHOO-F					
WPRD ,	1440,	5 KW/1 KW (DA-N),	Children's Radio	IND UNILT,	$ 20.00	(MMR)	Metroplex	Barb Peckett
WMNZ ,	740,	5 KW/1 KW (DA-N),	News/Talk	CBS MBS,	$ 40.00	(Christal)	Guy Gannett	Mark Brewer
WDIZ-F,	100.3,	100 KW @ 1186 ,	AOR	ABC R,	$ 90.00	(MMR)	Shamrock-Lynett	Tom Owens
WHTQ-F,	96.5,	100 KW @ 1598 ,	AOR	SOURCE,	$ 75.00	(Eastman)	TK	Bill Fowler
WJHM-F,	101.9,	28 KW @ 1584 ,	Black/Urban	,	$ 62.00	(HNWH)	Beasley (DYTNA BCH)	Dave Donahue
WJYO-F,	107.7,	100 KW @ 1584 ,	Soft AC	UNISUP,	$ 71.00	(MMR)	Metroplex	Barb Peckett
WLOQ-F,	103.1,	2.6 KW @ 350 ,	Jazz	,	$ 50.00	(Banner)		John Gross
WOCL-F,	105.9,	100 KW @ 1584 ,	Oldies	APR,	$ 90.00	(Christal)	American (DELAND)	Garry Eaves
WOMX-F,	105.1,	100 KW @ 1310 ,	CHR	,	$ 86.00	(Banner)	Nationwide	Rick Weinkauf
WSSP-F,	104.1,	100 KW @ 1598 ,	EZ	,	$ 68.00	(Christal)	Guy Gannett	Mark Brewer (COC BCH)
WSTF-F,	101.1,	100 KW @ 1598 ,	AC	,	$108.00	(Republic)	(COCOA BEACH)	Don Peterson
WWKA-F,	92.3,	100 KW @ 1341 ,	Country	,	$140.00	(Katz)	New City	Rich Reis
WXXL-F,	106.7,	100 KW @ 801 ,	CHR	,	$ 60.00	(Durpetti)	Taylor (LEESBURG)	Tom Mosher

WWLV-F — See Daytona Beach

OXNARD-VENTURA

Arbitron Rank/Pop (12+): 117/307,600
MSA Rank/Pop: 74/654,700
ADI # Los Angeles
Average Person Ratings: 16.2
Market TSL: 21.25 hours

Stations: 33/10
Diaries: 830/371:1/54.2%
Sample Target: 720
% Below Line: 41.2
% Not Listed: 12.7

1989 Revenue: $9,200,000
HH Inc.: $40,636
Retail $: 4.2 Bil
Pop per Station: 30,760
#1 Biller: KHAY-F $1,700,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KCAQ-F	(CHR)	50/10.1	——	11.1	——	8.5	——	60/1050	733/23.8		24.7		12.0	60	860	KCAQ-F
2. KHAY-F	(C)	40/ 8.0	——	7.6	——	5.9	——	48/652	467/15.2		16.8		8.2	41	388	KHAY-F
3. KLOS-F	(AOR)	29/ 5.8	——	4.1	——	6.5	——	60/916	401/13.0		10.4		7.6	38	426	KLOS-F
4. KBBY-F	(AC)	28/ 5.6	——	4.9	——	5.4	——	30/435	362/11.8		10.2		2.0	10	170	KBBY-F
5. KTRO	(SP)	27/ 5.4	——	4.4	——	3.0	——	40/402	294/ 9.6		7.4		8.8	44	457	KTRO
6. KOXR	(SP)	19/ 3.8	——	4.1	——	7.0	——	20/294	257/ 8.4		7.2		1.8	9	283	KOXR
7. KNX	(N)	18/ 3.6	——	3.2	——	2.8	——	37/889	386/12.5		13.6		2.0	10	239	KNX
8. KVEN	(T)	17/ 3.4	——	2.8	——	3.7	——	18/325	292/ 9.5		7.8		3.8	19	320	KVEN
9. KBIG-F	(AC)	16/ 3.2	——	3.4	——	3.3	——	37/445	216/ 7.0		9.6		1.0	5	120	KBIG-F
10. KIIS-F	(CHR)	15/ 3.0	——	4.6	——	3.3	——	27/653	319/10.3		14.7		3.0	15	247	KIIS-F
KZTR-F	(CL AOR)	15/ 3.0	——	2.5	——	4.8	——	20/325	263/ 8.3		7.1		3.4	17	278	KZTR-F
12. KQLZ-F	(CHR)	13/ 2.6	——	2.8	——	0.7	——	26/502	230/ 7.5		9.1		2.8	14	214	KQLZ-F
KKUR-F	(AC)	13/ 2.6	——	1.1	——	5.2	——	13/231	231/ 7.5		4.2		2.2	11	237	KKUR-F
14. KRUZ-F	(EZ)	12/ 2.4	——	4.2	——	3.3	——	53/759	219/ 7.1		10.2		4.8	24	287	KRUZ-F

12+ FM SHARE (METRO): 75.12% (326 of 434) (SPG 89: 77.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCAQ-F	1 KLOS-F<	1 KCAQ-F	1 KCAQ-F	1 KHAY-F	1 KHAY-F>	1 KLOS-F<	1 KCAQ-F	1 KCAQ-F	1 KCAQ-F>>	1 KNX
2	2 KCAQ-F>	2 KLOS-F	KBBY-F	2 KBBY-F	2 KNX	2 KHAY-F	2 KHAY-F	2 KHAY-F>	2 KHAY-F	KVEN >>
3	3 KTRO	3 KHAY-F	3 KHAY-F	3 KCAQ-F	3 KBBY-F	KCAQ-F>	3 KBBY-F>	3 KBBY-F	3 KTRO	3 KLOS-F
4	4 KZTR-F	KBBY-F	4 KTRO	4 KTRO	4 KOXR	4 KVEN	4 KLOS-F	4 KLOS-F	4 KQLZ-F	KOXR
5	KHAY-F	5 KTRO	5 KLOS-F	5 KLOS-F	5 KVEN	5 KNX	5 KTRO	5 KTRO	KLOS-F	5
6	6	6	6	6	KTRO	KTRO	6	6	KZTR-F	6
7	7	7	7	7	7	7	7	7	KOXR	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KCAQ-F	1 KCAQ-F>	1 KKUR-F	1 KBBY-F	1 KBBY-F	1 KLOS-F>>	1 KLOS-F>	1 KLOS-F	1 KLOS-F	1 KHAY-F
2 KHAY-F>	2 KKUR-F	KCAQ-F	2 KCAQ-F	2 KHAY-F>	2 KCAQ-F	2 KCAQ-F	2 KZTR-F	2 KCAQ-F>	2 KCAQ-F
3 KLOS-F	KBBY-F	KBBY-F>	3 KHAY-F	3 KTRO	3 KKBT-F>>	3 KZTR-F>	3 KCAQ-F>	3 KHAY-F	3 KLOS-F>
KTRO >	4 KTRO	4 KKBT-F	4 KTRO >	KCAQ-F	4 KQLZ-F	4 KTRO	4 KTRO	4 KZTR-F	4 KZTR-F
5	KHAY-F	KBIG-F	5 KBIG-F	5 KOXR	KZTR-F	5 KQLZ-F	KHAY-F>	KTRO	KTRO
6	6	KTRO >	KKUR-F	6	KTRO >	KKBT-F	6 KTNQ	6 KBBY-F	KBBY-F
7	7	7	7	7	7	KHAY-F	KQLZ-F>	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		86 (4)	86 (4)	19.8	23.3
AOR/CLASSIC		58 (5)	58 (5)	13.4	12.1
AC/OLDIES/SOFT ROCK		83 (7)	83 (7)	19.1	19.6
MOR/VARIETY					
COUNTRY		40 (1)	40 (1)	9.2	9.9
BLACK/URBAN		10 (1)	10 (1)	2.3	
BEAUTIFUL/EASY		14 (2)	14 (2)	3.2	5.5
NEWS/TALK	44 (4)		44 (4)	10.1	8.5
NOSTALGIA	10 (1)		10 (1)	2.3	3.0
RELIGION/GOSPEL		11 (1)	11 (1)	2.5	1.8
SPANISH	54 (3)	6 (1)	60 (4)	13.8	10.7
CLASSICAL		7 (2)	7 (2)	1.6	1.0
JAZZ/NEW AGE		11 (1)	11 (1)	2.5	2.8
UNKNOWN/OTHERS					1.6
	108 (8)	326 (25)	434 (33)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDAR-F	98.3	Oxnard/Ventura	2.2/5.7/ 21/ 329
KXBS-F	95.7	Santa Paula/Ven	1.8/6.4/ 9/ 240
KABC	790	Los Angeles	0.8/2.2/ 26/ 363
KDB -F	93.7	Santa Barbara	0.6/2.5/ 27/ 406
KFI	640	Los Angeles	1.0/4.3/ 18/ 366
KKBT-F	92.3	Los Angeles	2.0/5.5/ 12/ 223
KKGO-F	105.1	Los Angeles	0.8/2.6/ 10/ 142
KLSX-F	97.1	Los Angeles	0.6/3.3/ 10/ 275
KLVE-F	107.5	Los Angeles	1.2/3.4/ 9/ 167
KMPC	710	Los Angeles	2.0/4.9/ 36/ 424
KODJ-F	93.1	Los Angeles	1.6/7.7/ 27/ 491
KOST-F	103.5	Los Angeles	0.8/3.5/ 16/ 366
KPWR-F	105.9	Los Angeles	1.6/6.7/ 18/ 432
KROQ-F	106.7	Pasadena	0.4/2.0/ 11/ 220
KRTH-F	101.1	Los Angeles	1.0/6.7/ 15/ 542
KTNQ	1020	Los Angeles	1.6/3.7/ 10/ 122
KTWV-F	94.7	Los Angeles	2.2/6.6/ 28/ 501
KTYD-F	99.9	Snta Barb/Ventr	1.8/6.4/ 31/ 638
KXEZ-F	98.7	Los Angeles	0.4/3.9/ 13/ 275

RADIO STATIONS

KOXR, 910, 5 KW/1 KW (DA-2)	, HISPANIC		, $ 20.00 (Lotus)	Lotus	George Bradley
KTRO, 1520, 10 KW/1 KW (DA-2)	, HISPANIC		, $ 20.00 (Katz Hisp.)		Harold Frank
KVEN, 1450, 1 KW	, TALK	ABC E, TALKNT	, $ 23.00 (Radio Time)		David Loe
KBBY-F, 95.1, 28 KW @ 100,	AC	UNISUP, UNIULT	, $ 32.00 (Katz)		Marilyn Woods
KCAQ-F, 104.7, 3 KW @ 1580,	CHR		, $ 34.00 (McGuild)		Herald Frank
KDAR-F, 98.3, 3 KW @ 72,	RELIGION		, $ 11.00 (——)	Salem	Gordon Marcy
KHAY-F, 100.7, 39 KW @ 1210,	COUNTRY		, $ 38.00 (Radio Time)		David Loe
KKUR-F, 105.5, 115 W @ 1240,	AC		, $ 14.00 (——)	Eric/Chandler	Pat Finn
KXBS-F, 96.7, 100 W @ 1500,	OLDIES		, $ 15.00 (Republic)		Ed Krampf
KZTR-F, 95.9, 400 W @ 720,	CLASSIC AOR		, $ 15.00 (Durpetti)		Steve Iker

OTHER RANKED STATIONS: See Los Angeles

Miscellaneous Comments: KMYX-F changes to KKUR-F and format from COUNTRY to AC (Nov)...KXPT-F changes calls to KXBS-F (March)...KOGO, KBBY-F sold to George Duncan for $6,700,000 (MVP)...KXPT-F sold for $2.000,000 (MVP)

PENSACOLA

Arbitron Rank/Pop (12+): 122/296,500	Stations: 16/10	1989 Revenue: $7,900,000
	Diaries: 770/385:1/52.5%	HH Inc.: $25,887
MSA Rank/Pop: 135/356,400	Sample Target: 690	Retail $: 2.1 Bil
ADI # 55 (w/Mobile)	% Below Line: 37.6	Pop per Station: 29,650
Average Person Ratings: 16.2	% Not Listed: 13.4	#1 Biller: WOWW-F $1,800,000
Market TSL: 21.50 hours		

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WBLX-F	(B)	59/12.3	9.9	7.7	12.7	11.2	——	100/931	533/18.0	14.3	13.9		24.6	132	807	WBLX-F
2. WOWW-F	(C)	56/11.7	9.7	10.7	10.2	12.7	——	74/845	610/20.6	18.7	16.6		8.8	47	685	WOWW-F
3. WXBM-F	(C)	38/ 7.9	9.3	9.7	6.5	5.4	——	62/768	485/16.4	17.0	14.9		6.9	37	547	WXBM-F
4. WAVH-F	(O)	36/ 7.5	5.2	6.3	6.5	4.7	——	48/723	548/18.5	14.6	14.4		4.8	26	685	WAVH-F
5. WJLQ-F	(CHR)	34/ 7.1	5.4	5.8	6.5	5.8	——	46/876	570/19.2	15.7	16.6		6.3	34	554	WJLQ-F
6. WMEZ-F	(EZ)	31/ 6.5	10.1	7.1	7.4	8.7	——	56/745	460/15.5	18.4	14.9		4.8	26	299	WMEZ-F
7. WCOA	(MOR)	30/ 6.3	6.0	6.5	6.3	8.3	——	31/387	375/12.6	15.0	12.8		4.8	26	460	WCOA
8. WWSF-F	(CHR)	26/ 5.4	4.1	2.4	——	——	——	64/794	368/12.4	12.4	7.8		3.7	20	458	WWSF-F
9. WTKX-F	(AOR)	25/ 5.2	6.2	8.1	9.0	8.7	——	37/642	423/14.3	18.2	18.9		6.5	35	666	WTKX-F
10. WABB-F	(CHR)	24/ 5.0	5.6	7.1	8.4	7.8	——	44/802	470/15.9	20.0	20.6		8.0	43	761	WABB-F

12+ FM SHARE (METRO): 90.12% (374 of 415) (SPG 89: 82.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F>>	1 WBLX-F<	1 WBLX-F	1 WOWW-F	1 WOWW-F	1 WOWW-F	1 WOWW-F	1 WOWW-F>	1 WBLX-F	1 WBLX-F>>	1 WBLX-F>
2 WWSF-F	2 WOWW-F	2 WOWW-F>	2 WAVH-F	2 WAVH-F	2 WCOA <	2 WBLX-F	2 WAVH-F	2 WOWW-F	2 WWSF-F	2 WTKX-F>
WABB-F>	WJLQ-F	3 WJLQ-F	3 WBLX-F	3 WBLX-F	3 WAVH-F	3 WCOA	.3 WXBM-F	3 WAVH-F<	3 WCOA	3 WKRG-F
4 WJLQ-F	4 WWSF-F	4 WXBM-F	4 WXBM-F	WXBM-F>	4 WMEZ-F	4 WXBM-F	WMEZ-F	4 WXBM-F>	4 WJLQ-F	WXBM-F
5	5 WTKX-F	WTKX-F	5 WJLQ-F	5 WJLQ-F<	5 WBLX-F	5 WAVH-F	5 WJLQ-F	5 WWSF-F<	5 WGCX-F	5
6	6 WXBM-F	6	6	6 WTKX-F	WXBM-F	6	6	6 WJLQ-F	WABB-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLX-F>	1 WBLX-F	1 WABB-F	1 WBLX-F	1 WBLX-F	1 WBLX-F>	1 WOWW-F	1 WOWW-F>	1 WOWW-F	1 WOWW-F>
2 WKRG-F	2 WABB-F	2 WOWW-F	2 WAVH-F	WAVH-F	2 WJLQ-F	2 WWSF-F	2 WWSF-F	2 WBLX-F	2 WAVH-F
3 WJLQ-F>	3 WJLQ-F	WJLQ-F	3 WOWW-F	3 WOWW-F	3 WGCX-F	WJLQ-F	WXBM-F>	3 WAVH-F	WXBM-F>
4 WWSF-F	4 WKRG-F	4 WBLX-F	4 WABB-F	4 WXBM-F	WTKX-F>	4 WGCX-F	4 WGCX-F	4 WTKX-F	4 WBLX-F
WABB-F>	WOWW-F	5	WJLQ-F	5 WABB-F	5 WWSF-F>	WBLX-F	WTKX-F	WJLQ-F	5 WTKX-F
6	6	6	6	6 WJLQ-F	6	WTKX-F	WJLQ-F	6 WXBM-F	WMEZ-F
						7 WXBM-F			

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		84 (3)	84 (3)	20.2	17.3
AOR/CLASSIC		43 (2)	43 (2)	10.4	14.4
AC/OLDIES/SOFT ROCK		53 (2)	53 (2)	12.8	11.5
MOR/VARIETY	30 (1)		30 (1)	7.2	7.4
COUNTRY		94 (2)	94 (2)	22.7	23.2
BLACK/URBAN		59 (1)	59 (1)	14.2	14.9
BEAUTIFUL/EASY		31 (1)	31 (1)	7.5	8.1
NEWS/TALK					
NOSTALGIA	2 (1)	10 (1)	12 (2)	2.9	
RELIGION/GOSPEL	9 (2)		9 (2)	2.2	3.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	41 (4)	374 (12)	415 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHYM	610	Pensacola	1.5/4.0/ 7/ 120
WPFA	790	Pensacola	0.4/1.3/ 2/ 40
WGCX-F	104.1	Atmore	3.8/10.9/ 35/ 580
WKRG-F	99.9	Mobile	3.5/11.1/ 26/ 539

RADIO STATIONS

WCOA ,	1370,	5 KW (DA-2) ,	MOR/Full Service	SUN MBS, $20.00	(Mc-Guild)	First City	Jim Colley
WHYM ,	610,	500 W (DAYS) ,	Religion	UPI, $ 8.00	(——)	Swaggart	Johnny Mills
WJLQ-F,	100.7,	100 KW @ 1555 ,	CHR	ABC C, $28.00	(Mc-Guild)	First City	Jim Colley
WMEZ-F,	94.1,	100 KW @ 1328 ,	EZ	ABC D, $30.00	(Torbet)		Gene Pfalzer
WOWW-F,	107.3,	100 KW @ 1428 ,	Country	UNIULT, $40.00	(Katz)	Sun Group	Bennett Smith
WTKX-F,	101.5,	100 KW @ 493 ,	AOR	CBS, $29.00	(Durpetti)	Holt	Gordon Holt
WXBM-F,	102.7,	100 KW @ 1328 ,	Country	MBS, $23.00	(Torbet)	(MILTON)	Lou Mahacek

Other ranked stations — See Mobile

PEORIA

Arbitron Rank/Pop (12+): 128/282,500

MSA Rank/Pop: 144/331,300
ADI # 111 (w/Bloomington)
Average Person Ratings: 16.0
Market TSL: 21.25 hours

Stations: 15/11
Diaries: 719/393:1/60.0%
Sample Target: 700
% Below Line: 5.3
% Not Listed: 11.5

1989 Revenue: $7,900,000
HH Inc.: $32,879
Retail $: 2.4 Bil
Pop per Station: 25,681
#1 Biller: WMCT-F $1,500,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WKZW-F	(CHR)	75/16.6	16.0	14.9	16.1	19.9	----	113/1562	988/35.0	34.6	33.7		19.6	92	1067	WKZW-F
2. WSWT-F	(EZ)	58/12.9	14.7	13.8	16.9	15.4	----	91/1038	624/22.1	21.8	25.7		9.2	43	551	WSWT-F
3. WMCT-F	(AOR)	57/12.6	13.5	15.8	16.3	12.5	----	83/882	593/21.0	26.0	25.6		16.2	76	709	WMCT-F
4. WGLO-F	(AC)	48/10.6	6.2	4.0	4.0	2.6	----	60/886	636/22.5	19.3	12.0		7.7	36	549	WGLO-F
5. WMBD	(MOR)	40/ 8.9	9.6	10.4	8.8	7.8	----	42/624	561/19.9	20.7	23.0		6.2	29	607	WMBD
6. WXCL-F	(C)	34/ 7.5	5.3	4.2	3.8	3.8	----	41/503	433/15.3	14.8	13.1		9.4	44	615	WXCL-F
7. WIRL	(AC)	23/ 5.1	4.5	4.9	4.6	7.8	----	27/499	387/13.7	15.4	15.7		5.5	26	441	WIRL
8. WXCL	(C)	16/ 3.5	5.8	7.3	6.3	7.6	----	18/329	295/10.4	14.5	12.9		5.3	25	334	WXCL
9. WTAZ-F	(T)	9/ 2.0	2.4	4.0	2.9	3.1	----	10/285	267/ 9.0	7.4	11.2		3.6	17	257	WTAZ-F
WBZM-F	(O)	9/ 2.0	2.8	3.6	1.7	3.3	----	9/262	236/ 8.4	9.9	7.3		1.7	8	112	WBZM-F

12+ FM SHARE (METRO): 74.44% (297 of 399) (SPG 89: 69.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKZW-F	1 WMCT-F	1 WMCT-F	1 WGLO-F<	1 WGLO-F<	1 WSWT-F	1 WKZW-F	1 WKZW-F<	1 WKZW-F>	1 WKZW-F	1 WMCT-F>
2	2 WKZW-F>	2 WKZW-F	2 WMCT-F<	2 WMCT-F	2 WMBD >	2 WMBD	2 WGLO-F<	2 WMCT-F	2 WSWT-F	2 WMBD
3	3 WGLO-F>	3 WGLO-F>	3 WKZW-F	3 WKZW-F	3 WGLO-F	3 WMCT-F	3 WSWT-F	3 WSWT-F	3 WMCT-F>	3 WXCL >
4	4 WSWT-F>	4 WSWT-F>	4 WSWT-F>	4 WSWT-F>	4 WXCL-F>	4 WSWT-F	4 WMCT-F>	4 WGLO-F>	4 WMBD >	4 WSWT-F
5	5 WXCL-F	5 WXCL-F	5 WXCL-F	5 WXCL-F	5 WKZW-F	5 WGLO-F	5 WXCL-F	5 WXCL-F	5 WGLO-F	WKZW-F
6	6	6	6 WIRL	6 WIRL	WIRL	6	6	6 WMBD	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKZW-F>>	1 WKZW-F>>	1 WKZW-F>	1 WKZW-F	1 WGLO-F	1 WMCT-F>>	1 WMCT-F>>	1 WMCT-F>>	1 WMCT-F>>	1 WMCT-F>
2 WGLO-F>	2 WGLO-F	2 WMCT-F	2 WGLO-F>	2 WKZW-F<	2 WKZW-F>>	2 WKZW-F>	2 WKZW-F	2 WKZW-F>	2 WKZW-F
3.WMCT-F>	3 WMCT-F	WSWT-F	3 WSWT-F	3 WSWT-F>	3 WXCL-F>>	3 WGLO-F	3 WGLO-F>	3 WGLO-F	WGLO-F>
4 WSWT-F	4 WSWT-F	WGLO-F>>	4 WMCT-F	4 WMCT-F>	4 WLS	4 WXCL-F	4 WIRL	4 WXCL-F	4 WXCL-F
WMBD	5	5 WXCL-F>	5	5 WXCL-F	WBNQ-F	5 WSWT-F	5 WXCL-F	5 WSWT-F	WSWT-F
WBZM-F>>	6	6 WIRL >>	6	6	WSWT-F	WIRL	WSWT-F>	WIRL	WIRL

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		82 (2)	82 (2)	20.6	17.4
AOR/CLASSIC		57 (1)	57 (1)	14.3	17.7
AC/OLDIES/SOFT ROCK	29 (2)	57 (2)	86 (4)	21.6	19.4
MOR/VARIETY	44 (2)		44 (2)	11.0	12.7
COUNTRY	16 (1)	34 (1)	50 (2)	12.5	9.2
BLACK/URBAN					
BEAUTIFUL/EASY		58 (1)	58 (1)	14.5	15.4
NEWS/TALK	7 (1)	9 (1)	16 (2)	4.0	7.5
NOSTALGIA					
RELIGION/GOSPEL	6 (1)		6 (1)	1.5	0.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	102 (7)	297 (8)	399 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WPEO	1020	Peoria	1.3/4.3/ 7/ 152
WBNQ-F	101.5	Bloomington/Nrm	1.6/5.6/ 43/ 685
WGN	720	Chicago	1.6/7.0/ 21/ 470
WJBC	1230	Bloomington	0.9/2.3/ 53/ 577
WLS	890	Chicago	1.3/3.3/ 11/ 192

RADIO STATIONS

WIRL, 1290,	5 KW (DA-2)	, AC	MBS, ABC I ,	$	25.00	(Christal)	Comm. Service		Jim Glassman
WMBD, 1470,	5 KW (DA-2)	, MOR/FULL SERVICE	CBS ,	$	34.00	(Katz)	Midwest TV		Lindsey Wood Davis
WPEO, 1020,	1 KW (DAYS)	, RELIGION	,	$	10.00	(----)			Bob Ulrich
WXCL, 1350,	1 KW (DA-2)	, COUNTRY	ABC D ,	$	N/A	(Banner)	Kelly		Bill Early
WBZM-F, 94.3,	3 KW @ 300,	OLDIES	SMN ,	$	14.00	(K & P)		(CHILLICOTHE)	W. Bro
WGLO-F, 95.5,	25 KW @ 640,	AZ	NBC ,	$	20.00	(Durpetti)		(PEKIN)	Jim MacFarlane
WKZW-F, 93.3,	40 KW @ 548,	CHR	,	$	40.00	(Katz)	Midwest TV		Lindsey Wood Davis
WSWT-F, 106.9,	50 KW @ 480,	EZ	ABC E ,	$	27.00	(Christal)	Comm. Service		Jim Glassman
WTAZ-F, 102.3,	3 KW @ 300,	TALK	ABC T, TALKNT ,	$	12.00	(----)		(MORTON)	Lynette Demanes
WMCT-F, 105.7,	36 KW @ 570,	AOR	SOURCE ,	$	37.00	(HNWH)			Bruce Foster
WXCL-F, 104.9,	3 KW @ 326,	COUNTRY	UNIPWR ,	$	30.00	(Banner)	Kelly		Bill Early

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,133,500
MSA Rank/Pop: 4/4,929,800
ADI # 4
Average Person Ratings: 19.5
Market TSL: 25.25 hours

Stations: 30/25
Diaries: 2428/1702:1/51.7%
Sample Target: 2470
% Below Line: 1.9
% Not Listed: 9.3

1989 Revenue: $131,200,000
HH Inc.: $31,782
Retail $: 38.8 Bil
Pop per Station: 165,344
#1 Biller: WMMR-F $16,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WMMR-F	(AOR)	657/ 8.2	6.9	7.5	8.1	6.9	7.7	856/11554	8512/20.6	19.1	19.2	9.1	727	8671	WMMR-F
2. WUSL-F	(B)	546/ 6.8	6.7	5.8	5.7	6.9	6.3	678/6728	5295/12.8	12.7	14.3	9.0	725	6539	WUSL-F
3. WYSP-F	(CL AOR)	516/ 6.4	6.2	5.3	5.5	4.5	5.8	651/9803	7234/17.5	16.1	15.3	5.5	439	6205	WYSP-F
4. WEAZ-F	(EZ)	493/ 6.1	6.3	5.6	6.3	6.6	6.1	579/7762	6330/15.3	15.7	17.0	4.9	390	5260	WEAZ-F
5. KYW	(N)	463/ 5.8	7.4	6.6	7.0	7.1	6.7	508/12207	10783/26.1	29.6	27.0	7.2	580	9980	KYW
6. WPEN	(BB)	418/ 5.2	6.0	5.2	6.8	5.8	5.8	475/4773	4225/10.2	10.0	10.6	4.2	335	2728	WPEN
7. WIOQ-F	(CHR)	411/ 5.1	5.9	5.3	4.8	4.8	5.3	510/8936	7257/17.6	17.2	15.9	7.6	611	7943	WIOQ-F
8. WEGX-F	(CHR)	396/ 4.9	5.4	5.5	4.3	6.1	5.0	484/9380	7512/18.2	18.6	20.6	5.9	476	8714	WEGX-F
9. WXTU-F	(C)	386/ 4.8	3.3	4.8	4.6	4.0	4.4	549/6482	4361/10.6	10.3	10.6	4.0	320	3340	WXTU-F
10. WOGL-F	(O)	370/ 4.6	3.9	4.1	4.5	3.2	4.3	477/7302	5501/13.3	12.4	10.7	3.4	269	4340	WOGL-F
11. WDAS-F	(B)	346/ 4.3	3.8	3.6	3.6	3.8	3.8	378/4718	4156/10.1	8.9	9.3	4.4	356	4133	WDAS-F
12. WKSZ-F	(SAC)	320/ 4.0	4.5	4.5	4.3	4.6	4.3	393/5956	4813/11.6	12.4	12.0	2.8	224	2895	WKSZ-F
13. WMGK-F	(AC)	316/ 3.9	4.5	3.2	3.8	4.6	3.8	350/6107	5177/12.5	11.0	14.0	3.2	257	3672	WMGK-F
14. WCAU	(T)	299/ 3.7	3.1	3.6	3.8	3.4	3.5	343/5850	4991/12.1	11.8	12.8	3.9	311	4667	WCAU
15. WFLN-F	(CL)	252/ 3.1	2.5	2.6	2.0	2.3	2.5	310/4152	3188/ 7.7	7.4	7.4	2.5	199	2415	WFLN-F
16. WWDB-F	(T)	246/ 3.1	3.9	3.2	3.7	4.4	3.5	307/4208	3348/ 8.1	7.5	9.8	4.2	340	3132	WWDB-F
17. WSNI-F	(AC)	231/ 2.9	3.2	3.1	3.8	2.9	3.3	263/5252	4435/10.7	10.9	10.8	2.3	183	3110	WSNI-F
18. WIP	(T)	183/ 2.3	1.8	2.6	1.9	1.8	2.1	207/3548	3058/ 7.4	10.5	8.3	2.0	157	3263	WIP
19. WDAS	(R/G)	81/ 1.0	1.0	1.6	1.1	1.0	1.2	83/1498	1454/ 3.5	3.8	3.6	0.5	42	824	WDAS
20.															

12+ FM SHARE (METRO): 77.22% (5635 of 7297) (SPG 89: 76.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSL-F	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>	1 WMMR-F	1 WPEN <	1 KYW	1 WMMR-F<	1 WMMR-F	1 WUSL-F>	1 KYW >>
2 WIOQ-F	2 WYSP-F	2 WYSP-F	2 WYSP-F	2 WYSP-F	2 KYW	2 WYSP-F	2 WEAZ-F>	2 WEGX-F<	2 WIOQ-F<	2 WWDB-F>>
3 WEGX-F>	3 WUSL-F	3 WUSL-F	3 WUSL-F<	3 WUSL-F	3 WEAZ-F	3 WMMR-F>	3 WKSZ-F	3 WEAZ-F<	3 WMMR-F	3 WUSL-F>>
4 WYSP-F	4 WIOQ-F	4 WOGL-F	4 WOGL-F	WOGL-F	4 WXTU-F	4 WUSL-F<	4 WYSP-F<	4 WUSL-F	4 WCAU	4 WXTU-F
5	5 WEGX-F	5 WEGX-F	5 WDAS-F	5 WDAS-F<	5 WCAU	5 WEAZ-F<	5 WXTU-F	5 WOGL-F	5 WDAS-F	5 WCAU
6	6 WDAS-F>	WDAS-F<	6 WXTU-F	6 WEAZ-F<	6 WOGL-F	6 WPEN	WPEN <	WIOQ-F	6 WYSP-F<	6 WMMR-F<
7	7 WMGK-F	7 WIOQ-F	7 WEAZ-F	7 WXTU-F	7 WKSZ-F<	7 WXTU-F	7 WOGL-F<	7 WYSP-F	7 WEGX-F	7 WDAS-F
8	8 WSNI-F	8	8 WMGK-F	8 WKSZ-F<	8 WFLN-F	8 WMGK-F>>	8 WUSL-F	8 WPEN	8 WWDB-F	8 WPEN
9	9	9	9	9 WMGK-F	9 WWDB-F	9 WKXW-F	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIOQ-F>	1 WMMR-F	1 WMMR-F	1 WUSL-F	1 WEAZ-F	1 WMMR-F	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>
2 WMMR-F<	2 WIOQ-F	2 WYSP-F	2 WMMR-F	2 WUSL-F<	2 WYSP-F>	2 WYSP-F>	2 WYSP-F>	2 WYSP-F>	2 WFMZ-F>
3 WEGX-F	3 WEGX-F	3 WUSL-F<	3 WEGX-F<	3 WOGL-F<	3 WUSL-F	3 WUSL-F	3 WUSL-F	3 WUSL-F	3 WXTU-F
4 WUSL-F>	4 WUSL-F	4 WEGX-F	4 WEAZ-F	4 WKSZ-F	4 WEGX-F	4 WDAS-F<	4 WDAS-F	4 WOGL-F	4 WOGL-F
5 WYSP-F<	5 WYSP-F	5 WDAS-F	5 WIOQ-F	5 WDAS-F	5 WIOQ-F>	5 WIOQ-F	5 WIOQ-F	WDAS-F	5 WUSL-F<
6 WEAZ-F>	6 WDAS-F<	6 WMGK-F	6 WOGL-F	6 WMGK-F<	6 WDAS-F>	6 WEGX-F	6 WXTU-F<	6 WXTU-F	6 WDAS-F
7 WSNI-F	7 WEAZ-F<	7 WSNI-F	7 WYSP-F	7 WMMR-F<	7 WMGK-F	7	7 WFLN-F<	7 WIOQ-F	7 WIP
8 WMGK-F	8 WMGK-F	8 WKSZ-F	8 WKSZ-F	8 WEGX-F	8	8	8 WEGX-F<	8 WEGX-F	8 WEAZ-F
9	9	WEAZ-F	WDAS-F<	9	9	9	9 WOGL-F	9 WIP	9
	10	10	10 WMGK-F	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		866 (4)	866 (4)	11.9	13.6	WCOJ	1420	Coatesville	0.3/0.8/ 28/ 337
AOR/CLASSIC		1173 (2)	1173 (2)	16.1	12.8	WEAZ	560	Philadelphia	0.3/1.5/ 32/ 831
AC/OLDIES/SOFT ROCK	43 (1)	1262 (5)	1305 (6)	17.9	18.6	WHAT	1340	Philadelphia	0.6/2.7/ 51/1118
MOR/VARIETY	27 (1)		27 (1)	0.4		WNAP	1110	Norristown	0.6/1.2/ 48/ 486
COUNTRY		413 (2)	413 (2)	5.7	4.5	WPGR	1540	Philadelphia	0.5/0.9/ 48/ 386
BLACK/URBAN		892 (2)	892 (2)	12.2	13.1	WZZD	990	Philadelphia	0.3/1.3/ 27/ 586
BEAUTIFUL/EASY	24 (1)	531 (2)	555 (3)	7.6	8.4				
NEWS/TALK	945 (3)	246 (1)	1191 (4)	16.3	18.7	WFMZ-F	100.7	Allentown	0.5/1.3/216/2266
NOSTALGIA	418 (1)		418 (1)	5.7	6.5	WJBR-F	99.5	Wilmington	0.3/1.7/118/1829
RELIGION/GOSPEL	154 (3)		154 (3)	2.1	1.3	WKXW-F	101.5	Trenton	0.3/1.5/103/1767
SPANISH						WPST-F	97.5	Trenton/Phily	0.4/2.7/ 76/1911
CLASSICAL		252 (1)	252 (1)	3.5	2.6	WSTW-F	93.7	Wilmington	0.3/2.0/130/2277
JAZZ/NEW AGE									
UNKNOWN/OTHERS	51 (1)		51 (1)	0.7					
	1662 (11)	5635 (19)	7297 (30)						

RADIO STATIONS

AM STATIONS

KYW , 1060, 50 KW (DA-1)	, NEWS	NBC APR,	$ 260.00	(Group W)	Westinghouse	Roy Shapiro
WCAU, 1210, 50 KW	, TALK	CBS,	$ 105.00	(CBS)	CBS	Chris Witting
WDAS, 1480, 5 KW/1 KW (DA-2)	, GOSPEL	NBN,	$ 45.00	(Banner)	Unity	Kernie Anderson
WHAT, 1340, 1 KW	, BLACK	SBN,	$ 42.00	(---)		Cody Anderson
WIP , 610, 5 KW (DA-1)	, SPORTS/TALK	ABC E MBS,	$ 59.00	(Katz)		Jack Williams
WPEN, 950, 5 KW (DA-N)	, NOSTALGIA	UNIULT,	$ 140.00	(MMR)	Greater Media	Dean Tyler
WPGR, 1540, 50 KW (DAYS,DA)	, OLDIES	UNISUP UNIULT,	$ 30.00	(Durpetti)	Pyramid	Jeff Specter
WTEL, 860, 10 KW/500 W (DA-2)	, HISPANIC	,	$ 22.00	(Katz Hisp.)	Beasley	Raul Delgado
WZZD, 990, 50 KW/10 KW (DA-2)	, RELIGION	,	$ 30.00	(---)		Jennifer Lear

FM STATIONS

WDAS, 105.3, 3 KW @ 870, BLACK	,	$ 80.00	(Banner)	Unity	Kernie Anderson
WEAZ, 101.1, 14 KW @ 940, EZ/SOFT AC	UNISUP,	$ 184.00	(McGuild)		Jerry Lee
WEGX, 106.1, 22 KW @ 740, CHR	ABC C,	$ 140.00	(Eastman)	Malrite LP	Dave Noll
WFLN, 95.7, 50 KW @ 500, CLASSICAL	,	$ 96.00	(CMBS)	Marlin	Dick Tedesso
WIOQ, 102.1, 27 KW @ 671, CHR/URBAN	,	$ 120.00	(HNWH)	EZ	Gil Rozzo
WKSZ, 100.3, 35 KW @ 600, SOFT AC	,	$ 170.00	(Katz)		Dan Lerner
WMGK, 102.9, 9 KW @ 1180, AC	,	$ 175.00	(MMR)	Greater Media	Dean Tyler
WMMR, 93.3, 29 KW @ 669, AOR	SOURCE UNIPWR,	$ 300.00	(Group W)	Westinghouse	
WOGL, 98.1, 12 KW @ 1000, OLDIES	CBS,	$ 120.00	(CBS)	CBS	Steve Carver
WSNI, 104.5, 16 KW @ 873, AC	,	$ 152.00	(Durpetti)	Pyramid	Jeff Specter
WUSL, 98.9, 18 KW @ 830, BLACK	ABC FM,	$ 190.00	(McGuild)	Tak	Bruce Holberg
WWDB, 96.5, 17 KW @ 865, TALK	ABC I,	$ 90.00	(Republic)	Panache	Charles Schwartz
WXTU, 92.5, 15 KW @ 900, COUNTRY	MBS UNIULT,	$ 110.00	(Republic)	Beasley	Ken Nanus
WYSP, 94.1, 16 KW @ 900, CLASSIC AOR	ABC R,	$ 185.00	(Torbet)	Infinity	Ken Stevens

WAAF — SEE WORCESTER

PHOENIX

Arbitron Rank/Pop (12+): 23/1,743,300
MSA Rank/Pop: 20/2,085,600
ADI # 20
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 30/30
Diaries: 1735/1005:1/54.0%
Sample Target: 1610
% Below Line: 0.0
% Not Listed: 6.6

1989 Revenue: $72,600,000
HH Inc.: $29,530
Retail $: 15.5 Bil
Pop per Station: 58,110
#1 Biller: KNIX-AF $12,300,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KNIX-F	(C)	270/ 9.1	11.4	10.6	10.6	10.8	10.4	332/4259	3565/20.4	22.8	22.0	9.9	321	2542	KNIX-F
2. KTAR	(N/T)	255/ 8.6	8.3	7.9	8.3	7.9	8.3	261/3716	3569/20.5	19.1	18.7	7.0	227	3012	KTAR
3. KUPD-F	(AOR)	198/ 6.7	7.4	6.2	7.2	7.7	6.9	260/3050	2511/14.4	14.2	15.9	8.0	259	2980	KUPD-F
4. KMEO-F	(EZ)	160/ 5.4	6.2	6.7	7.2	6.4	6.4	160/2245	2133/12.2	13.8	14.7	3.5	114	1552	KMEO-F
5. KKLT-F	(AC)	151/ 5.1	6.4	5.8	6.9	5.5	6.1	163/2505	2350/13.5	13.9	14.3	5.9	190	2549	KKLT-F
6. KOY -F	(CHR)	138/ 4.7	6.3	3.1	4.8	4.4	4.7	156/3183	2902/16.6	13.6	15.8	7.4	241	3998	KOY -F
7. KMLE-F	(C)	137/ 4.6	4.5	3.7	3.7	3.3	4.1	155/1946	1668/ 9.6	7.5	7.0	5.6	181	1725	KMLE-F
8. KDKB-F	(AOR)	132/ 4.5	4.4	3.5	3.5	3.4	4.0	145/2437	1954/11.2	10.1	12.0	4.0	129	2147	KDKB-F
9. KMXX-F	(AC)	129/ 4.4	2.2	1.6	2.3	2.7	2.6	134/1811	1696/ 9.7	6.4	7.8	1.9	63	1293	KMXX-F
10. KOOL-F	(O)	126/ 4.3	4.0	4.5	3.3	3.0	4.0	144/2551	2265/13.0	11.2	10.3	3.0	96	1456	KOOL-F
11. KKFR-F	(CHR)	125/ 4.2	5.6	5.7	3.9	2.6	4.8	130/2406	2275/13.0	13.8	11.1	7.2	235	3359	KKFR-F
12. KESZ-F	(AC)	123/ 4.2	3.2	2.6	2.7	3.0	3.2	146/1746	1621/ 9.3	9.0	8.1	3.2	104	1353	KESZ-F
13. KSLX-F	(CL AOR)	103/ 3.5	4.0	3.3	4.3	4.5	3.8	123/2207	1925/11.0	10.0	11.4	5.0	161	1656	KSLX-F
14. KZZP-F	(CHR)	92/ 3.1	2.9	6.4	7.0	9.0	4.8	95/2651	2545/14.6	19.6	22.9	3.3	106	3091	KZZP-F
KOY	(BB)	92/ 3.1	3.2	3.3	2.2	3.0	3.0	99/1440	1346/ 7.7	7.1	8.1	2.6	84	774	KOY
16. KFYI	(T)	87/ 2.9	2.1	3.7	3.6	3.3	3.1	94/1339	1273/ 7.3	8.3	7.1	2.4	78	664	KFYI
17. KOOL	(O)	61/ 2.1	1.4	1.4	2.2	2.2	1.8	62/954	919/ 5.3	3.5	5.7	1.4	46	595	KOOL
18. KUKQ	(AOR)	50/1.7	1.2	1.1	1.0	1.1	1.3	52/708	697/ 4.0	2.8	1.9	1.9	62	603	KUKQ
19. KONC-F	(CL)	46/ 1.6	1.3	1.2	1.4	1.2	1.4	47/729	714/ 4.1	3.6	2.6	1.2	40	585	KONC-F
20. KLFF	(BB)	44/ 1.5	1.8	2.8	1.8	2.1	2.0	46/750	718/ 4.1	4.6	4.3	2.2	71	765	KLFF

12+ FM SHARE (METRO): 71.45% (1977 of 2767) (SPG 89: 73.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KOY -F	1 KUPD-F>	1 KUPD-F>	1 KKLT-F	1 KKLT-F<	1 KNIX-F<	1 KTAR	1 KNIX-F	1 KNIX-F	1 KTAR	1 KTAR
2 KKFR-F>>	2 KDKB-F	2 KNIX-F	2 KNIX-F<	2 KNIX-F	2 KTAR >	2 KNIX-F	2 KTAR	2 KTAR	2 KUPD-F	2 KNIX-F>
3 KZZP-F<	3 KSLX-F	KKLT-F<	3 KMXX-F<	3 KOOL-F<	3 KMEO-F>	3 KUPD-F>	KKLT-F	3 KKLT-F<	3 KOY -F<	3 KUPD-F>>
4 KUPD-F>	4 KKFR-F	4 KDKB-F<	4 KOOL-F<	4 KMXX-F<	4 KOY	4 KOY -F	4 KMEO-F<	4 KUPD-F	4 KKFR-F<	4 KFYI
5	5 KMXX-F<	5 KMXX-F	5 KDKB-F<	5 KTAR <	KKLT-F	KDKB-F	5 KUPD-F	5 KMEO-F	5 KNIX-F>	5 KDKB-F
6	6 KOY -F<	6 KOOL-F	6 KTAR <	6 KDKB-F<	6 KOOL-F	6 KMEO-F	6 KMLE-F<	KESZ-F<	6 KFYI	6 KMEO-F
7	7 KMLE-F<	7 KSLX-F	7 KUPD-F<	7 KESZ-F<	7 KMLE-F	KKLT-F	7 KMXX-F	7 KOOL-F<	KDKB-F	7
8	8 KZZP-F	KMLE-F	8 KESZ-F	8 KUPD-F	8 KFYI	8	8	8 KMXX-F	8	8
9	KKLT-F	KESZ-F<	9	9	9	9	9	KKFR-F	9	9
10	10	10 KTAR	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKFR-F	1 KUPD-F	1 KKLT-F>	1 KKLT-F	1 KKLT-F	1 KUPD-F>>	1 KUPD-F>>	1 KUPD-F	1 KUPD-F>	1 KTAR
2 KOY -F	KOY -F	2 KESZ-F	2 KNIX-F	2 KNIX-F	2 KKFR-F	2 KDKB-F<	2 KDKB-F<	2 KDKB-F	2 KUPD-F<
3 KUPD-F	3 KKLT-F<	3 KMXX-F	3 KESZ-F<	3 KESZ-F<	3 KSLX-F	3 KSLX-F>	3 KSLX-F>	3 KTAR	3 KDKB-F
4 KZZP-F	4 KKFR-F	4 KNIX-F	4 KMXX-F	4 KOOL-F<	KDKB-F>	4 KKFR-F	4 KTAR	KSLX-F	4 KNIX-F<
KMLE-F	5 KESZ-F<	KDKB-F	5 KOOL-F<	5 KMXX-F	5 KMLE-F	5 KTAR	5 KMXX-F	5 KMXX-F<	5 KSLX-F
6 KUKQ	6 KMXX-F<	6 KOOL-F	6 KOY -F	6 KMEO-F	6 KOY -F	KMXX-F	6 KFYI	6 KOOL-F	KOOL-F<
7 KNIX-F	7 KNIX-F	7 KUPD-F	KMLE-F	7 KMLE-F	7	7 KMLE-F	7 KZZP-F	7 KNIX-F	7 KMXX-F
8 KMXX-F	KMLE-F<	KSLX-F	8 KUPD-F	8 KDKB-F	8	8 KZZP-F	KKLT-F	8 KMLE-F	8 KKLT-F
KESZ-F	9 KZZP-F<	9 KOY -F	KKFR-F	9	9	9	KKFR-F	9 KKLT-F	9
KDKB-F	10 KDKB-F	10 KMLE-F	10	10	10	10	KESZ-F	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		355 (3)	355 (3)	12.8	16.1
AOR/CLASSIC	50 (1)	433 (3)	483 (4)	17.5	16.8
AC/OLDIES/SOFT ROCK	61 (1)	529 (4)	590 (5)	21.3	17.5
MOR/VARIETY					
COUNTRY	37 (1)	418 (3)	455 (4)	16.4	16.8
BLACK/URBAN					
BEAUTIFUL/EASY	22 (1)	160 (1)	182 (2)	6.6	7.2
NEWS/TALK	342 (2)		342 (2)	12.4	12.1
NOSTALGIA	155 (3)		155 (3)	5.6	5.4
RELIGION/GOSPEL	14 (1)		14 (1)	0.5	0.5
SPANISH	109 (3)	16 (1)	125 (4)	4.5	3.5
CLASSICAL		46 (1)	46 (1)	1.7	1.2
JAZZ/NEW AGE		20 (1)	20 (1)	0.7	1.1
UNKNOWN/OTHERS					1.7
	790 (13)	1977 (17)	2767 (30)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCWW	1580	Tempe/Phoenix	1.2/2.7/ 38/ 501
KGRX-F	100.3	Globe	0.7/3.1/ 21/ 592
KMEO	740	Phoenix	0.7/2.9/ 22/ 525
KPHX	1480	Phoenix	1.2/2.4/ 36/ 413
KRDS	1190	Tolleson/Phnx	0.5/1.3/ 14/ 219
KSUN	1400	Phoenix	1.0/2.1/ 31/ 387
KTIM-F	105.3	Wickenburg	0.4/1.2/ 30/ 420
KVVA	860	Phoenix	1.4/3.1/ 44/ 553
KVVA-F	107.1	Apache Jnctn	0.5/1.6/ 18/ 293
KXAM	1310	Mesa/Phoenix	0.6/1.8/ 20/ 329

RADIO STATIONS

AM STATIONS

KFYI	910	5 KW (DA-N)	News/Talk	CBS	$ 49.00	(Republic)	Broadcast Group	Fred Weber
KLFF	1360	5 KW/1 KW (DA-N)	Nostalgia	NBC	$ 31.00	(---)		Jim Hastings
KOOL	960	5 KW (DA-N)	Oldies	SMN	$ NA	(HNWH)	Adams	Jim Seemiller
KOY	550	5 KW/1 KW	Nostalgia	UNISUP UNIULT	$ 40.00	(Christal)	Edens	Nancy Reynolds
KPHX	1480	1 KW/500W (DA-2)	Hispanic	CRC	$ 26.00	(Caballero)		Freddy Morales
KSUN	1400	1 KW	Hispanic		$ 25.00	(Cabellero)		Gloria Cavazos
KTAR	620	5 KW (DA-N)	News/Talk	ABC I	$175.00	(CBS)	Pulitzer	Jim Taszarek
KUKQ	1060	5 KW/500 W (DA-N)	AOR		$ 27.00	(Banner)		Lloyd Melton
KVVA	860	1 KW (DA-N)	Hispanic		$ 25.00	(Lotus)		Pat Nugent
KXEG	1010	1 KW/250 W	Religion		$ 10.00	(---)	Mid-America Gospel	Jim Spurgin

FM STATIONS

KDKB	93.3	100 KW @ 1540	AOR		$ 65.00	(Torbet)	Sandusky	Chuck Artigue
KESZ	99.9	100 KW @ 1674	AC		$ 68.00	(Eastman)		Jerry Ryan
KGRX	100.3	90 KW @ 2047	Jazz/NAC	ABC C UNIPWR	$ 35.00	(Roslin)	(GLOBE)	Doug Tangeman
KKFR	92.3	100 KW @ 1647	CHR		$ 70.00	(Republic)	Broadcast Group	Fred Weber
KKLT	98.7	100 KW @ 1788	AC		$108.00	(CBS)	Pulitzer	Jim Taszarek
KMEO	96.9	100 KW @ 1560	EZ		$ 97.00	(Group W)	Westinghouse	Rick Green
KMLE	107.9	100 KW @ 1736	Country		$ 68.00	(Republic)	Shamrock	J.D. Freeman
KMXX	101.5	100 KW @ 1740	AC	UNISUP	$ 70.00	(Banner)	EZ	Gary Brobst
KNIX	102.5	100 KW @ 1620	Country		$215.00	(Katz)	Buck Owens	Michael Owens
KONC	106.3	2.5 KW @ 324	Classical	NBC	$ 37.00	(CMBS)	(SUN CITY)	Jim Hastings
KOOL	94.5	100 KW @ 1655	Oldies		$111.00	(HNWH)	Adams	Jim Seemiller
KOY	95.5	100 KW @ 1570	CHR		$ 88.00	(Christal)	Edens	Nancy Reynolds
KSLX	100.7	100 KW @ 1840	Classic AOR		$ 80.00	(MMR)	Cook Inlet	Reid Reiker
KVVA	107.1	2.5 KW @ 320	Hispanic		$ 30.00	(Lotus)	(APACHE JUNCTION)	Pat Nugent
KZZP	104.7	100 KW @ 1550	CHR		$120.00	(Mc-Guild)	Nationwide	Dale Weber
KUPD	97.9	100 KW @ 1620	AOR		$ 90.00	(Banner)		Lloyd Melton

CALL LETTER CHANGES

KZZP changes to KXAM (March)
KAMJ-F changes to KMXX-F (May)
KNIX-AM changes to KCWW (Jan)

FORMAT CHANGES

KXAM changes from CHR to Nostalgia (Mar)

STATION SALES

KGRX-F sold by First City for $2,000,000
KESZ-F sold by Durry for $10,400,000

PITTSBURGH

Arbitron Rank/Pop (12+): 19/1,954,700

MSA Rank/Pop: 19/2,086,800
ADI # 17
Average Person Ratings: 18.2
Market TSL: 23.75 hours

Stations: 27/26
Diaries: 1773/1102:1/58.3%
Sample Target: 1760
% Below Line: 0.6
% Not Listed: 9.3

1989 Revenue: $50,700,000
HH Inc.: $26,898
Retail $: 14.2 Bil
Pop per Station: 75,180
#1 Biller: KDKA $8,700,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KDKA	(MOR)	469/13.2	13.6	12.3	13.6	14.1	13.2	531/7897	6487/33.2	29.9	33.7		11.7	389	4821	KDKA
2. WDVE-F	(AOR)	348/ 9.8	9.3	7.8	9.3	7.1	9.1	479/5423	3781/19.3	17.7	17.2		12.6	417	3998	WDVE-F
3. WBZZ-F	(CHR)	299/ 8.4	9.5	8.7	9.3	9.9	9.0	386/6152	4714/24.1	25.2	26.1		12.6	417	5417	WBZZ-F
4. WWSW-F	(O)	248/ 7.0	6.4	6.1	6.6	7.3	6.5	321/4483	3421/17.5	16.8	17.4		4.6	154	2482	WWSW-F
5. WAMO-F	(B)	238/ 6.7	5.7	5.4	6.1	5.5	6.0	264/2848	2496/12.8	10.9	11.3		10.0	331	3184	WAMO-F
6. WDSY-F	(C)	206/ 5.8	4.5	3.8	3.6	4.2	4.4	247/3120	2313/11.8	8.7	8.9		4.5	150	1912	WDSY-F
7. WTAE	(N/T)	201/ 5.7	5.3	6.8	2.9	3.9	5.2	206/2611	2516/12.9	17.1	12.1		4.5	148	2241	WTAE
8. WSHH-F	(EZ)	197/ 5.5	7.1	9.6	7.6	9.4	7.4	238/3415	2783/14.2	17.0	18.4		4.8	160	1739	WSHH-F
9. WMYG-F	(CL AOR)	150/ 4.2	3.4	4.2	5.3	4.4	4.3	178/2982	2524/12.9	10.7	11.3		5.5	182	2396	WMYG-F
10. WJAS	(BB)	138/ 3.9	3.4	3.4	4.4	3.1	3.8	140/1651	1616/ 8.3	7.8	7.2		2.4	80	1434	WJAS
11. WLTJ-F	(SAC)	136/ 3.8	4.5	4.4	3.8	4.7	4.1	157/2430	2052/10.5	9.5	11.4		2.1	69	1404	WLTJ-F
12. WHTX-F	(AC)	131/ 3.7	4.5	3.7	3.9	2.6	4.0	141/2205	1975/10.1	13.4	10.4		2.9	95	1458	WHTX-F
13. WEZE-F	(EZ)	102/ 2.9	2.7	2.4	2.4	1.7	2.6	126/1647	1335/ 6.8	8.9	8.8		1.9	62	922	WEZE-F
14. KQV	(N/T)	66/ 1.9	1.6	2.1	2.0	2.6	1.9	67/1476	1426/ 7.3	7.6	9.3		1.2	40	966	KQV
15. WMXP-F	(CHR)	56/ 1.6	1.4	1.4	1.9	2.1	1.6	75/1798	1465/ 7.5	7.0	7.4		1.3	42	1177	WMXP-F

12+ FM SHARE (METRO): 69.18% (2231 of 3225) (SPG 89: 68.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F>>	1 WDVE-F>>	1 WDVE-F>	1 WWSW-F	1 WWSW-F	1 KDKA >>	1 KDKA >>	1 WDVE-F>	1 WDVE-F	1 KDKA >>	1 KDKA >>
2 WAMO-F>	2 WBZZ-F	2 WWSW-F<	2 WDVE-F>	2 WDVE-F	2 WTAE	2 WDVE-F	2 WWSW-F<	2 KDKA	2 WAMO-F<	2 WAMO-F>
3 WDVE-F	3 WAMO-F	3 WBZZ-F	3 WAMO-F<	3 KDKA	3 WSHH-F<	3 WBZZ-F>	3 KDKA <	3 WBZZ-F<	3 WDVE-F<	3 WDVE-F
4	4 WMYG-F	4 WAMO-F	4 WBZZ-F	4 WAMO-F<	4 WWSW-F	4 WTAE <	4 WBZZ-F<	4 WWSW-F	4 WBZZ-F>	4 WSHH-F
5	5 WWSW-F>	5 WMYG-F	5 KDKA	5 WBZZ-F	5 WDSY-F<	5 WWSW-F	5 WSHH-F<	5 WAMO-F	5 WWSW-F	5 WTAE
6	6 WDSY-F	6 KDKA	6 WLTJ-F	6 WLTJ-F	6 WJAS	WSHH-F<	6 WDSY-F<	6 WDSY-F	6 WTAE	6 WWSW-F<
7	7	7 WHTX-F<	WHTX-F	WDSY-F	7	7 WAMO-F	7 WTAE	7 WSHH-F	7	7 WBZZ-F
8	8	8 WLTJ-F	8 WMYG-F<	8 WHTX-F	8	8	8	8	8	8
9	9	WDSY-F	9 WDSY-F	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBZZ-F	1 WBZZ-F	1 WDVE-F<	1 WBZZ-F	1 WWSW-F	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F<
2 WAMO-F<	2 WDVE-F	2 WAMO-F	2 WAMO-F	2 WAMO-F<	2 WMYG-F	2 WMYG-F	2 WWSW-F	2 WWSW-F	2 WWSW-F>
3 WDVE-F>>	WAMO-F>>	3 WBZZ-F>	3 WWSW-F	3 WBZZ-F	3 WBZZ-F>>	3 WBZZ-F>	3 WMYG-F>	3 WMYG-F	3 KDKA
4 WMYG-F	4 WWSW-F	4 WWSW-F	4 WDVE-F>	4 KDKA	4 WAMO-F>	4 WWSW-F	4 WBZZ-F	4 WBZZ-F	4 WMYG-F
5 WSHH-F	5 WLTJ-F	WLTJ-F	5 WLTJ-F<	5 WLTJ-F	5 WDSY-F	5 WAMO-F	5 WAMO-F	5 WDSY-F<	WDSY-F
WDSY-F	6 WHTX-F	6 WHTX-F	6 WHTX-F	6 WHTX-F	6	6 WDSY-F	6 WDSY-F	6 WAMO-F	6 WAMO-F
7	7 WMYG-F	7	7 KDKA	7 WSHH-F	7	7	7	KDKA	7 WBZZ-F
	8 WDSY-F			WDVE-F					

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		398 (4)	398 (4)	12.3	13.4
AOR/CLASSIC		498 (2)	498 (2)	15.4	12.6
AC/OLDIES/SOFT ROCK	25 (1)	546 (5)	571 (6)	17.7	20.3
MOR/VARIETY	504 (2)		504 (2)	15.6	18.3
COUNTRY	37 (2)	216 (2)	253 (4)	7.8	6.3
BLACK/URBAN		238 (1)	238 (1)	7.4	6.4
BEAUTIFUL/EASY		299 (2)	299 (2)	9.3	10.4
NEWS/TALK	267 (2)		267 (2)	8.3	7.2
NOSTALGIA	138 (1)		138 (1)	4.3	3.4
RELIGION/GOSPEL	9 (1)	36 (1)	45 (2)	1.4	1.7
SPANISH					
CLASSICAL	14 (1)		14 (1)	0.4	
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	994 (10)	2231 (17)	3225 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WASP	1130	Brownville	0.6/0.9/ 21/ 171
WEEP	1080	Pittsburgh	0.5/1.8/ 17/ 421
WESA-F	98.3	Charleroi	0.5/1.5/ 16/ 288
WMBS	590	Uniontown	1.0/2.0/ 38/ 489
WPIT	730	Pittsburgh	0.3/1.2/ 10/ 270
WPIT-F	101.5	Pittsburgh	1.0/3.5/ 45/ 866
WSSZ-F	107.1	Greensburg/Pitt	0.6/2.2/ 21/ 438
WWCS	540	Canonsbrg/Pitsb	0.4/1.4/ 15/ 300
WWKS-F	106.7	Beaver Falls	0.4/1.6/ 24/ 528
WWSW	970	Pittsburgh	0.7/2.3/ 27/ 500
WYTK-F	95.3	Washington	0.3/0.8/ 10/ 158
WVAQ-F	101.9	Morgantown	0.6/1.1/ 78/ 930

RADIO STATIONS

AM STATIONS

KDKA,	1020,	50 KW	,	Full Service	NBC,	$150.00	(Group W)	Westinghouse	Ted Jordan
KQV ,	1410,	5 KW (DA-2)	,	News/Talk	CBS UNIULT,	$ 41.00	(Roslin)		Bob Dickey
WEEP,	1080,	50 KW (Days, DA)	,	Oldies	UNISUP UNIULT,	$ NA	(Republic)	Entercom	Peter Casella
WJAS,	1320,	5 KW (DA-N)	,	Nostalgia	UPI CNN,	$ 40.00	(Eastman)	Renda	Tony Renda
WMBS,	590,	1 KW (DA-N)	,	MOR	CBS,	$ 15.00	(Regional)	(UNIONTOWN)	Simon Rider
WPIT,	730,	5 KW/24 W	,	Religion	,	$ NA	(---)	Pyramid	Michael Komichak
WTAE,	1250,	5 KW (DA-N)	,	News/Talk	ABC E MBS,	$ 65.00	(Katz)	Hearst	Jim Carter
WWSW,	970,	5 KW (DA-2)	,	See WWSW-FM					
WYJZ,	860,	1 KW (Days, DA)	,	??	,	$ 20.00	(HNWH)	Sheridan	Tony Rizza

FM STATIONS

WAMO,	105.9,	72 KW @ 430	,	Black	SBN,	$ 56.00	(HNWH)	Sheridan	Ron Davenport
WBZZ,	93.7,	41 KW @ 547	,	CHR	,	$147.00	(Banner)	EZ	Tex Meyer
WDSY,	107.9,	50 KW @ 500	,	Country	UNIPWR,	$ 57.00	(Republic)	Entercom	Peter Casella
WDVE,	102.5,	55 KW @ 816	,	AOR	SOURCE,	$109.00	(Christal)	Great American	Bob Roof
WEZE,	104.7,	50 KW @ 500	,	EZ	ABC FM RADRAD,	$ 40.00	(Roslin)		
WHTX,	96.1,	50 KW @ 500	,	AC	ABC E,	$ 88.00	(Katz)	Hearst	Jim Carter
WLTJ,	92.9,	47 KW @ 894	,	Soft AC	,	$ 54.00	(Durpetti)		Judy Reich
WMXP,	100.7,	50 KW @ 492	,	CHR/Dance	ABC FM,	$ 40.00	(Republic)	Signature	Chris Wegman
WMYG,	96.9,	45 KW @ 162	,	Classic AOR	ABC R,	$ 60.00	(MMR)		Stu Cohen
WPIT,	101.5,	48 KW @ 505	,	Religion	,	$ NA	(---)	Pyramid	Michael Komichak
WSHH,	99.7,	11 KW @ 927	,	Soft AC/EZ	UPI UNISUP,	$ 70.00	(Eastman)	Renda	Tony Renda
WWSW,	94.5,	50 KW @ 810	,	Oldies	ABC D UNISUP,	$128.00	(Mc-Guild)	Shamrock	Mike Crusham

CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES
WNRJ changes to WEZE (Jan)	WEZE changes from CHR to Btfl/EZ (Jan)	WBVP, WWKS-F sold for $2,900,000 (Foreman)

FORMAT CODES

AC - Adult Contemporary
AOR - Album Oriented Rock
B - Black (audience predominately black - over 60%)
BB - Big Band, Nostalgia
C - Country
CHR - Contemporary Hit Radio, Top 40, Contemporary
CL - Classical
CL AOR - Classic AOR, Classic Rock
E - Ethnic
EZ - EZ Listening, Beautiful Music, Some Very soft AC
G - Gospel

J/NA - Jazz and New Age
M - Middle of Road, (MOR) Full Service
N - News
O - Oldies (1955 to near 1988)
R - Religion, Christian
SAC - Soft Adult Contemporary
SP - Hispanic/Spanish
T - Talk
U - Urban (majority of audience is non-white)
? - Others or Unknown

PORTLAND, ME

Arbitron Rank/Pop (12+): 157/198,500

MSA Rank/Pop: 180/240,500
ADI # 74
Average Person Ratings: 15.9
Market TSL: 20.75 hours

Stations: 21/18
Diaries: 624/318:1/57.8%
Sample Target: 560
% Below Line: 1.6
% Not Listed: 16.1

1989 Revenue: $11,900,000
HH Inc.: $28,748
Retail $: 2.9 Bil
Pop per Station: 11,027
#1 Biller: WPOR-AF $2,500,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WPOR-AF	(C)	49/15.5	14.1	16.6	14.7	14.5	----	123/1300	517/26.0	24.3	23.2		12.8	58	737	WPOR-AF
2.	WBLM-F	(AOR)	48/15.2	12.6	9.9	14.3	16.8	----	140/1640	603/30.4	24.7	23.1		20.5	93	996	WBLM-F
3.	WMGX-F	(AC)	29/ 9.2	10.7	10.5	5.3	8.9	----	45/658	423/21.3	23.1	21.4		7.0	32	437	WMGX-F
4.	WWGT-F	(CHR)	18/ 5.7	4.0	5.4	6.0	6.6	----	38/681	308/15.5	13.9	17.7		4.2	19	398	WWGT-F
	WKZS-F	(AC)	18/ 5.7	5.2	3.9	5.7	5.9	----	63/877	326/16.4	13.2	12.9		5.7	26	559	WKZS-F
	WGAN	(MOR)	18/ 5.7	5.5	3.6	5.3	4.9	----	26/476	256/12.9	11.9	12.9		3.1	14	224	WGAN
7.	WTHT-F	(CHR)	15/ 4.7	4.0	6.3	5.3	5.9	----	48/738	254/12.8	14.4	20.0		9.3	42	610	WTHT-F
8.	WKZN	(BB)	13/ 4.1	----	----	0.3	0.3	----	14/169	154/ 7.8	0.0	0.0		0.4	2	64	WKZN
	WHOM-F	(EZ)	13/ 4.1	3.7	5.4	5.0	3.3	----	83/1175	276/13.9	10.7	10.8		4.0	18	287	WHOM-F
10.	WCLZ-F	(J/NA)	11/ 3.5	4.6	1.8	3.0	1.6	----	38/451	197/ 9.9	9.7	7.9		3.5	16	202	WCLZ-F
11.	WYNZ-F	(AC)	8/ 2.5	2.8	3.3	4.7	5.3	----	17/353	242/12.2	11.1	11.7		2.2	10	163	WYNZ-F
12.	WXGL-F	(AC)	7/ 2.2	1.2	1.8	1.0	1.6	----	0/0	0/ 5.2	6.4	6.0		4.4	20	257	WXGL-F
13.	WPKM-F	(CL)	6/ 1.9	2.8	1.5	1.0	0.7	----	11/269	149/ 7.5	5.9	6.9		1.1	5	84	WPKM-F

12+ FM SHARE (METRO): 84.53% (224 of 265) (SPG 89: 83.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLM-F	1 WBLM-F>>	1 WBLM-F>	1 WBLM-F	1 WPOR-AF	1 WPOR-AF>>	1 WPOR-AF	1 WPOR-AF	1 WBLM-F	1 WBLM-F>	1 WPOR-F>
2 WTHT-F	2 WMGX-F	2 WMGX-F	2 WMGX-F	2 WBLM-F	2 WGAN	2 WBLM-F	2 WBLM-F	2 WPOR-AF>	2 WPOR-AF>	2 WGAN
3	3 WWGT-F	3 WPOR-AF	3 WPOR-AF>	3 WMGX-F>	3 WKZS-F	3 WMGX-F>	3 WMGX-F>	3 WMGX-F>	3 WGAN	3 WBLM-F
4	4 WPOR-AF	4 WWGT-F>	4 WWGT-F	4 WKZS-F>	4 WMGX-F	4 WGAN	4 WKZS-F	4 WKZS-F	4 WTHT-F	4
5	5	5 WKZS-F	WKZS-F	5 WWGT-F	WKZN	5 WKZS-F>>	5 WWGT-F	5 WWGT-F	5 WWGT-F	5
6	6	WCLZ-F	WCLZ-F	WCLZ-F	6 WHOM-F	6 WYNZ-F>>	6 WHOM-F	6	6 WMGX-F	6
7	7	7	7	7	7	7 WYNZ	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLM-F	1 WBLM-F	1 WMGX-F>	1 WBLM-F	1 WPOR-AF	1 WBLM-F>>	1 WBLM-F>>	1 WBLM-F>>	1 WBLM-F>>	1 WPOR-AF
2 WWGT-F>>	2 WWGT-F	2 WBLM-F	2 WMGX-F	WMGX-F>	2 WMGX-F>	2 WPOR-AF	2 WPOR-AF>	2 WPOR-AF	WBLM-F>>
3 WYNZ	3 WMGX-F	3 WWGT-F	3 WWGT-F>	3 WKZS-F	3 WPOR-AF>>	3 WMGX-F>	3 WWGT-F	3 WMGX-F>	3 WMGX-F
WTHT-F	4	4 WPOR-AF	4 WPOR-AF	WBLM-F	4 WYNZ	4 WWGT-F	WMGX-F>	4 WCLZ-F	4 WGAN
WMGX-F>>	5	WKZS-F>	WKZS-F	5	WWGT-F	5	5 WTOS-F	5 WWGT-F	5 WCLZ-F
6 WPOR-AF	6	6 WYNZ	6	6	WCLZ-F	6	WYNZ-F	6	6
WKZS-F	7	WTHT-F	7	7	7	7	WCLZ-F	7	7
8	8	WCLZ-F	8	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		33 (2)	33 (2)	12.5	17.2
AOR/CLASSIC	2 (1)	50 (2)	52 (3)	19.6	12.4
AC/OLDIES/SOFT ROCK	2 (1)	62 (4)	64 (5)	24.2	25.9
MOR/VARIETY	20 (2)		20 (2)	7.5	5.8
COUNTRY	1 (1)	48 (1)	49 (2)	18.5	20.1
BLACK/URBAN					
BEAUTIFUL/EASY		13 (1)	13 (1)	4.9	6.6
NEWS/TALK	1 (1)		1 (1)	0.4	0.7
NOSTALGIA	13 (1)		13 (1)	4.9	7.7
RELIGION/GOSPEL	2 (1)		2 (1)	0.8	0.7
SPANISH					
CLASSICAL		6 (1)	6 (1)	2.3	1.8
JAZZ/NEW AGE		11 (1)	11 (1)	4.2	
UNKNOWN/OTHERS		1 (1)	1 (1)	0.4	1.1
	41 (8)	224 (13)	265 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WLOB	1310	Portland	0.6/2.9/ 3/ 83
WLPZ	1440	Westbrook/Port.	0.6/2.8/ 3/ 85
WYNZ	970	Portland	0.6/0.0/ 38/ 572
WZPK-F	103.7	Berlin	0.3/3.3/ 13/ 291
WBZ	1030	Boston	0.6/4.2/ 10/ 302
WRKO	680	Boston	0.3/1.7/ 3/ 93
WTOS-F	105.1	Skowgegb/Watvl.	0.5/4.1/ 49/ 526

RADIO STATIONS

WGAN,	560,	5 KW (DA-1)	, MOR/FULL SER.	NBC, ABC T,	$ 19.00	(Katz)	Sunshine		Jon Van Hoogenstyn
WKZN,	870,	5 KW/2.5 KW (DA-2)	, NOSTALGIA	UNIULT,	$ 14.00	(HNWH)			Ron Frizzell
WBLM-F,	102.9,	99 KW @ 1460,	AOR	,	$ 55.00	(McGuild)	Fuller-Jeffrey		Eve Rubins
WCLZ-F,	98.9,	48 KW @ 400,	JAZZ/NAC	,	$ 20.00	(Christal)			George Baines
WHOM-F,	94.9,	48 KW @ 3760,	EZ	UNIULT,	$ 47.00	(Republic)	Barnstable	(MT.WASHINGTON)	Paul Battaini
WKZS-F,	99.9,	30 KW @ 650,	AC	UNISUP,	$ 34.00	(HNWH)		(AUBURN)	Ron Frizzell
WMGX-F,	93.1,	50 KW @ 440,	AC/OLDIES	,	$ 38.00	(Katz)	Sunshine		Jon Van Hoogenstyn
WPKM-F,	106.3,	3 KW @ 300,	CLASSICAL	,	$ 20.00	(CMBS)			Charles McCreery
WPOR-F,	101.9,	33 KW @ 607,	COUNTRY	ABC E,	$ 60.00	(McGuild)			Bob Gold
WTHT-F,	107.5,	35 KW @ 606,	CHR	ABC E,	$ 26.00	(Banner)	Beacon	(LEWISTON)	Carl DeProspo
WWGT-F,	97.9,	16 KW @ 900,	CHR	,	$ 25.00	(Christal)	Porter		Tom Talbot
WXGL-F,	93.9,	27 KW @ 640,	OLDIES	,	$ 21.00	(Torbet)		(LEWISTON)	Dave Dean
WYNZ-F,	100.9,	3 KW @ 225,	OLDIES	UNISUP, UNIULT ,	$ 22.00	(Eastman)	Buckley		Mike Schaefer

Miscellaneous Comments: WYNZ-A changes from NOSTALGIA to OLDIES and now simulcasts with WYNZ-F...WCLZ-F changes from AC to JAZZ/NAC...WWGT-A changes to WLPZ and programs AOR (March)...

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,343,400

MSA Rank/Pop: 41/1,199,500
ADI # 27
Average Person Ratings: 15.9
Market TSL: 21.25 hours

Stations: 27/24
Diaries: 1631/824:1/58.0%
Sample Target: 1430
% Below Line: 1.4
% Not Listed: 11.0

1989 Revenue: $45,200,000
HH Inc.: $27,375
Retail $: 11.2 Bil
Pop per Station: 55,975
#1 Biller: KKCW-F $6,400,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KUPL-F	(C)	192/ 9.0	7.5	6.9	6.2	6.5	7.4	222/2327	1982/14.8	14.3	10.3		7.9	158	1596	KUPL-F
2. KKRZ-F	(CHR)	190/ 8.9	9.6	10.7	9.2	8.9	9.6	200/3175	2982/22.2	22.2	22.2		12.1	242	3053	KKRZ-F
3. KEX	(MOR)	189/ 8.8	7.8	8.2	5.5	7.5	7.6	207/3830	3347/24.9	17.5	15.7		8.0	161	2870	KEX
4. KKCW-F	(AC)	149/ 7.0	8.1	8.0	8.7	8.6	7.9	177/2744	2399/17.9	19.4	18.9		6.3	126	2002	KKCW-F
5. KINK-F	(AOR)	132/ 6.2	6.7	5.5	4.0	6.8	5.6	135/2019	1904/14.2	12.1	15.2		7.7	155	2214	KINK-F
6. KKSN-F	(O)	121/ 5.6	3.9	4.2	3.9	4.0	4.4	139/2167	1842/13.7	12.3	9.8		4.5	90	1478	KKSN-F
7. KXL	(N/T)	119/ 5.6	5.5	6.3	6.0	6.3	5.8	136/2123	1833/13.6	13.8	14.4		5.4	108	1514	KXL
8. KGON-F	(AOR)	104/ 4.9	5.6	6.1	6.5	6.3	5.8	111/1814	1609/12.0	12.9	12.1		6.4	128	1599	KGON-F
9. KUFO-F	(AOR)	101/ 4.7	4.5	2.3	2.2	1.7	3.4	115/1855	1621/12.1	6.3	5.0		5.4	108	1561	KUFO-F
10. KXL -F	(EZ)	96/ 4.5	7.9	6.6	6.2	4.9	6.3	117/1635	1373/10.2	11.4	10.7		2.7	54	818	KXL -F
11. KXYQ-F	(CHR)	92/ 4.3	4.3	6.6	7.0	6.2	5.6	143/2742	1975/14.7	16.4	15.3		8.3	166	2128	KXYQ-F
12. KKSN	(BB)	87/ 4.1	2.9	2.7	2.6	2.4	3.1	91/1225	1154/ 8.6	5.2	5.7		1.0	20	659	KKSN
13. KWJJ-F	(C)	54/ 2.5	3.0	2.7	3.6	2.9	3.0	64/1215	1023/ 7.6	7.7	7.1		2.6	52	1219	KWJJ-F
14. KGW	(N/T)	51/ 2.4	2.1	1.6	1.7	2.0	2.0	61/1232	1070/ 8.0	6.0	7.7		2.3	46	725	KGW
15. KMJK-F	(AOR)	34/ 1.6	2.4	4.2	3.7	3.8	3.0	38/1131	990/ 7.4	11.2	9.0		0.3	6	68	KMJK-F
16. KWJJ	(C)	33/ 1.6	1.4	0.8	1.8	2.0	1.4	39/773	695/ 5.2	4.3	5.0		1.2	25	502	KWJJ
17. KPDQ-F	(REL)	27/ 1.3	1.9	1.4	1.5	1.8	1.5	32/743	653/ 4.9	3.7	4.6		2.6	52	708	KPDQ-F
18. KESI	(EZ)	24/ 1.1	1.6	1.0	1.4	1.0	1.3	24/452	435/ 3.2	2.7	3.0		0.4	9	166	KESI
19. KUPL	(C)	23/ 1.1	1.2	1.6	1.1	0.8	1.3	24/532	513/ 3.8	4.3	2.7		0.3	6	209	KUPL
20.																

12+ FM SHARE (METRO): 69.31% (1321 of 1906) (SPG 89: 70.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRZ-F>>	1 KGON-F	1 KUPL-F	1 KUPL-F	1 KUPL-F	1 KEX	1 KUPL-F<	1 KUPL-F	1 KKRZ-F	1 KEX	1 KGW >>
2 KXYQ-F	2 KKCW-F	2 KKCW-F<	2 KINK-F<	2 KEX	2 KUPL-F	2 KKRZ-F<	2 KEX	2 KUPL-F	2 KKRZ-F>	2 KEX
3	3 KUFO-F	3 KKRZ-F KINK-F	3 KKCW-F<	3 KKCW-F	3 KXL	3 KEX	3 KKCW-F	3 KEX	3 KUPL-F	3 KXL <
4	4 KUPL-F<		4 KEX	4 KINK-F<	4 KXL -F KKSN	4 KXL	4 KKRZ-F	4 KKCW-F	4 KUFO-F<	4 KKSN-F
5	5 KINK-F	5 KEX	5 KKSN-F>	5 KKSN-F>		5 KKCW-F	5 KINK-F	5 KGON-F<	5 KXL <	5 KKRZ-F
6	6 KXYQ-F	6 KKSN-F	6 KGON-F<	6 KKRZ-F<	6 KKSN-F	6 KINK-F	6 KGON-F<	6 KINK-F	6 KINK-F	6 KKSN
7	7	7 KGON-F	7 KKRZ-F<	7 KGON-F<	7	7 KKSN-F	7 KXL -F	7 KUFO-F<	7	7
8	8	8 KUFO-F	8 KUFO-F	8 KUFO-F	8	8	8	8 KKSN-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKRZ-F>>	1 KKRZ-F>	1 KUPL-F	1 KUFO-F<	1 KUPL
2 KXYQ-F>	2 KUPL	2 KKCW-F<	2 KKCW-F	2 KKCW-F>
3 KINK-F	3 KKCW-F	3 KKRZ-F	3 KKRZ-F	3 KEX <
4 KKCW-F	4 KINK-F	4 KINK-F	4 KINK-F	4 KKSN-F
5 KMJK-F	5 KXYQ-F	5 KKSN-F>	5 KKSN-F<	5 KINK-F
6 KUFO-F	6 KKSN-F	6 KUFO-F	6 KEX	6 KKRZ-F>
7	7	7 KXYQ-F	7	7 KXL -F
8	8	8	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGON-F<	1 KGON-F	1 KGON-F	1 KGON-F	1 KUPL-F
2 KKRZ-F	2 KUFO-F	2 KUFO-F	2 KUFO-F<	2 KEX
3 KUFO-F>	3 KKRZ-F>	3 KINK-F	3 KINK-F<	3 KINK-F
4 KXYQ-F>	4 KXYQ-F KKCW-F<	4 KUPL-F KKCW-F	4 KUPL-F KEX	4 KKSN-F<
5 KKCW-F				5 KGON-F
6 KZRC	6 KINK-F	6 KEX	6 KKSN-F	6 KUFO-F
7 KEX >	7 KEX	7 KKRZ-F<	7 KKRZ-F	7 KKCW-F
8	8	8	8 KKCW-F	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		282 (2)	282 (2)	14.8	17.0
AOR/CLASSIC	25 (2)	371 (4)	396 (6)	20.8	20.1
AC/OLDIES/SOFT ROCK		270 (2)	270 (2)	14.2	17.0
MOR/VARIETY	189 (1)		189 (1)	9.9	8.4
COUNTRY	56 (2)	246 (2)	302 (4)	15.8	15.1
BLACK/URBAN	9 (1)		9 (1)	0.5	0.7
BEAUTIFUL/EASY	24 (1)	96 (1)	120 (2)	6.3	5.5
NEWS/TALK	170 (2)		170 (2)	8.9	8.2
NOSTALGIA	87 (1)		87 (1)	4.6	2.7
RELIGION/GOSPEL	13 (1)	56 (4)	69 (5)	3.6	2.3
SPANISH					
CLASSICAL					1.1
JAZZ/NEW AGE					1.9
UNKNOWN/OTHERS	12 (1)		12 (1)	0.6	
	585 (12)	1321 (15)	1906 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBMS	1480	Vancouver/Port	0.4/1.1/ 9/ 169
KCCS	1220	Salem	0.6/1.0/ 13/ 163
KFXX	1520	Oregon City	0.5/2.1/ 11/ 303
KPDQ	800	Portland	0.6/3.0/ 13/ 409
KZRC	1010	Milwaukee/Port.	0.7/1.8/ 14/ 249
KFAT-F	106.1	Corvallis	0.5/1.0/ 31/ 411
KHPE-F	107.9	Albany	0.6/0.9/ 16/ 212
KLCX-F	104.7	Eugene	0.3/0.9/ 22/ 389

RADIO STATIONS

AM STATIONS

KESI, 970, 5 KW (DA-1)	EZ		$ N/A	(Christal)	Henry	Lon Auchenback
KEX , 1190, 50 KW (DA-1)	MOR/FULL SER.	ABC I	$ 86.00	(Katz)	Great American	Dave Milner
KGW , 620, 5 KW (DA-N)	NEWS/TALK	ABC D	$ 57.00	(MMR)	King	Kenn Brown
KKSN, 910, 5 KW (DA-2)	NOSTALGIA	UNISP, UNILT	$ 33.00	(Eastman)	Heritage	Harry Williams
KUPL, 1330, 5 KW (DA-1)	SEE KUPL-F					
KWJJ, 1080, 50 KW/10 KW (DA-N)	SEE KWJJ-F					
KXL , 750, 50 KW/20 KW (DA-1)	NEWS/TALK	NBC	$ 63.00	(McGuild)	Alexander	Ray Watson
KZRC, 1010, 5 KW (DAYS)	AOR	SMN	$ 23.00	(Torbet)	First Cities	Denise Swanson

FM STATIONS

KGON, 92.3, 100 KW @ 1268	AOR		$ 85.00	(Republic)	Ackerly	Dan Hern
KINK, 101.9, 100 KW @ 1674	AOR		$ 110.00	(MMR)	King	Paul Clithero
KKCW, 103.3, 100 KW @ 1654	AC		$ 120.00	(Durpetti)	Trumper	
KKRZ, 100.3, 100 KW @ 1433	CHR	ABC F	$ 100.00	(Katz)	Great American	Carl Gardner
KKSN, 97.1, 100 KW @ 1268	OLDIES	UNIULT	$ 64.00	(Eastman)	Heritage	Harry Williams
KMJK, 106.7, 100 KW @ 997	AC	NBC, SOURCE	$ 48.00	(Christal)	Fairmont	Dave McDonald
KPDQ, 93.7, 100 KW @ 937	RELIGION		$ 20.00	(---)		Jack Kandel
KUFO, 101.1, 100 KW @ 1640	AOR		$ 50.00	(Christal)	Henry	Jeff Selgo
KUPL, 98.5, 100 KW @ 1104	COUNTRY		$ 70.00	(Banner)	Scripps-Howard	Ed Hardy
KWJJ, 99.5, 100 KW @ 870	COUNTRY	ABC E	$ 44.00	(HNWH)	Park	Michael Kern
KXL , 95.5, 100 KW @ 990	EZ/SAC		$ 57.00	(McGuild)	Alexander	Ray Watson
KXYQ, 105.1, 100 KW @ 1839	CHR	ABC C	$ 52.00	(Torbet)	First Cities (SALEM)	Anice Swanson

Miscellaneous Comments: KFXX changes from AOR to TALK (Aug)...KMJK changes from Classic AOR to AC . . . KYTE changes call letters to KESI (May) . . .

PORTSMOUTH-DOVER-ROCHESTER,NH

Arbitron Rank/Pop (12+): 112/325,600	Stations: 34/9	1989 Revenue: $9,400,000
	Diaries: 758/429:1/54.2%	HH Inc.: $33,922
MSA Rank/Pop: 141/341,900	Sample Target: 710	Retail $: 3.4 Bil
Boston ADI	% Below Line: 47.1	Pop per Station: 36,177
Average Person Ratings: 17.6	% Not Listed: 14.3	#1 Biller: WOKQ-F $3,200,000
Market TSL: 23.25 hours		

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WOKQ-F	(C)	69/12.0	9.2	9.1	11.3	12.7	----	86/1034	856/26.3	20.5	21.1					WOKQ-F
2.	WHEB-F	(AOR)	49/ 8.6	11.1	6.3	9.2	8.6	----	56/717	634/18.7	21.3	18.1					WHEB-F
3.	WERZ-F	(CHR)	43/ 7.5	6.9	5.3	3.6	6.2	----	43/589	546/16.8	14.4	15.6					WERZ-F
4.	WSSH-F	(AC)	39/ 6.8	5.5	7.9	5.8	5.3	----	41/546	517/15.9	12.6	17.6					WSSH-F
5.	WHOM-F	(EZ)	23/ 4.0	3.0	3.8	4.0	2.9	----	59/712	305/ 9.4	7.4	8.2					WHOM-F
6.	WODS-F	(O)	19/ 3.3	2.2	2.7	2.1	3.7	----	19/323	296/ 9.1	8.0	9.2					WODS-F
	WBCN-F	(AOR)	19/ 3.3	3.4	2.4	3.2	4.5	----	19/298	281/ 8.6	9.6	10.7					WBCN-F
8.	WCQL-F	(O)	18/ 3.1	3.2	1.2	3.6	0.4	----	24/350	259/ 8.0	5.9	3.4					WCQL-F
9.	WRKO	(T)	17/ 3.0	3.4	4.6	4.0	4.5	----	18/313	282/ 8.7	9.8	10.2					WRKO
10.	WBZ	(MOR)	16/ 2.8	5.9	4.1	4.0	4.3	----	19/431	372/11.4	13.8	11.4					WBZ
11.	WTSN	(MOR)	15/ 2.6	3.2	3.3	2.6	2.7	----	15/281	273/ 8.4	8.7	9.6					WTSN
	WKOS-F	(AC)	15/ 2.6	1.5	2.6	2.8	3.7	----	15/246	207/ 6.4	6.8	7.6					WKOS-F

12+ FM SHARE (METRO): 86.76% (426 of 491) (SPG 89: 79.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WERZ-F>	1 WHEB-F>	1 WHEB-F	1 WOKQ-F	1 WOKQ-F>	1 WOKQ-F>	1 WOKQ-F>	1 WHEB-F	1 WOKQ-F>	1 WOKQ-F	1 WBZ >
2 WZOU-F	2 WERZ-F>	2 WOKQ-F	2 WHEB-F>	2 WHEB-F	2 WSSH-F>	2 WHEB-F	2 WOKQ-F	2 WHEB-F	2 WERZ-F>	2 WOKQ-F
3	3 WOKQ-F	3 WERZ-F>	3 WSSH-F	3 WSSH-F	3 WHOM-F	3 WERZ-F	3 WSSH-F	3 WERZ-F	3 WHEB-F	3 WTSN
4	4 WBCN-F	4 WSSH-F	4 WODS-F	4 WODS-F	4 WRKO	4 WSSH-F	4 WERZ-F	4 WSSH-F	4 WZOU-F	4
5	5 WGIR-F	5	5 WCQL-F	5 WCQL-F	5 WBZ	5 WBZ	5	5 WHOM-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WERZ-F>>	1 WERZ-F>	1 WLYT-F	1 WERZ-F<	1 WSSH-F	1 WHEB-F>>	1 WHEB-F>>	1 WHEB-F>	1 WHEB-F>	1 WOKQ-F
2 WHEB-F	2 WHEB-F	WHEB-F	2 WSSH-F	WOKQ-F>>	2 WERZ-F>	2 WBCN-F	2 WOKQ-F>	2 WOKQ-F>	2 WHEB-F>>
3 WSSH-F	3 WSSH-F	WERZ-F	3 WOKQ-F	3 WODS-F	3 WBCN-F>	3 WERZ-F	3 WGIR-F	3 WERZ-F	3 WODS-F
4 WLYT-F>	WLYT-F	4 WSSH-F	4 WHEB-F	WERZ-F	4 WCGY-F	4 WOKQ-F	WBCN-F	4 WBCN-F	WCQL-F
5	5	5	5	5 WHEB-F	5	5 WGIR-F	5 WZLX-F>	5	5 WBCN-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		74 (5)	74 (5)	15.1	17.1
AOR/CLASSIC		128 (10)	128 (10)	26.1	19.8
AC/OLDIES/SOFT ROCK		114 (8)	114 (8)	23.2	22.6
MOR/VARIETY	38 (3)		38 (3)	7.7	8.7
COUNTRY		69 (1)	69 (1)	14.1	14.1
BLACK/URBAN					
BEAUTIFUL/EASY		36 (2)	36 (2)	7.3	7.7
NEWS/TALK	25 (3)		25 (3)	5.1	8.1
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		5 (1)	5 (1)	1.0	0.6
JAZZ/NEW AGE					
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4	1.4
	65 (7)	426 (27)	491 (34)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCDQ-F	92.1	Sanford	0.5/3.0/ 10/ 209
WKOS	930	Rochester/Prtsm	1.2/2.9/ 7/ 121
WWNH	1340	Madbury	0.3/1.3/ 2/ 43
WAAF-F	107.3	Worcester/bostn	0.9/3.0/ 5/ 98
WBLM-F	102.9	Portland	1.6/6.3/ 44/ 566
WBOS-F	92.9	Brookline/Bostn	0.7/2.3/ 4/ 76
WCGY-F	93.7	Lawrence/Boston	2.3/6.3/ 13/ 205
WCKB-F	102.5	Waltham/Boston	0.9/2.3/ 5/ 74
WEEI	590	Boston	0.5/4.5/ 3/ 151
WFNX-F	101.7	Lynn	0.5/2.1/ 3/ 68
WGIR-F	101.1	Manchester	2.4/9.8/ 17/ 387
WHDH	850	Boston	0.9/4.3/ 5/ 154
WHOB-F	106.3	Nashua	1.2/4.4/ 7/ 144
WLYT-F	92.5	Haverhill/Bstn	2.1/6.8/ 12/ 229
WMJX-F	106.7	Boston	0.3/1.7/ 2/ 56
WROR-F	98.5	Boston	1.0/5.3/ 7/ 199
WTHT-F	107.5	Lewiston	0.5/2.1/ 8/ 198
WVBF-F	105.7	Framingham	0.5/2.1/ 3/ 69
WXKS-F	107.9	Medford/Boston	1.2/5.9/ 7/ 221
WZID-F	95.7	Manchester	2.3/6.9/ 21/ 293
WZLX-F	100.7	Boston	1.6/3.2/ 9/ 103
WZOU-F	94.5	Boston	2.4/8.7/ 15/ 313

RADIO STATIONS

WKOS, 930, 5 KW (DA-2) . NOSTALGIA CBS, UNISUP , $ 14.00 (Christal) Dave Butterfield
WTSN, 1270, 5 KW (DA-2) , MOR/FULL SER. ABC I , $ 21.00 (Torbet) Jerome Lipman

WCDQ-F, 92.1, 1 KW @ 526, OLDIES , $ 13.00 (Roslin) (SANFORD, ME) Don Crown
WCQL-F, 95.3, 1.5 KW @ 467, OLDIES , $ 16.00 (Katz) Sunshine Roger Bauer
WERZ-F, 107.1, 2.5 KW @ 356, CHR , $ 41.00 (McGuild) Precision Al Perry
WHEB-F, 100.3, 50 KW @ 400, AOR UPI , $ 50.00 (Banner) Knight Bob Knight
WKOS-F, 96.7, 3 KW @ 300, AC , $ 19.00 (Torbet) Dave Butterfield
WOKQ-F, 97.5, 50 KW @ 492, COUNTRY , $ 78.00 (McGuild) Fuller-Jeffrey Martin Lessard
WLYT-F, 92.5, 25 KW @ 710, AC UNIPWK , $ 38.00 (Eastman) (HAVERHILL, MA) Bill Gould

OTHER RANKED STATIONS -- See Manchester, Boston or Portland Miscellaneous Comments: WKOS A/F sold for $290,000...

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,268,500

MSA Rank/Pop: 59/913,200
ADI # 44

Average Person Ratings: 18.6
Market TSL: 24.75 hours

Stations: 40/22
Diaries: 1396/909:1/48.6%
Sample Target: 1390
% Below Line: 17.5
% Not Listed: 9.0

1989 Revenue: $26,200,000
HH Inc.: $28,456
Retail $: 6.9 Bil
Pop per Station: 57,659
#1 Biller: WPRO-F $5,400,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WPRO-F	(CHR)	252/10.7	10.7	9.9	13.0	12.8	11.1	268/4085	3705/29.2	28.5	31.2		13.3	307	3747	WPRO-F
2. WHJY-F	(AOR)	170/ 7.2	8.0	7.2	9.2	9.8	7.9	195/2885	2415/19.0	20.1	19.3		9.5	220	3019	WHJY-F
3. WWLI-F	(SAC)	163/ 6.9	7.7	7.3	6.8	6.4	7.2	174/2146	1902/15.0	15.0	13.9		4.7	108	1354	WWLI-F
4. WWBB-F	(O)	158/ 6.7	4.8	7.9	10.6	9.6	7.5	171/2398	2175/17.1	16.0	16.8		5.9	137	1834	WWBB-F
5. WPRO	(N/T)	132/ 5.6	5.4	6.8	5.0	5.0	5.7	133/1912	1887/14.9	15.7	15.6		5.1	117	1794	WPRO
6. WSNE-F	(AC)	125/ 5.3	4.4	6.2	5.1	4.3	5.3	129/2059	1868/14.7	14.4	13.0		4.3	100	1436	WSNE-F
7. WHJJ	(N/T)	113/ 4.8	5.0	6.0	4.0	5.3	4.9	113/1475	1471/11.6	12.8	12.0		3.7	86	1156	WHJJ
8. WWKX-F	(B)	103/ 4.4	3.1	3.3	3.0	4.4	3.5	103/1317	1317/10.4	8.0	8.8		6.1	141	2127	WWKX-F
9. WCTK-F	(C)	94/ 4.0	3.8	3.1	2.3	2.1	3.3	117/1431	1118/ 8.8	7.5	6.8		3.0	68	763	WCTK-F
10. WPLM-F	(BB)	93/ 3.9	3.5	2.0	2.3	1.4	2.9	135/1724	1046/ 8.2	3.4	3.7		2.5	58	686	WPLM-F
11. WWRX-F	(CL AOR)	72/ 3.1	3.8	3.1	3.4	1.9	3.3	118/1970	1230/ 9.7	9.4	6.5		3.8	88	1311	WWRX-F
12. WHIM	(C)	67/ 2.8	2.6	3.1	2.2	2.2	2.7	67/661	647/ 5.1	5.7	4.5		1.3	30	370	WHIM
13. WBRU-F	(AOR)	65/ 2.8	1.5	3.0	2.7	2.9	2.5	70/1170	1017/ 8.0	10.5	9.1		3.5	81	1590	WBRU-F
14. WFHN-F	(CHR)	59/ 2.5	2.5	2.0	2.3	1.2	2.3	62/661	586/ 4.6	4.3	3.0		2.7	62	727	WFHN-F
15. WBSM	(MOR)	48/ 2.0	1.1	1.5	0.8	2.0	1.4	52/396	359/ 2.8	2.2	3.3		1.3	31	561	WBSM

12+ FM SHARE (METRO): 76.08% (1632 of 2145) (SPG 89: 75.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRO-F>>	1 WHJY-F<	1 WPRO-F	1 WPRO-F	1 WPRO-F	1 WPRO <	1 WPRO <	1 WPRO-F	1 WPRO-F	1 WPRO-F	1 WHJJ >>
2 WWKX-F	2 WPRO-F>	2 WHJY-F>	2 WSNE-F<	2 WWLI-F	2 WWBB-F	2 WPRO-F>	2 WWLI-F	2 WHJY-F	2 WHJY-F	2 WPRO >>
3	3 WWKX-F	3 WWLI-F<	3 WWBB-F	3 WSNE-F<	3 WWLI-F<	3 WWLI-F	3 WWBB-F	3 WWBB-F	3 WWKX-F>	3 WBZ
4	4 WSNE-F	4 WSNE-F<	4 WWLI-F	4 WWBB-F	4 WHJJ	WWBB-F	4 WHJY-F	4 WWLI-F	4 WPLM-F	WHJY-F
5	5 WWLI-F<	5 WWBB-F	5 WHJY-F	5 WHJY-F>	5 WPLM-F	5 WSNE-F	5 WSNE-F	5 WWKX-F	5 WWLI-F	5 WPLM-F
6	6 WBRU-F	6	6	6 WCTK-F	6	6 WHJY-F	6 WPRO	6 WHJJ-F	WPRO	WPRO-F
7	7 WWRX-F	7	7	7 WPRO	7	WHJJ	7 WHJJ-F	7 WSNE-F	7	7
8	8	8	8	8 WWRX-F	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPRO-F>>	1 WPRO-F>>	1 WPRO-F<	1 WPRO-F>	1 WPRO-F	1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F>	1 WHJY-F>	1 WWBB-F
2 WWKX-F	2 WSNE-F	2 WSNE-F>	2 WWLI-F<	2 WWKX-F>	2 WWKX-F	2 WPRO-F	2 WBRU-F	2 WWBB-F	2 WHJY-F>
3 WHJY-F	3 WWLI-F	3 WWLI-F	3 WSNE-F>	3 WWAZ	WPRO-F>	3 WWKX-F	3 WWRX-F	3 WPRO-F	3 WWLI-F
4 WWLI-F>	WHJY-F>	4 WHJY-F>	4 WHJY-F	4	4 WAAF-F	4 WBRU-F<	WPRO-F	4 WWRX-F	4 WPRO-F
5 WAAF-F	5 WWKX-F	5 WWBB-F	5 WWBB-F	5	5 WWRX-F>	5 WWRX-F	5 WWBB-F	5 WWKX-F	5 WWRX-F
6 WZOU-F	6 WWBB-F	6 WBRU-F	6	6	6 WBRU-F>>	6	6 WCTK-F	6 WBRU-F	6 WCTK-F
WFHN-F>	7	7 WFHN-F	7	7	7 WZLX-F	7	7 WWKX-F	7	7
8	8	WCTK-F	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9
	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		343 (4)	343 (4)	16.0	17.9
AOR/CLASSIC		382 (6)	382 (6)	17.8	18.9
AC/OLDIES/SOFT ROCK	24 (2)	521 (7)	545 (9)	25.4	19.1
MOR/VARIETY	56 (2)		56 (2)	2.6	2.5
COUNTRY	67 (1)	94 (1)	161 (2)	7.5	2.9
BLACK/URBAN		103 (1)	103 (1)	4.8	4.9
BEAUTIFUL/EASY		55 (2)	55 (2)	2.6	11.3
NEWS/TALK	306 (7)		306 (7)	14.3	16.5
NOSTALGIA		93 (1)	93 (1)	4.3	2.6
RELIGION/GOSPEL					0.5
SPANISH					
CLASSICAL		15 (1)	15 (1)	0.7	1.5
JAZZ/NEW AGE		26 (2)	26 (2)	1.2	0.5
UNKNOWN/OTHERS	60 (3)		60 (3)	2.8	0.9
	513 (15)	1632 (25)	2145 (40)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WADK	1540	Newport	0.6/0.9/ 14/ 118
WALE	1400	Fall River	0.7/2.6/ 17/ 328
WARA	1320	Attleboro	0.3/1.5/ 8/ 194
WICE	550	Pawtucket/Prov	0.4/1.9/ 9/ 243
WNBH	1340	New Bedford	0.6/1.5/ 15/ 192
WNRI	1380	Woonsocket	0.3/1.2/ 7/ 150
[illegible]B-F	100.3	Middletown/Prov	0.8/2.9/ 20/ 391
[illegible]	790	Providence	1.0/3.6/ 25/ 466
WAAF-F	107.3	Worcester/Bstn	1.3/4.3/ 67/ 990
WBCN-F	104.1	Boston	0.8/3.5/ 86/1193
WBZ	1030	Boston	1.1/3.5/ 63/ 969
WCRB-F	102.5	Waltham/Boston	0.6/2.5/ 26/ 483
WEEI	590	Boston	0.4/1.2/ 33/ 738
WHDH	850	Boston	0.6/1.6/ 30/ 647
WJIB-F	96.9	Boston	1.9/3.7/ 74/ 841
WMJX-F	106.7	Boston	0.5/2.0/ 58/ 764
WODS-F	103.3	Boston	1.9/3.7/ 76/1310
WQRC-F	99.9	Barnstable/Hyns	0.5/1.2/ 94/ 827
WRKO	680	Boston	0.6/1.5/ 69/ 867
WROR-F	98.5	Boston	0.5/1.8/ 31/ 584
WVBF-F	105.7	Framington	0.4/1.8/ 19/ 512
WVVE-F	102.3	Stoningtn/Bstn.	0.3/0.8/ 23/ 346
WXKS-F	107.9	Medford/Boston	0.6/4.4/ 37/1120
WZLX-F	100.7	Boston	1.1/3.4/ 56/ 829
WZOU-F	94.5	Boston	0.8/5.2/ 64/1489

RADIO STATIONS

AM STATIONS

WHIM,	1110,	5 KW (DAYS)	, COUNTRY	CBS ,	$ 24.00 (Durpetti)		Joe Gallagher
WHJJ,	920,	5 KW (DA-N)	, NEWS/TALK	NBC ,	$ 51.00 (Katz)	Merv Griffin	James Gorwin
WPRO,	630,	5 KW (DA-N)	, NEWS/TALK	ABC I ,	$ 70.00 (Banner)	Capital Cities/ABC	Ron St. Pierre

FM STATIONS

WBRU-F,	95.5,	20 KW @ 440,	AOR	APR ,	$ 44.00 (MMR)		David Whitney
WCTK-F,	98.1,	47 KW @ 510,	COUNTRY	,	$ 30.00 (Torbet)	Hall (NEW BEDFORD,MA)	Christine Lodge
WHJY-F,	94.1,	50 KW @ 440,	AOR	,	$ 90.00 (Katz)	Merv Griffin	James Corwin
WPRO-F,	92.3,	39 KW @ 553,	CHR	ABC C ,	$ 107.00 (Banner)	Capital Cities/ABC	Ron St. Pierre
WSNE-F,	93.3,	30 KW @ 619,	AC	,	$ 71.00 (Eastman)	Beck-Ross	Bill Campbell
WWBB-F,	101.5,	14 KW @ 950,	OLDIES	,	$ 62.00 (Christal)	Wilks-Schwartz	Scott Bacherman
WWKX-F,	106.3,	1 KW @ 518,	BLACK	,	$ 39.00 (Republic)		Miles Chandler
WWLI-F,	105.1,	50 KW @ 500,	SOFT AC	,	$ 69.00 (McGuild)	Zimmerman	Ira Rosenblatt
WWRX-F,	103.7,	37 KW @ 568,	CLASSIC AOR	ABC R ,	$ 40.00 (Durpetti)		Phil Urso

WFHN-F, WBSM-F -- See New Bedford...WPLM-F -- See Boston

Miscellaneous Comments: WWKX-F sold for $2,400,000...

FORMAT CODES

AC - Adult Contemporary
AOR - Album Oriented Rock
B - Black (audience predominately black - over 60%)
BB - Big Band, Nostalgia
C - Country
CHR - Contemporary Hit Radio, Top 40, Contemporary
CL - Classical
CL AOR - Classic AOR, Classic Rock
E - Ethnic
EZ - EZ Listening, Beautiful Music, Some Very soft AC
G - Gospel

J/NA - Jazz and New Age
M - Middle of Road, (MOR) Full Service
N - News
O - Oldies (1955 to near 1988)
R - Religion, Christian
SAC - Soft Adult Contemporary
SP - Hispanic/Spanish
T - Talk
U - Urban (majority of audience is non-white)
? - Others or Unknown

PUEBLO

Arbitron Rank/Pop (12+): 227/105,200
MSA Rank/Pop: 284/125,900
ADI # 99 (w/Colo. Springs)
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 18/7
Diaries: 639/165:1/59.2%
Sample Target: 550
% Below Line: 40.3
% Not Listed: 14.8

1989 Revenue: $3,600,000
HH Inc.: $21,414
Retail $: .77 Bil
Pop per Station: 15,028
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KCCY-F	(C)	32/18.2	----	14.3	----	16.4	----	41/427	302/28.7		32.6					KCCY-F
2. KRYT-F	(O)	19/10.8	----	9.3	----	----	----	27/394	239/22.7		22.2					KRYT-F
3. KRDO-F	(EZ)	17/ 9.7	----	9.9	----	13.8	----	63/800	157/14.9		16.7					KRDO-F
4. KCSJ	(N/T)	11/ 6.3	----	9.9	----	9.2	----	16/282	169/16.1		17.7					KCSJ
5. KILO-F	(AOR)	10/ 5.7	----	4.9	----	8.6	----	62/806	155/14.7		15.7					KILO-F
6. KKMG-F	(CHR)	8/ 4.5	----	4.4	----	9.9	----	66/803	142/13.5		15.1					KKMG-F
KIKX-F	(CHR)	8/ 4.5	----	6.6	----	3.3	----	64/1034	187/17.8		13.5					KIKX-F
KGHF	(O)	8/ 4.5	----	1.1	----	3.9	----	10/122	92/ 8.7		7.3					KGHF
9. KATM-AF	(CHR)	7/ 4.0	----	8.2	----	10.6	----	60/958	184/17.5		14.2					KATM-AF
KKFM-F	(CL AOR)	7/ 4.0	----	5.5	----	2.6	----	54/739	138/13.1		13.2					KKFM-F
KRMX	(SP)	7/ 4.0	----	0.5	----	2.6	----	10/87	68/ 6.5		5.2					KRMX
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 78.67% (118 of 150) (SPG 89: 79.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKMG-F	1 KCCY-F	1 KCCY-F	1 KCCY-F	1 KCCY-F>	1 KCCY-F>	1 KCCY-F>	1 KCCY-F>	1 KCCY-F>	1 KKMG-F	1 KRDO-F
KIKX-F>>	2 KILO-F	2 KRYT-F>	2 KRYT-F>	2 KRYT-F>>	2 KRDO-F	2 KCSJ	2 KRYT-F	2 KRYT-F	2 KCCY-F	2 KCSJ
3 KATM-AF	3 KRYT-F	3 KILO-F	3 KKFM-F	3 KKFM-F	3 KRYT-F	3 KRDO-F<	3 KRDO-F	3 KRDO-F	3 KIKX-F	3 KRYT-F
4	4 KKFM-F	4 KKFM-F	4 KILO-F	4 KRDO-F	4 KCSJ	4 KRYT-F	4	4 KKMG-F	KRYT-F	KCCY-F
5	5	5	5	KILO-F	5	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIKX-F>>	1 KCCY-F>	1 KCCY-F>>	1 KCCY-F>	1 KCCY-F>>		1 KILO-F	1 KKFM-F	1 KKFM-F	1 KRYT-F	1 KRYT-F
2 KATM-AF	2 KVUU-F	2 KVUU-F	2 KRYT-F>	2 KRYT-F>		KRYT-F>>	KILO-F	KCCY-F>>	2 KCCY-F	KCCY-F>
KKCS-F	KILO-F	KILO-F	3 KVUU-F	3 KRDO-F		3 KATM-AF	KCCY-F>	3 KILO-F>	3 KILO-F	3 KKFM-F
KVUU-F	KIKX-F	KRYT-F>>	KRDO-F	4 KVUU-F		KVUU-F	4 KRYT-F	4	4 KKFM-F	4 KILO-F
KRDO-F	KRYT-F	5	5	5		KKMG-F	5	5	5	5
KKMG-F										
KILO-F										
KRYT-F										
KCCY-F										

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	1 (1)	22 (3)	23 (4)	15.3	19.3
AOR/CLASSIC		18 (3)	18 (3)	12.0	12.7
AC/OLDIES/SOFT ROCK	8 (1)	26 (3)	34 (4)	22.7	19.3
MOR/VARIETY					
COUNTRY		35 (2)	35 (2)	23.3	20.0
BLACK/URBAN					
BEAUTIFUL/EASY		17 (1)	17 (1)	11.3	12.0
NEWS/TALK	15 (2)		15 (2)	10.0	14.7
NOSTALGIA					
RELIGION/GOSPEL	1 (1)		1 (1)	0.7	
SPANISH	7 (1)		7 (1)	4.7	0.7
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.3
	32 (6)	118 (12)	150 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGRQ-F	107.1	Pueblo	0.6/3.1/ 1/ 36
KRRU	1480	Pueblo	0.6/1.8/ 1/ 19
KATM-F	100.7	Pueblo/Co.Spgs	3.4/17.5/ 60/ 958
KDZA	1230	Pueblo	0.6/0.0/ 0/ 0
KKCS-F	101.9	Colorado Sprngs	1.7/8.3/ 78/ 815
KOA	850	Denver	2.3/6.3/ 25/ 455
KSPZ-F	92.9	Colorado Sprngs	1.1/7.9/ 47/ 744
KVUU-F	99.9	Pueblo	2.8/10.9/ 57/ 757

RADIO STATIONS

KCSJ ,	590,	1 KW (DA-2) ,	News/Talk	CBS, $17.00	(Eastman)	McCoy	Jack Carter
KGHF ,	1350,	5 KW/1KW (DA-N) ,	Oldies	NBC UNIULT, $12.00	(Republic)		Steve Arveschough
KRMX ,	690,	250 KW (DAYS) ,	Hispanic	, $11.00	(Caballero)		Ed Romero
KCCY-F,	97.9,	100 KW @ ? ,	Country	ABC E, $25.00	(Mc-Guild)	McCoy	Jack Carter
KGRQ-F,	107.1,	3 KW @ 338 ,	Classic AOR	MBS, $11.00	(Eastman)		Jim Cooper
KRYT-F,	107.9,	100 KW @ 240 ,	Oldies	UNISUP UNIULT, $20.00	(Republic)		Steve Arveschough

Other ranked stations — See Colorado Springs

Misc Comments: Several Pueblo stations have chosen to go above the line in Colorado Springs. They have gone below the line in Pueblo . . . KCSJ-F changed calls to KGRQ and format to Classic AOR (Dec '89) . . . KRYT changed calls to KGHF in January and format from Country to Oldies . . .KCSJ, KGRQ-F sold to Sunbrook for $1,100,000...

RALEIGH

Arbitron Rank/Pop (12+): 61/592,600

MSA Rank/Pop: 70/693,600
ADI # 33
6verage Person Ratings: 15.3
Market TSL: 20.25 hours

Stations: 23/19
Diaries: 1038/571:1/53.0%
Sample Target: 950
% Below Line: 3.2
% Not Listed: 19.2

1989 Revenue: $25,400,000
HH Inc.: $29,797
Retail $: 5.0 Bil
Pop per Station: 31,189
#1 Biller: WRDU-F $4,600,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WRDU-F	(AOR)	94/10.4	9.2	8.2	8.7	10.1	9.1	222/2497	1186/20.0	19.8	20.1		11.3	122	1327	WRDU-F
2. WDCG-F	(CHR)	77/ 8.5	6.6	7.2	7.1	8.1	7.3	150/2547	1271/21.4	21.3	21.2		8.0	86	1381	WDCG-F
3. WQOK-F	(B)	72/ 8.0	7.7	7.6	7.5	7.2	7.7	127/1513	849/14.3	14.8	14.3		12.2	131	1402	WQOK-F
4. WRAL-F	(AC)	67/ 7.4	7.2	7.2	6.0	8.1	6.9	124/2459	1107/18.7	17.9	18.9		4.6	50	1110	WRAL-F
5. WQDR-F	(C)	62/ 6.9	8.4	6.9	6.2	6.4	7.1	134/2168	805/13.6	12.7	12.6		5.7	61	757	WQDR-F
6. WPTF	(MOR)	60/ 6.6	7.6	7.1	8.9	7.8	7.5	95/1389	868/14.6	17.0	16.4		7.6	82	977	WPTF
7. WTRG-F	(O)	53/ 5.9	5.2	5.6	5.6	5.5	5.6	161/2427	795/13.4	13.6	15.5		5.0	54	615	WTRG-F
8. WFXC-F	(B)	43/ 4.8	5.9	6.6	5.6	5.8	5.7	44/678	643/10.9	13.8	15.0		7.1	76	1299	WFXC-F
9. WYLT-F	(SAC)	36/ 4.0	3.3	5.1	2.4	3.6	3.7	68/1302	704/11.9	13.6	10.9		2.7	29	620	WYLT-F
10. WNND-F	(J/NA)	31/ 3.4	2.0	3.4	2.2	1.8	2.8	36/420	367/ 6.2	6.8	4.6		3.2	34	361	WNND-F
11. WZZU-F	(CHR)	27/ 3.0	3.3	4.3	6.5	3.0	4.3	59/1480	690/11.6	12.1	11.5		4.8	52	952	WZZU-F
12. WDUR	(G)	21/ 2.3	2.1	1.6	3.0	3.4	2.3	21/245	245/ 4.1	4.4	5.4		3.4	37	257	WDUR
13. WDNC	(BB)	20/ 2.2	2.7	3.0	1.4	1.8	2.3	25/398	320/ 5.4	8.2	6.1		1.8	19	416	WDNC
14. WPCM-F	(C)	17/ 1.9	1.1	0.9	1.9	1.1	1.5	74/1070	329/ 5.6	3.9	4.8					WPCM-F
15. WLLE	(B)	16/ 1.8	2.9	2.6	4.3	1.7	2.9	21/313	248/ 4.2	5.5	4.6		1.8	19	398	WLLE

12+ FM SHARE (METRO): 83.01% (606 of 730) (SPG 89: 75.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDCG-F>>	1 WRDU-F>	1 WRDU-F>	1 WRDU-F	1 WRDU-F	1 WPTF	1 WRAL-F<	1 WRDU-F>	1 WRDU-F>	1 WQOK-F	1 WQOK-F
2 WQOK-F>	2 WQOK-F	2 WQOK-F<	2 WRAL-F	2 WRAL-F	2 WQOK-F	2 WPTF <	2 WRAL-F	2 WDCG-F<	2 WDCG-F	2 WFXC-F
3 WFXC-F	3 WDCG-F>	3 WRAL-F	3 WTRG-F	3 WTRG-F	3 WRDU-F>	3 WRDU-F	WQOK-F	3 WRAL-F	3 WRDU-F>	3 WDCG-F>
4 WZZU-F	4 WRAL-F	WDCG-F	4 WDCG-F	4 WDCG-F<	4 WTRG-F	4 WQDR-F	4 WQDR-F<	4 WQOK-F	4 WFXC-F	4 WPTF
5	5 WFXC-F<	5 WTRG-F>	5 WQOK-F	5 WQOK-F	5 WRAL-F	5 WDCG-F	5 WTRG-F	5 WQDR-F	5 WDNC <	5 WRAL-F
6	6 WNND-F	6 WFXC-F	6	6 WQDR-F	6	6 WQOK-F	6 WDCG-F<	WPTF	6 WQDR-F	6
7	7 WTRG-F	7	7	7	7	7	7 WPTF	7 WTRG-F	7 WRAL-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRDU-F	1 WDCG-F<	1 WDCG-F	1 WRDU-F	1 WRAL-F>	1 WRDU-F>	1 WRDU-F>>	1 WRDU-F>>	1 WRDU-F>	1 WRDU-F>>
2 WDCG-F	2 WRDU-F	2 WQOK-F	WDCG-F	2 WDCG-F	2 WQOK-F	2 WQOK-F>	2 WQOK-F>	2 WQOK-F	2 WTRG-F
3 WQOK-F>	3 WQOK-F>	3 WRAL-F	3 WRAL-F	3 WTRG-F	3 WZZU-F>	3 WFXC-F	3 WQDR-F	3 WTRG-F	3 WQOK-F
4 WNND-F>	4 WRAL-F	4 WRDU-F	4 WQOK-F	4 WRDU-F	4 WFXC-F	4 WZZU-F	WFXC-F	4 WRAL-F	WQDR-F
5 WYLT-F	5 WTRG-F	5 WTRG-F	5 WTRG-F	5 WQOK-F	5 WRAL-F	WDCG-F	WDCG-F	5 WFXC-F	5 WRAL-F
WTRG-F>	WNND-F	6 WNND-F>	6	6 WYLT-F	WDCG-F>	6	6 WNND-F	WDCG-F	WPTF
7	7	7	7	7 WQDR-F	7		7	7	7

SPG 89

METRO CUME TSA TSA

FORMATS	AM	FM	TOTAL	%	%
TOP 40/CHR/CONTEMP		104 (2)	104 (2)	14.2	13.3
AOR/CLASSIC		99 (2)	99 (2)	13.6	13.0
AC/OLDIES/SOFT ROCK	7 (2)	164 (5)	171 (7)	23.4	23.9
MOR/VARIETY	60 (1)		60 (1)	8.2	
COUNTRY		86 (3)	86 (3)	11.8	9.8
BLACK/URBAN	16 (1)	118 (3)	134 (4)	18.4	21.9
BEAUTIFUL/EASY		4 (1)	4 (1)	0.5	
NEWS/TALK					9.3
NOSTALGIA	20 (1)		20 (1)	2.7	2.2
RELIGION/GOSPEL	21 (1)		21 (1)	2.9	3.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		31 (1)	31 (1)	4.2	2.2
UNKNOWN/OTHERS					1.3
	124 (6)	606 (17)	730 (23)		

OTHER RATED STATIONS			SHARE/RTG/AQH/CUME
WCAS-F	104.3	Tarboro/Raleigh	0.7/3.0/ 42/ 604
WKIX	850	Raleigh	0.3/2.6/ 6/ 244
WKTC-F	96.9	Tarboro/Rcky Mt	0.8/2.2/ 75/1089
WKRR-F	92.3	Asheboro/Greens	0.6/4.2/ 60/ 913
WNCT-F	107.9	Greenville	0.4/2.3/ 53/ 663
WZFX-F	99.1	Whitevl/Faytvl.	0.3/1.7/116/1215

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2), NOSTALGIA	CBS ,	$ 23.00 (Republic)		Sandy Smith
WDUR, 1490, 1 KW , GOSPEL	NBN ,	$ 16.00 (Eastman)	Pinnacle	Fred Adams
WLLE, 570, 500 W/55 W , BLACK	SBN ,	$ 18.00 (K & P)		Prentice Monroe
WPTF, 680, 50 KW (DA-N) , MOR/FULL SER.	ABC I,CNN,	$ 65.00 (McGuild)	Durham Life	Byran McIntyre
WDCG-F, 105.1, 100 KW @ 1041, CHR	ABC F ,	$ 60.00 (Republic)		Sandy Smith
WFXC-F, 107.1, 1.2 KW @ 500, BLACK	NBN ,	$ 32.00 (Eastman)	Pinnacle	Fred Adams
WNND-F, 103.9, 1.5 KW @ 451, JAZZ/NAC	,	$ 27.00 (——)	(FUQUAY)	Jerry Delcone
WQDR-F, 94.7, 100 KW @ 1127, COUNTRY	ABC E, UNIULT,	$ 70.00 (McGuild)	Durham Life	Laurel Smith
WQOK-F, 97.5, 100 KW @ 981, BLACK	ABC C ,	$ 42.00 (Durpetti)	Regan Henry (S BOSTON)	John Broomfield
WRAL-F, 101.5, 100 KW @ 1889, AC	,	$ 96.00 (Katz)	Capitol-Goodman	Larry Adams
WRDU-F, 106.1, 100 KW @ 1350, AOR	SOURCE ,	$ 97.00 (MMR)	Voyager	Phil Zachary
WTRG-F, 100.7, 100 KW @ 1967, OLDIES	CBS ,	$ 50.00 (Banner)	Capitol-Johnson (ROCKY MOUNT)	Nicholas Paras
WYLT-F, 96.1, 100 KW @ 985, SOFT AC	UNISUP, UNIPWR ,	$ 45.00 (Christal)	Universal	Gary Weiss
WZZU-F, 93.9, 100 KW @ 1269, CHR	,	$ 37.00 (Torbet)	Village (BURLINGTON)	Dick DeButts

Miscellaneous Comments: WTRG-F sold by Capitol (Johnson) to Joyner for $13,100,000 (Blackburn) (price includ cost of KQFX-F in Austin...

RENO

Arbitron Rank/Pop (12+): 136/247,400

MSA Rank/Pop: 176/246,800
ADI # 117
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 18/18
Diaries: 639/387:1/51.6%
Sample Target: 620
% Below Line: 0.0
% Not Listed: 7.6

1989 Revenue: $10,000,000
HH Inc.: $29,780
Retail $: 2.5 Bil
Pop per Station: 13,744
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KRNO-AF	(AC)	45/10.3	9.6	8.7	7.7	9.6	----	65/667	505/20.4	19.6	18.1		7.9	31	284	KRNO-AF
KWNZ-F	(CHR)	45/10.3	10.8	11.7	10.3	10.7	----	62/961	701/28.3	24.5	29.4		17.6	69	736	KWNZ-F
KOZZ-F	(AOR)	45/10.3	8.4	6.4	7.7	11.2	----	66/740	480/19.4	21.1	16.6		9.9	39	469	KOZZ-F
4. KODS-F	(O)	40/ 9.2	9.9	7.6	11.3	5.3	----	58/632	423/17.1	22.0	20.6		7.4	29	394	KODS-F
5. KRZQ-F	(AOR)	39/ 9.0	4.8	7.1	6.2	5.9	----	50/519	374/15.1	11.8	17.9		9.4	37	409	KRZQ-F
6. KBUL-F	(C)	35/ 8.0	6.3	4.6	5.6	5.3	----	47/628	408/16.5	14.1	11.3		7.4	29	316	KBUL-F
7. KOH	(N/T)	33/ 7.6	5.3	4.4	6.9	7.5	----	39/457	367/14.8	15.2	9.8		6.1	24	287	KOH
8. KROW	(C)	26/ 6.0	4.8	3.9	5.9	3.2	----	44/485	281/11.4	10.0	8.6		3.1	12	134	KROW
9. KNEV-F	(EZ)	23/ 5.3	8.7	9.0	9.0	10.7	----	34/392	276/11.2	11.4	15.8		5.6	22	245	KNEV-F
10. KROI-F	(J/NA)	17/ 3.9	1.7	2.8	3.3	2.4	----	17/228	216/ 8.7	5.9	7.6		3.1	12	184	KROI-F
11. KSXY-F	(CHR)	12/ 2.8	5.1	7.8	3.3	3.7	----	12/269	266/10.8	14.8	16.2		6.1	24	267	KSXY-F
12. KIIQ-F	(C)	11/ 2.5	7.0	3.2	5.1	8.5	----	27/471	234/ 9.5	12.6	11.0		4.1	16	190	KIIQ-F
13. KPLY	(O)	9/ 2.1	2.2	0.7	1.3	2.1	----	9/125	112/ 4.5	5.2	4.1		0.5	2	111	KPLY
KHIT	(BB)	9/ 2.1	----	----	----	----	----	12/98	80/ 3.2	0.4	0.7		0.3	1	26	KHIT
15.																

12+ FM SHARE (METRO): 78.86% (317 of 402) (SPG 89: 80.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWNZ-F>>	1 KOZZ-F<	1 KOZZ-F	1 KOZZ-F<	1 KRNO-AF<	1 KODS-F<	1 KOH <	1 KOZZ-F	1 KWNZ-F	1 KWNZ-F	1 KOH
2 KSXY-F>	2 KRZQ-F>	2 KRZQ-F<	2 KRNO-AF<	2 KOZZ-F	2 KOH	2 KWNZ-F<	2 KRNO-AF	KOZZ-F<	2 KRNO-AF	2 KROW >
3	3 KWNZ-F	3 KRNO-AF	3 KODS-F>	3 KODS-F>	3 KRNO-AF<	3 KRNO-AF<	KODS-F	3 KRNO-AF	3 KRZQ-F	3
4	4 KRNO-AF>	4 KODS-F	4 KRZQ-F	4 KBUL-F	4 KNEV-F	4 KOZZ-F	4 KRZQ-F<	4 KODS-F	4 KOZZ-F>	4
5	5 KBUL-F	5 KWNZ-F	KBUL-F	5 KRZQ-F	5 KBUL-F	KBUL-F	5 KOH	5 KRZQ-F	5 KROW	5
6	6 KODS-F	6	6	6	6	6 KRZQ-F	KBUL-F	KBUL-F	6 KOH	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWNZ-F>	1 KRNO-AF	1 KRNO-AF	1 KRNO-AF	1 KRNO-AF	1 KRZQ-F>>	1 KRZQ-F<	1 KOZZ-F>	1 KOZZ-F<	1 KOZZ-F>
2 KRZQ-F	KWNZ-F	2 KOZZ-F	2 KODS-F	2 KODS-F>	2 KOZZ-F	2 KOZZ-F>>	2 KRZQ-F>	2 KRZQ-F>>	2 KRZQ-F
3 KRNO-AF	3 KOZZ-F	3 KODS-F	3 KWNZ-F>	3 KWNZ-F	3 KWNZ-F>>	3 KWNZ-F	3 KBUL-F	3 KODS-F	3 KRNO-AF
KSXY-F>>	4 KODS-F	4 KWNZ-F>	4 KOZZ-F	KBUL-F	4	KBUL-F	4 KRNO-AF>	4 KRNO-AF	4 KODS-F
5 KOZZ-F>	5 KRZQ-F	5 KLKT-F	5 KBUL-F	5 KOZZ-F	5	5 KRNO-AF	5	5 KWNZ-F	5 KBUL-F<
6	6	KBUL-F	6	6	6	6	6	KBUL-F	6 KOH

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		57 (2)	57 (2)	14.2	13.3
AOR/CLASSIC		84 (2)	84 (2)	20.9	15.4
AC/OLDIES/SOFT ROCK	15 (3)	90 (3)	105 (6)	26.1	33.1
MOR/VARIETY					2.9
COUNTRY	28 (2)	46 (2)	74 (4)	18.4	16.4
BLACK/URBAN					
BEAUTIFUL/EASY		23 (1)	23 (1)	5.7	10.2
NEWS/TALK	33 (1)		33 (1)	8.2	4.9
NOSTALGIA	9 (1)		9 (1)	2.2	3.9
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		17 (1)	17 (1)	4.2	
UNKNOWN/OTHERS					
	85 (7)	317 (11)	402 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KLKT-F	100.1	InclineVlg/Reno	1.4/5.3/ 6/ 170
KONE	1450	Reno	0.5/3.6/ 2/ 92
KQLO	920	Reno	1.1/3.7/ 8/ 131

RADIO STATIONS

KHIT	1590	5 KW (DAYS)	Nostalgia (?)	APR	$10.00	(Christal)		Lon Acherbach
KOH	630	5 KW/1 KW (DA-N)	News/Talk	CBS ABC T	$24.00	(Katz)		Ken Mendenhall
KONE	1450	1 KW	Country	ABC C UNISUP	$11.00	(HNWH)	Lotus	Rick Denton
KPLY	1270	5 KW (DA-1)	Oldies		$12.00	(Durpetti)	(SPARKS)	John Stolzenberg
KQLO	920	5 KW/1 KW (DA-N)	Oldies	NBC MBS	$11.00	(Banner)	Pacific Telecom	Bob Cross
KROW	780	50 KW (DA-1)	Country	ABC I	$20.00	(Mc-Guild)	John Price	John O'Brien
KBUL-F	98.1	76 KW @ 2275	Country	MBS	$23.00	(Durpetti)	(CARSON CITY)	Dave Grumper
KIIQ-F	104.5	25 KW @ 2930	Country	APR	$15.00	(Christal)		Lon Acherbach
KLKT-F	100.1	.8 KW @ 2956	AC		$13.00	(K & P)	(INCLINE VILLAGE)	Jim King
KNEV-F	95.5	59 KW @ 2270	EZ		$21.00	(Mc-Guild)	John Price	John O'Brien
KODS-F	103.7	6 KW @ 2965	Oldies		$30.00	(CBS)	Americom-Quinn	Janet Perry (CARNELIAN BAY)
KOZZ-F	105.7	75 KW @ 2120	AOR	SOURCE	$34.00	(HNWH)	Lotus	Rick Denton
KRNO-F	106.9	70 KW @ 2214	Soft AC		$38.00	(Torbet)	Roth	Jerry Gutensohn
KROI-F	100.9	1 KW @ 800	Jazz/NAC		$19.00	(Durpett	(SPARKS)	John Stolzenburg
KRZQ-F	96.5	.9 KW @ 2965	AOR		$27.00	(MMR)	(TAHOE CITY)	Dan Cook
KSXY-F	101.7	1.3 KW @ 425	CHR		$18.00	(Katz		Ken Mendenhall
KWNZ-F	97.3	87 KW @ 2112	CHR		$32.00	(Banner)	Pacific Telecom	Bob Cross (CARSON CTY)

Misc: KONE changes from Nostalgia to Country . . . KPLY reclassified as Oldies . . . KQLO changes from Talk to Oldies . . . KRNO A/F sold by Roth for $2,300,000 (E)...KBUL-F sold by Marathon to George Johns (never closed) for $2,000,000...

RICHMOND

Arbitron Rank/Pop (12+): 55/712,500

MSA Rank/Pop: 61/848,600
ADI # 60
Average Person Ratings: 17.8
Market TSL: 23.25 hours

Stations: 21/19
Diaries: 1202/593:1/53.0%
Sample Target: 1050
% Below Line: 1.3
% Not Listed: 13.6

1989 Revenue: $28,800,000
HH Inc.: $31,707
Retail $: 6.5 Bil
Pop per Station: 37,500
#1 Biller: WRVA $6,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WRVQ-F	(CHR)	173/13.6	10.6	12.5	12.2	9.4	12.2	205/2602	2080/29.2	27.4	25.2	12.6	171	1960	WRVQ-F
2. WRVA	(MOR)	146/11.5	9.6	11.7	11.4	14.7	11.1	152/1887	1763/27.4	25.1	26.1	8.9	120	1462	WRVA
3. WCDX-F	(B)	138/10.9	11.4	9.6	10.2	11.1	10.5	142/1250	1194/16.8	14.2	17.4	16.1	217	1685	WCDX-F
4. WRXL-F	(AOR)	131/10.3	9.3	12.1	9.7	9.9	10.4	143/1610	1433/20.1	22.7	20.9	13.8	186	2027	WRXL-F
5. WKHK-F	(C)	123/ 9.7	9.7	7.8	7.5	9.3	8.7	139/1530	1323/18.6	14.4	15.0	7.0	16	257	WKHK-F
6. WTVR-F	(EZ)	75/ 5.9	8.0	7.1	6.6	5.4	6.9	95/1198	932/13.1	13.6	12.0	5.0	68	729	WTVR-F
WPLZ-F	(B)	75/ 5.9	7.4	7.7	7.2	7.8	7.1	86/1086	933/13.2	12.9	16.1	9.1	123	1281	WPLZ-F
8. WMXB-F	(AC)	61/ 4.8	5.4	4.7	8.0	8.3	5.7	76/1301	1075/15.1	14.4	19.0	4.7	63	967	WMXB-F
9. WVGO-F	(AC)	41/ 3.2	3.4	4.0	3.0	3.6	3.4	49/1022	865/12.1	12.6	9.2	4.4	59	907	WVGO-F
10. WFTH	(REL)	19/ 1.5	2.6	0.8	2.4	1.4	1.8	19/218	202/ 2.8	2.5	2.1	1.2	16	257	WFTH
11. WTVR	(BB)	18/ 1.4	0.9	1.7	0.8	0.9	1.2	20/321	303/ 4.3	3.8	3.5	0.7	68	729	WTVR
12. WQSF-F	(SAC)	14/ 1.1	1.6	1.9	1.0	1.3	1.4	16/459	339/ 4.8	7.2	5.2				WQSF-F
WANT	(B)	14/ 1.1	1.1	1.2	1.7	1.0	1.3	14/313	287/ 4.0	4.2	4.2	0.6	8	212	WANT

12+ FM SHARE (METRO): 78.40% (860 of 1097) (SPG 89: 75.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRVQ-F>>	1 WCDX-F	1 WRXL-F<	1 WRXL-F	1 WRXL-F<	1 WRVA >	1 WRVA >	1 WRVQ-F	1 WRVQ-F	1 WCDX-F	1 WRVA >>
2 WCDX-F>	2 WRXL-F	2 WRVQ-F<	2 WCDX-F	2 WKHK-F	2 WKHK-F	2 WRVQ-F>	2 WRXL-F	2 WRXL-F	2 WRVA	2 WCDX-F>>
3 WPLZ-F	3 WRVQ-F>>	3 WCDX-F>	3 WRVQ-F<	3 WCDX-F<	3 WTVR-F>	3 WKHK-F<	3 WKHK-F>	3 WCDX-F<	3 WRVQ-F>	3 WRXL-F
4 WRXL-F	4 WPLZ-F	4 WKHK-F>	4 WKHK-F>	4 WRVQ-F	4 WRVQ-F	4 WRXL-F	4 WCDX-F	4 WKHK-F	4 WRXL-F>	4 WRVQ-F
5	5 WKHK-F	5 WPLZ-F	5 WMXB-F	5 WRVA	5	5 WCDX-F>>	5 WRVA <	5 WRVA	5 WPLZ-F	5 WPLZ-F<
6	6	6 WMXB-F	6 WRVA	6 WMXB-F	6	6 WPLZ-F	6 WTVR-F	6 WTVR-F	6 WKHK-F	6 WKHK-F
7	7	7 WRVA	WPLZ-F	7 WPLZ-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRVQ-F>	1 WCDX-F<	1 WCDX-F>	1 WRVQ-F	1 WCDX-F<	1 WRXL-F>	1 WRXL-F	1 WRXL-F	1 WRXL-F>	1 WRXL-F
2 WCDX-F>>	2 WRVQ-F>	2 WRVQ-F<	2 WCDX-F>	2 WRVQ-F	2 WCDX-F	2 WCDX-F>	2 WCDX-F>	2 WKHK-F	2 WKHK-F>
3 WRXL-F>>	3 WRXL-F>	3 WRXL-F	3 WRXL-F	3 WKHK-F	3 WRVQ-F	3 WRVQ-F>	3 WRVQ-F	WCDX-F	3 WCDX-F
4 WPLZ-F	4 WPLZ-F>	4 WPLZ-F>	4 WKHK-F<	4 WMXB-F<	4 WPLZ-F>	4 WKHK-F	4 WKHK-F>	4 WRVQ-F>	4 WRVQ-F
WKHK-F>>	5 WKHK-F	5 WMXB-F	5 WPLZ-F	5 WRVA	5 WAFX-F>	5 WMXB-F	5 WMXB-F>	5 WPLZ-F<	5 WRVA
6	6 WMXB-F	6 WKHK-F	WMXB-F	6 WPLZ-F	6 WRVA >>	6	6	6 WRVA	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		173 (1)	173 (1)	15.8	14.3
AOR/CLASSIC		143 (2)	143 (2)	13.0	11.5
AC/OLDIES/SOFT ROCK	8 (1)	116 (3)	124 (4)	11.3	10.6
MOR/VARIETY	146 (1)		146 (1)	13.3	16.2
COUNTRY	11 (1)	123 (1)	134 (2)	12.2	10.3
BLACK/URBAN	14 (1)	217 (3)	231 (4)	21.1	24.0
BEAUTIFUL/EASY		75 (1)	75 (1)	6.8	7.4
NEWS/TALK					
NOSTALGIA	18 (1)		18 (1)	1.6	1.7
RELIGION/GOSPEL	19 (1)	13 (1)	32 (2)	2.9	4.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	21 (3)		21 (3)	1.9	
	237 (9)	860 (12)	1097 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDYL-F	92.1	Chester/Richmnd	1.0/3.3/ 13/ 279
WKIE	1540	Richmond	0.8/2.8/ 10/ 200
WLEE	1320	Richmond	0.4/1.6/ 5/ 114
WRNL	910	Richmond	0.6/3.7/ 9/ 267
WSTK	1290	Colonial Hgts.	0.5/1.1/ 6/ 79
WXGI	950	Richmond	0.9/2.5/ 14/ 212
WAFX-F	106.9	Suffolk/Norfolk	0.9/3.5/ 25/ 424
WOWI-F	102.9	Norfoldk	0.3/1.5/ 14/ 260

RADIO STATIONS

WANT, 990, 1 KW/16 W , BLACK	NBN , $ 15.00	(—)		John Galloway
WFTH, 1590, 5 KW (DAYS) , RELIGION	UNIULT , $ 15.00	(—)		Jack Johnson
WRNL, 910, 5 KW (DA-N) , OLDIES	MBS , $ 18.00	(Katz)	Capitol-Goodman	Claire Shaffner
WRVA, 1140, 50 KW (DA-1) , MOR/FULL SER.	CBS , $ 107.00	(Christal)	Edens	Bob Jones
WTVR, 1380, 5 KW (DA-2) , NOSTALGIA	ABC E , $ 20.00	(Republic)	Park	Eddie Anderson
WCDX-F, 92.7, 2.3 KW @ 369, BLACK	, $ 44.00	(MMR)	Sinclair (MECHANICSVILLE)	Ben Miles
WDYL-F, 92.1, 3 KW @ 328, RELIGION	, $ 15.00	(—)	(CHESTER)	Paul Scott
WKHK-F, 95.3, 13 KW @ 449, COUNTRY	, $ 49.00	(Banner)	ABS (COLONIAL HGTS)	Mike McGann
WMXB-F, 103.7, 20 KW @ 840, AC	APR , $ 77.00	(Durpetti)	Radio Ventures	Theresa Hall
WPLZ-F, 99.3, 3 KW @ 328, BLACK	, $ 55.00	(McGuild)	Paco-Jon	Connie Balthrop
WQSF-F, 96.5, 50 KW @ 492, SOFT AC	, $ 30.00	(—)	Haymarket (WILLIAMSBURG)	Bob Bolton
WRVQ-F, 94.5, 200 KW @ 350, CHR	ABC C , $ 101.00	(Christal)	Edens	Phil Goldman
WRXL-F, 102.1, 140 KW @ 322, AOR	, $ 97.00	(Katz)	Capitol-Goodman	Claire Shaffner
WTVR-F, 98.1, 50 KW @ 840, EZ	ABC E , $ 42.00	(Republic)	Park	Eddie Anderson
WVGO-F, 106.5, 8 KW @ 1234, OLDIES	ABC D , $ 38.00	(Torbet)	First Cities	Wanda Broughton

Miscellaneous Comments: WANT sold for $1,000,000...WVGO-F sold by First City to Coleman for $5,500,000 (M/P)...

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 33/1,129,100

MSA Rank/Pop: 18/2,278,000
Los Angeles ADI
Average Person Ratings: 18.9
Market TSL: 24.50 hours

Stations: 45/19
Diaries: 1333/847:1/48.9%
Sample Target: 1290
% Below Line: 50.3
% Not Listed: 11.4

1989 Revenue: $17,900,000
HH Inc.: $29,022
Retail $: 14.0 Bil
Pop per Station: 59,426
#1 Biller: KGGI-F $3,800,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KGGI-F	(CHR)	171/ 8.2	8.6	10.1	8.5	7.0	8.9	210/3034	2362/20.9	22.1	18.1		16.4	309	2991	KGGI-F
2. KFGR-F	(AC)	167/ 8.0	2.9	2.6	2.0	2.3	3.9	179/1762	1475/13.1	5.3	5.6		5.7	108	1074	KFGR-F
3. KDUO-F	(EZ)	121/ 5.8	9.3	7.0	7.5	8.2	7.4	138/1681	1336/11.8	11.1	13.9		4.6	87	1200	KDUO-F
4. KLOS-F	(AOR)	107/ 5.1	5.6	6.0	4.6	4.3	5.3	184/2232	1287/11.4	11.7	10.6		6.8	129	1223	KLOS-F
5. KFI	(T)	105/ 5.0	3.1	3.4	3.4	3.9	3.7	154/1907	1246/11.0	9.7	10.6		3.9	73	882	KFI
6. KOST-F	(AC)	102/ 4.9	4.3	4.2	4.5	4.6	4.5	133/2320	1553/13.8	10.8	12.5		3.7	69	1159	KOST-F
7. KCAL-F	(AOR)	74/ 3.5	3.3	2.3	3.9	3.5	3.[illegible]	90/1445	1046/ 9.3	8.2	8.7		5.0	95	1004	KCAL-F
8. KQLZ-F	(CHR)	71/ 3.4	6.3	4.6	6.1	6.7	5.1	112/1650	1095/ 9.7	10.5	14.0		5.9	111	1146	KQLZ-F
9. KIIS-F	(CHR)	63/ 3.0	4.3	2.7	3.2	3.3	3.3	112/2124	1451/12.6	11.0	13.2		4.0	76	1450	KIIS-F
10. KTWV-F	(J/NA)	60/ 2.9	2.4	1.8	1.8	1.4	2.2	74/981	725/ 6.4	5.4	4.4		2.0	37	479	KTWV-F
11. KNX	(N)	54/ 2.6	2.9	2.4	2.6	3.4	2.6	86/1630	1066/ 9.4	9.7	11.2		1.7	33	706	KNX
12. KKBT-F	(B)	53/ 2.5	0.5	----	1.6	0.8	1.1	55/611	527/ 4.7	0.0	2.7		2.4	45	716	KKBT-F
13. KRTH-F	(O)	52/ 2.5	3.1	3.7	3.9	4.8	3.3	88/1610	1082/ 9.6	10.7	13.4		2.5	48	885	KRTH-F
14. KROQ-F	(AOR)	44/ 2.1	1.1	1.8	1.7	1.4	1.7	69/797	503/ 4.5	4.2	3.9		2.2	41	697	KROQ-F
15. KODJ-F	(O)	42/ 2.0	2.5	3.4	3.3	2.8	2.8	59/1066	657/ 5.8	7.4	7.6		2.2	41	548	KODJ-F

12+ FM SHARE (METRO): 78.04% (1450 of 1858) (SPG 89: 74.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F>>	1 KGGI-F	1 KFGR-F	1 KFGR-F>	1 KFGR-F>	1 KDUO-F<	1 KGGI-F	1 KFGR-F>	1 KGGI-F	1 KGGI-F>	1 KFGR-F
2 KQLZ-F	2 KLOS-F	2 KGGI-F	2 KLOS-F	2 KLOS-F	2 KFGR-F>	2 KLOS-F	2 KDUO-F<	2 KFGR-F>	2 KFGR-F	2 KFI
3	3 KCAL-F	3 KLOS-F	3 KOST-F<	3 KOST-F<	3 KFI >	3 KDUO-F	3 KFI <	3 KLOS-F	3 KOST-F>	3 KGGI-F<
4	4 KFGR-F	4 KOST-F	4 KGGI-F	4 KGGI-F	4 KTWV-F<	4 KFGR-F	4 KGGI-F	4 KOST-F	4 KQLZ-F	4 KABC
5	5 KOST-F<	5 KCAL-F	5 KFI	5 KFI >	5 KOST-F	5 KFI	5 KOST-F	5 KFI	5 KDUO-F	5 KNX
6	6 KQLZ-F	6 KFI	6 KRTH-F	6 KRTH-F	6	6 KNX	6	KDUO-F	KCAL-F	6
7	7	7	7 KCAL-F	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KQLZ-F	1 KOST-F	1 KOST-F	1 KOST-F	1 KOST-F
KCAL-F	KGGI-F	2 KGGI-F	2 KGGI-F	2 KFGR-F
3 KGGI-F	3 KCAL-F	3 KFGR-F	3 KFGR-F>	3 KGGI-F>
4 KKBT-F	4 KQLZ-F	4 KLOS-F	4 KCAL-F	4 KRTH-F
5 KROQ-F	5 KFGR-F	5 KCAL-F	5 KIIS-F	5 KFI
KOST-F	6 KLOS-F	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KROQ-F	1 KLOS-F	1 KLOS-F>	1 KFGR-F	1 KFGR-F>
2 KGGI-F	2 KGGI-F>	2 KFGR-F	2 KLOS-F>>	2 KLOS-F>
3 KLOS-F	3 KFGR-F	3 KFI	3 KFI	3 KFI
4 KQLZ-F>	4 KCAL-F	KGGI-F	KCAL-F	4 KGGI-F
5 KCAL-F>	5 KQLZ-F	5 KCAL-F>	5	5 KCAL-F
6	6 KROQ-F	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		344 (5)	344 (5)	18.5	22.5
AOR/CLASSIC		242 (4)	242 (4)	13.0	11.6
AC/OLDIES/SOFT ROCK	13 (1)	413 (7)	426 (8)	22.9	18.2
MOR/VARIETY	24 (1)		24 (1)	1.3	
COUNTRY	45 (2)	89 (4)	134 (6)	7.2	8.3
BLACK/URBAN	10 (1)	53 (1)	63 (2)	3.4	0.8
BEAUTIFUL/EASY		177 (4)	177 (4)	9.5	13.1
NEWS/TALK	221 (5)		221 (5)	11.9	12.6
NOSTALGIA	34 (2)	15 (1)	49 (3)	2.6	1.5
RELIGION/GOSPEL	13 (2)		13 (2)	0.7	0.8
SPANISH	48 (2)	30 (1)	78 (3)	4.2	5.9
CLASSICAL					0.9
JAZZ/NEW AGE		87 (2)	87 (2)	4.7	2.3
UNKNOWN/OTHERS					1.6
	408 (16)	1450 (29)	1858 (45)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KATY-F	101.3	Idyllwild	0.5/1.3/ 10/ 157
KBON-F	103.9	Lake Arrowhead	1.2/2.7/ 32/ 434
KCAL	1410	Redlands	1.5/2.9/ 32/ 322
KCKC	1350	San Bernardino	1.4/3.2/ 32/ 402
KDIF	1440	Riverside/SB	0.8/1.9/ 16/ 218
KHSJ	1320	Hemet	1.1/2.0/ 24/ 266
KHYE-F	105.7	Hemet	0.7/1.5/ 14/ 217
KLFE	1240	San Bernardino	0.3/1.2/ 7/ 183
KMEN	1290	San Bernardino	0.5/2.0/ 10/ 244
KNTF-F	93.5	Ontario	0.7/2.5/ 22/ 488
KOLA-F	99.9	San Bernardino	0.8/3.4/ 29/ 515
KRSO	590	San Bernardino	0.8/3.3/ 18/ 402
KWDJ-F	92.7	Riverside	1.5/3.2/ 33/ 450
SEE LOS ANGELES FOR INFO ABOUT THE FOLLOWING:			
KABC	790	Los Angeles	1.5/4.4/ 50/ 872
KBIG-F	104.3	Los Angeles	1.8/6.5/ 48/1002
KBRT	740	Avalon	0.3/1.0/ 12/ 160
KFWB	980	Los Angeles	0.6/3.9/ 31/ 854
KKGO-F	105.1	Los Angeles	1.3/3.6/ 35/ 519
KLAC	570	Los Angeles	0.8/3.2/ 22/ 460
KLIT-F	101.9	Glendale	0.7/3.1/ 16/ 425
KLSX-F	97.1	Los Angeles	0.8/2.7/ 30/ 635
KLVE-F	107.5	Los Angeles	1.4/2.3/ 57/ 455
KMPC	710	Los Angeles	1.2/3.5/ 43/ 597
KPWR-F	105.9	Los Angeles	1.0/4.3/ 47/ 902
KRLA	1110	Pasadena	0.6/2.1/ 20/ 299
KWXY-F	98.5	Cathedral city	0.5/0.9/147/ 0
KXEZ-F	98.7	Los Angeles	0.4/1.8/ 11/ 284
KZLA-F	93.9	Los Angeles	1.4/2.8/ 37/ 437

RADIO STATIONS

AM STATIONS

KCAL, 1410,	5 KW/4 KW (DA-N) ,	HISPANIC	,	$ 23.00	(Lotus)		Andy James
KCKC, 1350,	5 KW/500 W (DA-2),	COUNTRY	ABC I ,	$ 32.00	(HNWH)		Sheila Brown
KDIF, 1440,	1 KW ,	HISPANIC	UPI ,	$ 25.00	(Katz Hisp.)		Gilberto Esquivel
KMEN, 1290,	5 KW (DA-2) ,	BLACK	,	$ 16.00	(McGuild)	American	Steve Virissimo
KRSO, 590,	1 KW (DA-2) ,	NEWS/TALK	NBC, TALKNT,	$ 25.00	(Katz)	Henry	Al Smith

FM STATIONS

KBON-F, 103.9,	.4 KW @ 2540,	OLDIES	,	$ 26.00	(HNWH)		Sheila Brown
KCAL-F, 96.7,	2 KW @ 376,	AOR	,	$ 53.00	(Torbet)	Anaheim	Jeff Parke
KDUO-F, 97.5,	72 KW @ 1570,	EZ	ABC D ,	$ 65.00	(Katz)	Henry	Al Smith
KFRG-F, 95.1,	50 KW @ 320,	COUNTRY	ABC D ,	$ 89.00	(Eastman)	Keymarket	Bob McIntosh
KGGI-F, 99.1,	3 KW @ 1530,	CHR	,	$ 16.00	(McGuild)	American	Steve Virissimo
KHYE-F, 105.7,	.2 KW @ 1024,	COUNTRY	ABC E ,	$ 16.00	(Western)		Jerry Hartline
KNTF-F, 93.5,	3 KW @ -165,	COUNTRY	,	$ 29.00	(---)		Brett Muller
KOLA-F, 99.9,	31 KW @ 1630,	OLDIES	ABC R ,	$ 35.00	(Banner)		Fred Cote
KWDJ-F, 92.7,	3 KW @ 300,	COUNTRY	MBS ,	$ 32.00	(Banner)		Jim Knudsen

OTHER RANKED STATIONS: See Los Angeles

Miscellaneous Comments: KMEN changes from OLDIES to BLACK...

ROANOKE-LYNCHBURG

Arbitron Rank/Pop (12+): 94/373,100

MSA Rank/Pop: 189/226,800 (Roanoke)
ADI # 69 255/143,900 (Lynchburg)
Average Person Ratings: 17.4
Market TSL: 23.00 hours

Stations: 22/18
Diaries: 866/430:1/58.9%
Sample Target: 770
% Below Line: 4.0
% Not Listed: 11.1

1989 Revenue: $12,800,000
HH Inc.: $26,999
Retail $: 3.0 Bil
Pop per Station: 20,727
#1 Biller: WXLK-F $3,500,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WXLK-F	(CHR)	113/17.4	15.2	15.0	20.6	20.9	----	255/3100	1312/35.2	32.1	34.0					WXLK-F
2. WPVR-F	(EZ)	81/12.5	11.5	11.5	13.9	11.0	----	120/1322	821/22.0	23.7	21.2					WPVR-F
3. WYYD-F	(C)	78/12.0	10.7	14.5	10.0	12.7	----	119/1264	778/20.9	18.9	22.0					WYYD-F
4. WROV-F	(AOR)	52/ 8.0	7.6	8.2	----	----	----	93/976	599/16.1	13.7	13.2					WROV-F
5. WSLQ-F	(AC)	48/ 7.4	5.5	4.0	8.5	8.2	----	103/1583	629/16.9	17.9	16.3					WSLQ-F
6. WJLM-F	(C)	31/ 4.8	5.5	3.4	2.6	4.6	----	32/342	301/ 8.1	11.3	9.5					WJLM-F
7. WSLC	(C)	28/ 4.3	5.1	3.5	5.1	5.1	----	31/427	324/ 8.7	9.8	8.4					WSLC
8. WGOL-F	(AC)	21/ 3.2	2.2	1.1	2.1	1.8	----	23/270	251/ 6.7	8.5	5.2					WGOL-F
9. WFIR	(N/T)	18/ 2.8	4.1	2.7	3.6	2.6	----	21/365	310/ 8.3	9.1	6.0					WFIR
10. WJJS	(B)	17/ 2.6	5.7	6.9	3.6	2.6	----	20/272	210/ 5.6	7.7	8.3					WJJS
11. WROV	(O)	15/ 2.3	3.1	3.1	2.1	3.1	----	15/271	254/ 6.8	6.9	7.8					WROV

12+ FM SHARE (METRO): 82.53% (477 of 578) (SPG 89: 75.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXLK-F	1 WXLK-F>	1 WXLK-F>	1 WYYD-F	1 WYYD-F	1 WPVR-F	1 WXLK-F>	1 WPVR-F<	1 WXLK-F	1 WXLK-F>>	1 WXLK-F>
2	2 WROV-F>	2 WYYD-F	2 WXLK-F>	2 WXLK-F	2 WYYD-F>	2 WYYD-F	2 WXLK-F	2 WPVR-F	2 WYYD-F	2 WYYD-F
3	3 WSLQ-F	3 WROV-F	3 WSLQ-F	3 WPVR-F	3 WXLK-F	3 WPVR-F	3 WYYD-F>	3 WYYD-F	WPVR-F	3 WPVR-F
4	4 WYYD-F	4 WSLQ-F>	WROV-F	4 WSLQ-F	4 WSLC	4 WROV-F>	4 WROV-F	4 WROV-F	4 WSLQ-F	WFIR
5	5	5 WPVR-F	5 WPVR-F	5 WROV-F	5 WJLM-F	5 WSLQ-F	5 WSLQ-F	5 WSLQ-F	WROV-F	5 WROV-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXLK-F>>	1 WXLK-F>	1 WSLQ-F	1 WXLK-F>	1 WXLK-F		1 WXLK-F>	1 WROV-F	1 WROV-F>	1 WXLK-F<	1 WYYD-F>
2 WSLQ-F	2 WSLQ-F>	2 WYYD-F	2 WSLQ-F	2 WYYD-F		2 WROV-F>>	2 WXLK-F>>	2 WYYD-F	2 WYYD-F	2 WROV-F
3 WROV-F>>	3 WROV-F	WXLK-F>	3 WYYD-F	3 WSLQ-F<		3 WPVR-F	3 WYYD-F	WXLK-F>	WROV-F>>	3 WXLK-F
4 WQMG-F	4 WYYD-F>	4 WPVR-F	4 WROV-F	4 WPVR-F>		WJLM-F>>	4	4 WGOL-F	4 WSLQ-F	4 WPVR-F
WJMH-F>	5 WPVR-F	5 WROV-F>>	5 WPVR-F	5 WJLM-F		5	5	5 WSLQ-F	WPVR-F	5 WJLM-F
6	6	6	6	6 WROV-F			6	WFIR >>	WJLM-F	6 WSLQ-F

SPG 89

METRO CUME TSA TSA

FORMATS	AM	FM	TOTAL	%	%
TOP 40/CHR/CONTEMP		119 (2)	119 (2)	20.6	19.8
AOR/CLASSIC		52 (1)	52 (1)	9.0	10.4
AC/OLDIES/SOFT ROCK	15 (1)	76 (3)	91 (4)	15.7	10.1
MOR/VARIETY	8 (1)		8 (1)	1.4	1.6
COUNTRY	28 (1)	116 (4)	144 (5)	24.9	25.3
BLACK/URBAN	28 (2)	24 (3)	52 (5)	9.0	14.2
BEAUTIFUL/EASY		81 (1)	81 (1)	14.0	13.0
NEWS/TALK	18 (1)		18 (1)	3.1	3.1
NOSTALGIA	4 (1)		4 (1)	0.7	1.2
RELIGION/GOSPEL		9 (1)	9 (1)	1.6	1.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
-	101 (7)	477 (15)	578 (22)		

OTHER RATED STATIONS			SHARE/RTG/AQH/CUME
WBLT	1350	Bedford	1.2/1.8/ 8/ 67
WKZZ-F	100.1	Lynchburg	0.9/5.1/ 9/ 237
WLLL	930	Lynchburg	0.6/2.7/ 4/ 99
WTOY	910	Roanoke	1.7/4.4/ 12/ 167
WTTX-F	107.1	Appomattox	1.4/1.7/ 11/ 109
WXYU-F	101.7	Lynchburg/Ronke	0.8/3.2/ 5/ 120
WZST-F	102.7	Lynchburg	1.1/4.2/ 9/ 187
WAKG-F	103.3	Danville	0.3/1.6/ 51/ 670
WJMH-F	102.1	Reidsville	2.0/4.7/ 37/ 485
WQMG-F	97.1	Greensboro	0.5/2.0/ 25/ 245
WQOK-F	97.5	S.Boston/Ralgh.	1.2/3.1/ 38/ 424

RADIO STATIONS

WFIR,	960,	5 KW (DA-N)	, NEWS/TALK	CBS ,	$ 15.00	(Christal)		Terry Gibbons
WJJS,	1320,	1 KW/24 W	, BLACK	ABC F,UNISUP,	$ 15.00	(K & P)	(LYNCHBURG)	Denny Dee Royer
WROV,	1240,	1 KW	, OLDIES	ABC D,	$ 13.00	(HNWH)	Joyner	Mike Slenski
WSLC,	610,	5 KW/1 KW (DA-2)	, C/FULL SER.	NBC,	$ 23.00	(Katz)	Mel Wheeler	Herm Reavis
WGOL-F,	98.3,	3 KW @ 241,	AC	UNISUP,UNIULT,	$ 13.00	(Roslin)	(LYNCHBURG)	George Douglas
WJLM-F,	93.5,	3 KW @ -83,	COUNTRY	MBS, UNIULT,	$ 16.00	(---)	(SALEM)	Lloyd Gochenour
WKZZ-F,	100.1,	.7 KW @ 645,	CHR	UNIPWR, CBS,	$ 13.00	(Republic)	Bahakel (LYNCHBURG)	Allen Augustine
WPVR-F,	94.9,	100 KW @ 1980,	EZ	,	$ 34.00	(Christal)		Terry Gibbons
WROV-F,	96.3,	14 KW @ 2077,	AOR	ABC R ,	$ 31.00	(HNWH)	Joyner (MARTINSVILLE)	Mike Slenski
WSLQ-F,	99.1,	200 KW @ 1990,	AC	ABC F,	$ 40.00	(Katz)	Mel Wheeler	Herm Reavis
WXLK-F,	92.3,	93 KW @ 2050,	CHR	UNIPWR,	$ 82.00	(Torbet)	Coleman	Al Casey
WXYU-F,	101.7,	3 KW @ 290,	COUNTRY	SMN, ABC I,	$ 10.00	(K & P)	(LYNCHBURG)	Dennd Dee Royer
WYYD-F,	107.9,	21 KW @ 1764,	COUNTRY	MBS,	$ 38.00	(Eastman)	(AMHURST)	Barb Raxrode

Miscellaneous Comments: WSAY changes calls to WTOY (April)...

ROCHESTER

Arbitron Rank/Pop (12+): 45/829,400
MSA Rank/Pop: 51/984,000
ADI # 72
Average Person Ratings: 16.3
Market TSL: 21.25 hours

Stations: 15/12
Diaries: 1444/575:1/53.7%
Sample Target: 1140
% Below Line: 2.3
% Not Listed: 14.2

1989 Revenue: $25,100,000
HH Inc.: $32,234
Retail $: 6.7 Bil
Pop per Station: 69,116
#1 Biller: WCMF-F $5,400,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WCMF-F	(AOR)	204/15.1	16.7	15.7	15.6	17.4	15.8	254/2676	2268/27.3	27.2	28.8		17.8	278	2849	WCMF-F
2. WPXY-F	(CHR)	169/12.5	9.3	10.7	10.7	11.3	10.8	190/2693	2427/29.3	27.7	28.8		13.7	214	2992	WPXY-F
3. WVOR-F	(AC)	152/11.2	9.0	8.1	10.1	11.0	9.6	163/2235	2094/25.2	21.5	23.9		7.2	112	1371	WVOR-F
4. WBEE-F	(C)	127/ 9.4	11.3	10.2	9.0	8.9	10.0	155/1862	1526/18.4	18.2	18.6		9.0	141	1264	WBEE-F
5. WHAM	(MOR)	120/ 8.9	9.3	7.6	7.4	8.7	8.3	131/1788	1575/19.0	20.2	20.4		7.1	111	1577	WHAM
6. WRMM-F	(SAC)	91/ 6.7	6.7	6.9	5.9	5.5	6.6	98/1686	1556/18.8	18.6	17.6		6.3	98	1278	WRMM-F
7. WKLX-F	(O)	81/ 6.0	6.4	7.6	7.0	5.8	6.8	90/1621	1475/17.8	17.8	18.6		4.2	65	1003	WKLX-F
8. WZSH-F	(EZ)	70/ 5.2	5.2	6.6	6.7	4.7	5.9	80/1071	868/10.5	13.4	11.4		3.1	49	604	WZSH-F
9. WDKX-F	(B)	69/ 4.4	4.9	4.2	5.6	6.2	4.8	62/889	821/ 9.9	7.9	10.5		10.0	157	1354	WDKX-F
10. WBBF	(C)	29/ 2.1	1.3	0.8	0.9	0.6	1.3	29/494	494/ 6.0	3.7	3.8		1.7	27	521	WBBF

12+ FM SHARE (METRO): 85.69% (994 of 1160) (SPG 89: 84.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXY-F>>	1 WCMF-F>>	1 WCMF-F>	1 WCMF-F	1 WCMF-F<	1 WHAM	1 WCMF-F	1 WCMF-F	1 WCMF-F	1 WPXY-F	1 WHAM
2 WCMF-F>>	2 WPXY-F>	2 WPXY-F	2 WVOR-F>	2 WVOR-F>	2 WBEE-F<	2 WVOR-F	2 WVOR-F	2 WPXY-F<	2 WCMF-F	2 WCMF-F
3 WDKX-F	3 WVOR-F>	3 WVOR-F>	3 WPXY-F	3 WBEE-F<	3 WVOR-F>	3 WHAM	3 WPXY-F	3 WVOR-F	3 WHAM	3 WPXY-F>>
4 WMJQ-F	4 WRMM-F	4 WKLX-F<	WKLX-F	4 WKLX-F<	4 WZSH-F>	4 WPXY-F	4 WBEE-F	4 WHAM	4 WVOR-F	4 WBEE-F<
5	5 WBEE-F	5 WRMM-F	5 WRMM-F	5 WPXY-F<	5 WKLX-F<	5 WBEE-F	5 WRMM-F<	5 WBEE-F	5 WDKX-F	5 WDKX-F
6	6 WDKX-F	6 WBEE-F	6 WBEE-F	6 WRMM-F	6 WRMM-F	6	6 WHAM	6	6 WRMM-F	6 WVOR-F
7	7 WKLX-F	7	7	7	7	7	7	7	WKLX-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPXY-F	1 WPXY-F	1 WPXY-F	1 WPXY-F	1 WVOR-F>		1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>
2 WCMF-F>>	2 WCMF-F>	2 WVOR-F<	2 WVOR-F<	2 WPXY-F		2 WPXY-F>	2 WPXY-F>	2 WVOR-F	2 WVOR-F	2 WVOR-F
3 WRMM-F	3 WVOR-F>	3 WCMF-F>	3 WCMF-F	3 WRMM-F		3 WDKX-F	3 WVOR-F>	3 WRMM-F	3 WPXY-F	3 WBEE-F
WDKX-F	4 WRMM-F>	4 WRMM-F	4 WRMM-F	4 WKLX-F<		4 WVOR-F>	4 WDKX-F	WPXY-F	4 WKLX-F	4 WKLX-F
5 WVOR-F>	5 WBEE-F	5 WKLX-F	5 WKLX-F	5 WBEE-F		5 WHAM	5 WRMM-F	5 WBEE-F	5 WBEE-F	5 WRMM-F
6 WBEE-F>>	6 WKLX-F	WBEE-F>>	6 WBEE-F	6 WCMF-F		6 WKLX-F	WBEE-F	6 WKLX-F>	6 WRMM-F	WHAM <
7 WKLX-F>>	7 WDKX-F	7 WDKX-F	7	7		WBEE-F	7 WKLX-F	7 WDKX-F>	WHAM	7 WPXY-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	12 (1)	185 (2)	197 (3)	17.0	14.4
AOR/CLASSIC		204 (1)	204 (1)	17.6	20.9
AC/OLDIES/SOFT ROCK	5 (1)	324 (3)	329 (4)	28.4	25.8
MOR/VARIETY	120 (1)		120 (1)	10.3	10.1
COUNTRY	29 (1)	127 (1)	156 (2)	13.4	11.0
BLACK/URBAN		69 (1)	69 (1)	5.9	7.1
BEAUTIFUL/EASY		70 (1)	70 (1)	6.0	5.5
NEWS/TALK					
NOSTALGIA					3.4
RELIGION/GOSPEL					1.0
SPANISH					
CLASSICAL		5 (1)	5 (1)	0.4	
JAZZ/NEW AGE		10 (1)	10 (1)	0.9	0.9
UNKNOWN/OTHERS					
	166 (4)	994 (11)	1160 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WPXY	1280	Rochester	0.9/4.2/ 13/ 358
WRMM	990	Rochester	0.4/1.8/ 5/ 171
CFMX-F	103.1	Cobourg, On	0.4/1.7/ 5/ 145
WBMW-F	107.7	Weathersfield	0.7/3.0/ 13/ 324
WMJQ-F	102.5	Buffalo	1.2/5.3/ 39/ 746

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, NOSTALGIA	UNIULT ,	$ 24.00 (Katz)	Heritage		Carolyn Merz
WHAM, 1180, 50 KW	, MOR/FULL SER.	CBS, TALKNT,	$ 55.00 (McGuild)	Lincoln		Jack Palvino
WBEE-F, 92.5, 50 KW @ 500,	COUNTRY	UNIULT ,	$ 63.00 (Katz)	Heritage		Carolyn Merz
WCMF-F, 96.5, 50 KW @ 450,	AOR	,	$ 100.00 (Torbet)	Stoner		Suzanne MacDonald
WDKX-F, 103.9, 1 KW @ 536,	BLACK	,	$ 30.00 (Roslin)			Andrew Livingston
WKLX-F, 98.9, 37 KW @ 564,	OLDIES	,	$ 50.00 (Durpetti)			Dodenhoff/Wachs
WPXY-F, 97.9, 50 KW @ 399,	CHR	,	$ 75.00 (MMR)	Pyramid		Bill Schoenig
WRMM-F, 101.3, 27 KW @ 640,	SOFT AC	ABC E ,	$ 49.00 (Christal)	Atlantic Ventures		Kim Romano
WVOR-F, 100.5, 50 KW @ 482,	AC	,	$ 99.00 (McGuild)	Lincoln		Jack Palvino
WZSH-F, 95.1, 10 KW @ 994,	EZ	,	$ 28.00 (Republic)		(BRISTOL CENTER)	Jim Doyle

Miscellaneous Comments: WBBF change from COUNTRY to NOSTALGIA (May)...WPXY AF sold by Pyramid to Rich for $8,000,000...

ROCKFORD

Arbitron Rank/Pop (12+): 141/231,900

MSA Rank/Pop: 157/283,000
ADI # 136
Average Person Ratings: 16.9
Market TSL: 22.25 hours

Stations: 18/10
Diaries: 597/388:1/56.4%
Sample Target: 610
% Below Line: 15.8
% Not Listed: 16.1

1989 Revenue: $7,900,000
HH Inc.: $31,381
Retail $: 2.1 Bil
Pop per Station: 23,190
#1 Biller: WZOK-F $2,100,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WZOK-F (CHR)	85/21.7	----	18.0	----	20.7	----	131/1622	970/41.8		37.2		25.3	94	992	WZOK-F
2. WROK (MOR)	43/11.0	----	12.8	----	16.6	----	44/712	668/28.8		31.2		10.2	38	604	WROK
3. WKMQ-F (O)	42/10.7	----	15.9	----	13.0	----	47/609	480/20.7		27.7		7.0	26	337	WKMQ-F
4. WXRX-F (AOR)	35/ 8.9	----	7.8	----	6.4	----	46/505	391/16.9		16.5		14.6	54	495	WXRX-F
5. WRWC-F (AC)	29/ 7.4	----	3.9	----	5.0	----	42/513	410/17.7		8.5		4.9	18	238	WRWC-F
6. WGN (T)	24/ 6.1	----	5.2	----	8.0	----	51/803	343/14.8		15.2		5.1	19	351	WGN
7. WQFL-F (REL)	13/ 3.3	----	3.4	----	3.0	----	22/340	188/ 8.1		8.0		2.7	10	267	WQFL-F
8. WJVL-F (C)	11/ 2.8	----	1.6	----	1.9	----	48/689	217/ 9.4		5.6		3.2	12	170	WJVL-F
9. WKKN (C)	8/ 2.0	----	4.4	----	2.8	----	10/171	129/ 5.6		6.0		2.2	8	147	WKKN
10. WSJY-F (EZ)	7/ 1.8	----	2.3	----	3.9	----	17/290	142/ 6.1		5.6		2.7	10	145	WSJY-F
12. WMAQ (I)	7/ 1.8	----	1.6	----	0.8	----	14/312	139/ 6.0		4.6		0.0	0	59	WMAQ

12+ FM SHARE (METRO): 70.52% (232 of 329) (SPG 89: 62.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOK-F	1 WZOK-F>	1 WZOK-F>	1 WZOK-F	1 WZOK-F	1 WROK >	1 WZOK-F>	1 WZOK-F>	1 WZOK-F>>	1 WZOK-F>>	1 WZOK-F
2	2 WXRX-F>	2 WKMQ-F	2 WKMQ-F>	2 WKMQ-F>	2 WKMQ-F	2 WROK >	2 WRWC-F<	2 WKMQ-F	2 WKMQ-F<	2 WGN
3	3 WRWC-F	3 WXRX-F	3 WRWC-F<	3 WRWC-F	3 WZOK-F	3 WKMQ-F	3 WKMQ-F<	3 WXRX-F	3 WXRX-F>	WROK >
4	4 WKMQ-F>	4 WRWC-F>	4 WXRX-F	WROK	4 WGN >	4 WGN	4 WXRX-F	4 WROK	4 WROK	4 WKMQ-F
5	5 WQFL-F	5 WROK	5 WROK	5 WXRX-F	5 WRWC-F	5 WXRX-F	5 WROK	5 WRWC-F	5 WGN	WKKN
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZOK-F>>	1 WZOK-F>>	1 WZOK-F>>	1 WZOK-F>>	1 WZOK-F>	1 WZOK-F>>	1 WXRX-F	1 WXRX-F>	1 WZOK-F	1 WKMQ-F
2 WXRX-F>	2 WXRX-F	2 WQFL-F>	2 WKMQ-F	2 WKMQ-F	2 WXRX-F>>	2 WZOK-F>>	2 WZOK-F	2 WXRX-F	2 WZOK-F
3 WRWC-F>>	3 WRWC-F	3 WXRX-F	3 WRWC-F>	3 WROK	3 WLUP	3 WRWC-F	3 WRWC-F	3 WKMQ-F>	WXRX-F>
4 WQFL-F	WQFL-F>	WRWC-F	4 WXRX-F	4 WRWC-F>	WRWC-F	4 WKMQ-F>	WKMQ-F>	4 WRWC-F	4 WRWC-F
WKMQ-F	5 WKMQ-F	WKMQ-F>>	WROK	5 WQFL-F	WLUV-F	5 WLUP	5 WLUP	5	5 WROK
6	6	6	6 WQFL-F	6	6	6	WJVL-F>	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		87 (2)	87 (2)	26.4	20.8
AOR/CLASSIC		35 (1)	35 (1)	10.6	8.8
AC/OLDIES/SOFT ROCK	2 (1)	71 (2)	73 (3)	22.2	23.4
MOR/VARIETY	43 (1)		43 (1)	13.1	16.1
COUNTRY	8 (1)	16 (2)	24 (3)	7.3	6.7
BLACK/URBAN					0.9
BEAUTIFUL/EASY		10 (2)	10 (2)	3.0	3.2
NEWS/TALK	39 (4)		39 (4)	11.9	10.5
NOSTALGIA	5 (1)		5 (1)	1.5	4.1
RELIGION/GOSPEL		13 (1)	13 (1)	4.0	3.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.8
	97 (8)	232 (10)	329 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WLUV-F	96.7	Loves Park/Rkfd	1.3/4.1/ 7/ 128
WRRR	1330	Rockfordd	1.3/5.0/ 5/ 129
WXXQ-F	98.5	Freeport/Rock.	0.5/3.6/ 10/ 259
WBBM	780	Chicago	0.5/7.1/ 13/ 383
WEKZ-F	93.7	Monroe	0.8/3.6/ 24/ 293
WLS	890	Chicago	0.5/2.1/ 11/ 177
WLUP	1000	Chicago	1.5/2.8/ 14/ 216

RADIO STATIONS

WKKN, 1150, 1 KW (DA-1) , COUNTRY	MBS , $ 13.00 (HNWH)	Midwest Family	Duane Daniels
WROK, 1440, 5 KW/500 W (DA-D), MOR/FULL SER.	ABC C, $ 36.00 (McGuild)		John Nolte
WRRR, 1330, 1 KW/91 W (DA-1) , NOSTALGIA	SMN, $ 10.00 (Katz)		Michael Dach
WKMQ-F, 95.3, 1 KW @ 515, OLDIES	, $ 30.00 (HNWH)	Midwest Family	Duane Daniels
WQFL-F, 100.9, 3 KW @ 300, RELIGION	UPI, $ 10.00 (---)		Barry Armstrong
WRWC-F, 103.1, 1 KW @ 525, AC	UNISUP, $ 18.00 (Roslin)		Bill Dommer
WXRX-F, 104.9, 3 KW @ 300, AOR	SOURCE, $ 21.00 (Katz)		Michael Dach
WZOK-F, 97.5, 50 KW @ 433, CHR	, $ 45.00 (McGuild)		John Nolte
WJVL-F, 99.9, 11 KW @ 502, COUNTRY	, $ 14.00 (---)	Gazette (JANESVILLE WI)	Bob Dailey

OTHER RATED STATIONS: See Chicago or Madison   Miscellaneous Comments: WYBR-F changes calls to WXRX-F (Jan.)...

SACRAMENTO

Arbitron Rank/Pop (12+): 30/1,195,200
MSA Rank/Pop: 34/1,401,500
ADI # 21 (w/Stockton & Modesto)
Average Person Ratings: 16.1
Market TSL: 21.50 hours

Stations: 27/21
Diaries: 1531/781:1/53.8%
Sample Target: 1340
% Below Line: 6.5
% Not Listed: 12.5

1989 Revenue: $52,500,000
HH Inc.: $30,536
Retail $: 9.5 Bil
Pop per Station: 56,914
#1 Biller: KRAK-AF $9,600,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KFBK	(N/T)	181/ 9.4	11.4	8.5	8.1	9.3	9.4	222/2958	2307/19.3	19.4	18.4		9.1	194	2017	KFBK
2.	KRXQ-F	(AOR)	167/ 8.7	8.7	6.9	5.6	5.8	7.5	203/2151	1728/14.5	12.7	13.7		14.3	306	2033	KRXQ-F
3.	KRAK-F	(C)	160/ 8.3	7.9	9.3	6.7	7.0	8.1	233/3007	2221/18.6	17.7	14.2		6.6	142	2084	KRAK-F
4.	KXOA-F	(AC)	146/ 7.6	6.1	8.1	7.8	6.9	7.4	158/2719	2293/19.2	18.9	17.0		6.6	142	1564	KXOA-F
5.	KSFM-F	(CHR)	142/ 7.4	6.6	7.1	7.1	7.4	7.1	188/3210	2287/19.1	19.8	20.7		10.4	222	3116	KSFM-F
6.	KZAP-F	(AOR)	100/ 5.2	6.5	6.9	6.4	6.0	6.3	136/2310	1612/13.5	15.5	14.6		5.2	111	1667	KZAP-F
7.	KHYL-F	(O)	92/ 4.8	5.8	4.7	5.5	5.1	5.2	120/1992	1471/12.3	12.3	13.1		4.8	103	1565	KHYL-F
	KAER-F	(AC)	92/ 4.8	4.7	4.1	4.7	3.4	4.6	106/1716	1424/11.9	11.6	10.6		3.5	74	999	KAER-F
9.	KYMX-F	(SAC)	85/ 4.4	4.7	7.4	7.6	7.9	6.0	110/1789	1443/12.1	12.9	13.8		3.8	82	790	KYMX-F
10.	KRAK	(C)	66/ 3.4	3.2	2.8	3.5	4.3	3.2	150/1649	745/ 6.2	7.0	8.0		2.1	45	744	KRAK
11.	KQPT-F	(J/NA)	61/ 3.2	5.6	3.9	4.9	4.1	4.4	84/1349	1162/ 9.7	10.4	11.4		3.6	76	1255	KQPT-F
12.	KROY-F	(CHR)	59/ 3.1	2.9	3.3	3.3	3.1	3.2	66/1857	1693/14.2	12.3	12.6		5.0	106	2016	KROY-F
13.	KWOD-F	(CHR)	57/ 3.0	3.3	2.5	3.4	3.8	3.0	90/2148	1440/12.0	11.2	12.7		3.3	70	1654	KWOD-F
14.	KCTC	(EZ)	45/ 2.3	1.9	1.1	0.8	1.9	1.5	45/746	697/ 5.8	4.9	5.4		1.5	32	641	KCTC
15.	KFRC	(BB)	36/ 1.9	1.9	1.7	2.4	1.5	2.0	76/977	523/ 4.4	3.7	3.6		3.2	68	610	KFRC
16.	KGO	(N/T)	33/ 1.7	1.3	1.2	1.4	1.8	1.4	66/1224	557/ 4.7	4.5	4.5		1.4	29	417	KGO
17.	KNBR	(MOR)	29/ 1.5	0.4	1.6	1.7	1.8	1.3	77/1589	640/ 5.4	4.9	5.6		0.7	15	387	KNBR
18.	KRCX	(SP)	25/ 1.3	0.8	0.9	0.8	1.7	0.9	38/334	224/ 1.9	1.4	1.9		0.3	7	153	KRCX
19.	KFIA	(REL)	22/ 1.1	0.6	0.6	0.7	0.7	0.8	30/571	444/ 3.7	2.1	2.3		1.5	31	425	KFIA
20.																	

12+ FM SHARE (METRO): 70.77% (1191 of 1683) (SPG 89: 70.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFM-F>>	1 KRXQ-F>>	1 KRXQ-F	1 KXOA-F	1 KXOA-F	1 KFBK >	1 KFBK >	1 KFBK	1 KRXQ-F<	1 KSFM-F	1 KFBK
2 KWOD-F	2 KZAP-F	2 KXOA-F	2 KRXQ-F	2 KRAK-F	2 KRAK-F	2 KRAK-F<	2 KXOA-F	2 KXOA-F	2 KRAK-F	2 KGO >
3 KRXQ-F	KXOA-F<	3 KRAK-F	3 KRAK-F	3 KRXQ-F<	3 KXOA-F	3 KRXQ-F	3 KRAK-F<	3 KSFM-F	3 KRXQ-F>	3 KXOA-F
4 KROY-F	4 KSFM-F	4 KZAP-F	4 KZAP-F	4 KFBK	4 KHYL-F	4 KXOA-F<	4 KRXQ-F>	4 KRAK-F	4 KFBK	4 KRAK-F
5	KAER-F	KSFM-F	5 KFBK <	5 KZAP-F	5 KYMX-F	5 KSFM-F>	5 KZAP-F	5 KFBK >	5 KROY-F<	5 KRXQ-F<
6	6 KRAK-F	6 KAER-F	6 KAER-F	6 KHYL-F	6 KRAK	6 KAER-F	6 KHYL-F<	6 KHYL-F	6 KWOD-F	6 KSFM-F
7	7	7 KFBK <	7 KHYL-F	7 KAER-F	KCTC	7	7 KAER-F<	KAER-F<	7	7
8	8	8 KHYL-F	8	8	8	8	8 KSFM-F	8 KZAP-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRXQ-F>>	1 KRXQ-F>	1 KAER-F	1 KXOA-F<	1 KXOA-F>	1 KRXQ-F	1 KRXQ-F>	1 KRXQ-F	1 KRXQ-F	1 KZAP-F<
2 KSFM-F	2 KAER-F	2 KRXQ-F	2 KRXQ-F	2 KRAK-F<	2 KSFM-F>>	2 KZAP-F>	2 KZAP-F>	2 KZAP-F	2 KFBK
3 KROY-F	3 KXOA-F	3 KXOA-F>	3 KAER-F	3 KAER-F	3 KROY-F	3 KSFM-F	3 KRAK-F	3 KFBK <	3 KRAK-F<
4 KYMX-F	4 KSFM-F	4 KRAK-F	4 KRAK-F	4 KRXQ-F	4 KZAP-F	4 KRAK-F	4 KXOA-F	4 KXOA-F<	4 KRXQ-F
5 KXOA-F	5 KRAK-F	5 KSFM-F	5 KSFM-F	5 KHYL-F	5 KWOD-F	5 KXOA-F	5 KFBK	5 KRAK-F	5 KXOA-F
KWOD-F	6 KYMX-F	6 KYMX-F	6 KYMX-F	6 KYMX-F<	6 KRAK	6 KAER-F	6 KAER-F>	6 KSFM-F	6 KHYL-F
KRAK-F	7	7 KZAP-F	7 KHYL-F	7 KSFM-F	7 KAER-F	7 KFBK	7 KHYL-F	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		258 (3)	258 (3)	15.3	16.7
AOR/CLASSIC		267 (2)	267 (2)	15.9	13.4
AC/OLDIES/SOFT ROCK	15 (1)	421 (5)	436 (6)	25.9	21.5
MOR/VARIETY	29 (1)		29 (1)	1.7	2.1
COUNTRY	66 (1)	160 (1)	226 (2)	13.4	13.0
BLACK/URBAN					
BEAUTIFUL/EASY	45 (1)	10 (1)	55 (2)	3.3	9.1
NEWS/TALK	240 (4)		240 (4)	14.3	13.9
NOSTALGIA	36 (1)		36 (1)	2.1	1.7
RELIGION/GOSPEL	22 (1)		22 (1)	1.3	0.8
SPANISH	25 (1)		25 (1)	1.5	2.0
CLASSICAL	14 (1)		14 (1)	0.8	1.1
JAZZ/NEW AGE		61 (1)	61 (1)	3.6	4.7
UNKNOWN/OTHERS		14 (2)	14 (3)	0.8	
	492 (13)	1191 (15)	1683 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KLCQ-F	105.5	Davis/Sacramnto	0.3/1.6/ 14/ 237
KRLT-F	93.9	SL Tahoe	0.3/1.0/ 10/ 169
KSAC	1240	Sacramento	0.7/1.8/ 18/ 237
KSMJ	1380	Sacramento	0.8/3.5/ 20/ 545
KXOA	1470	Sacramento	0.8/2.1/ 18/ 292
KBEE-F	103.3	Modesto/Stoctn.	0.5/2.2/ 55/ 842
KCBS	740	San Francisco	0.5/2.4/ 56/ 811
KRFD	1410	Marysville	
KRFD-F	99.9	Marysville	0.4/1.0/ 26/ 619

RADIO STATIONS

AM STATIONS

KCTC	1320	5 KW (DA-2)	EZ	CBS UNISUP	$ 30.00	(Christal)	Tribune Co.	Doug Stewart
KFBK	1530	50 KW (DA-2)	News/Talk	ABC I APR	$120.00	(Group W)	Westinghouse	Rick Eytcheson
KFIA	710	10 KW/250 W (DA-2)	Religion		$ 24.00	(—)		Jamie Clark
KRAK	1140	50 KW (DA-2)	Country		$ 66.00	(Katz)	EZ	John Winkle
KRCX	1110	5 KW/500 W (DA-2)	Hispanic		$ 36.00	(Katz Hisp.)	Fuller-Jeffrey	Michael John
KSAC	1240	1 KW	Classical	UNIULT	$ 27.00	(CMBS)		John Stolzenburg
KSMJ	1380	5 KW (DA-2)	Oldies	SMN	$ 26.00	(MMR)	Booth/Genesis	Jerry McKenna
KXOA	1470	5 KW/1 KW (DA-2)	Business News		$ 30.00	(Banner)	Brown	John Geary

FM STATIONS

KAER	92.5	50 KW @ 462	AC		$ 62.00	(Group W)	Westinghouse	Rick Eytcheson
KHYL	101.1	37 KW @ 567	Oldies		$ 50.00	(Eastman)	(AUBURN)	John Buckley
KQPT	100.5	115 KW @ 328	Jazz/NAC	SOURCE	$ 80.00	(Republic)	Duchossois	Henry Grambergu
KRAK	105.1	50 KW @ 500	Country		$111.00	(Katz)	EZ	John Winkel
KROY	96.9	50 KW @ 500	CHR	ABC C	$ 48.00	(Christal)	Great American	Tom Schurr
KRXQ	93.7	25 KW @ 325	AOR		$ 90.00	(Torbet)	Fuller-Jeffrey	Michael John
KSFM	102.5	50 KW @ 500	CHR		$ 85.00	(MMR)	Booth/Genesis	Jerry McKenna
KWOD	106.5	50 KW @ 410	CHR	RADRAD ABC FM	$ 54.00	(CBS)	(WOODLAND)	Ed Stolz
KXOA	107.9	50 KW @ 403	AC		$135.00	(Banner)	Brown	John Geary
KYMX	96.1	50 KW @ 476	Soft AC/EZ	UNISUP	$ 75.00	(Christal)	Tribune Co.	Doug Stewart
KZAP	98.5	50 KW @ 500	AOR		$ 96.00	(Mc-Guild)	Nationwide	Tom Weidle

Miscellaneous Comments: KGNR changes call letters to KCTC (Feb) . . .

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 111/327,100

MSA Rank/Pop: 118/402,600
ADI # 59 (w/Flint)
Average Person Ratings: 19.8
Market TSL: 25.75 hours

Stations: 20/11
Diaries: 846/387:1/56.2%
Sample Target: 740
% Below Line: 9.1
% Not Listed: 11.6

1989 Revenue: $10,000,000
HH Inc.: $28,265
Retail $: 2.9 Bil
Pop per Station: 29,736
#1 Biller: WIOG-F $3,700,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WIOG-F	(CHR)	142/21.9	17.9	24.1	30.1	24.3	----	300/3631	1411/43.1	40.4	41.9		21.7	137	1542	WIOG-F
2. WKCQ-F	(C)	78/12.0	12.1	9.4	12.5	10.8	----	136/1599	865/26.4	21.3	20.5		13.1	83	723	WKCQ-F
3. WSGW	(MOR)	65/10.0	12.3	10.6	10.8	13.3	----	71/785	649/19.8	25.2	19.4		7.9	50	489	WSGW
4. WKQZ-F	(AOR)	53/ 8.2	10.4	8.6	7.8	8.3	----	90/936	576/17.6	19.9	16.3		13.0	82	768	WKQZ-F
5. WTLZ-F	(B)	50/ 7.7	7.8	8.2	3.4	2.5	----	58/597	348/10.6	10.3	9.1		9.5	60	628	WTLZ-F
WHNN-F	(AC)	50/ 7.7	9.2	11.1	11.0	13.7	----	88/1337	702/21.5	25.8	24.2		8.1	51	605	WHNN-F
7. WGER-F	(EZ)	46/ 7.1	7.3	5.6	6.1	6.6	----	51/602	548/16.8	15.6	13.6		6.5	41	498	WGER-F
8. WFDF	(BB)	17/ 2.6	1.4	0.7	1.2	1.6	----	62/659	175/ 5.4	5.7	2.4		1.6	10	125	WFDF
9. WKNX	(BB)	12/ 1.8	2.9	0.8	0.3	1.2	----	20/254	143/ 4.4	5.0	2.9		0.6	4	84	WKNX
10. WJR	(MOR)	11/ 1.7	1.7	2.2	2.2	1.8	----	90/1320	226/ 6.9	8.8	7.1		1.7	11	156	WJR
11. WSAM	(O)	10/ 1.5	1.2	1.5	1.5	2.1	----	10/180	176/ 5.4	6.0	5.4		0.9	6	166	WSAM

12+ FM SHARE (METRO): 78.22% (449 of 574) (SPG 89: 80.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>	1 WIOG-F	1 WSGW	1 WIOG-F>	1 WIOG-F>	1 WIOG-F>>	1 WIOG-F>>	1 WSGW
2 WTLZ-F>	2 WKQZ-F>	2 WKQZ-F	2 WKCQ-F	2 WKCQ-F	2 WKCQ-F>	2 WSGW	2 WSGW	2 WKCQ-F>	2 WKCQ-F	2 WIOG-F
3 WKQZ-F	3 WHNN-F	WKCQ-F	3 WHNN-F	3 WHNN-F>	3 WGER-F	3 WKCQ-F>	3 WKCQ-F	3 WSGW	3 WTLZ-F<	3 WKCQ-F
4 WKCQ-F	4 WTLZ-F	WHNN-F>	4 WKQZ-F>	4 WKQZ-F	4 WIOG-F	4 WHNN-F	4 WHNN-F	4 WHNN-F	4 WKQZ-F<	4 WTLZ-F
5	5 WKCQ-F>>	5 WTLZ-F	5 WGER-F<	5 WGER-F	5	5 WTLZ-F	5 WGER-F<	5 WKQZ-F	5 WSGW	WGER-F
6	6 WGER-F	6	6 WTLZ-F	6 WTLZ-F	6	WGER-F<	6 WKQZ-F	6 WGER-F	6	6
7	7	7	7 WSGW	WSGW	7	7 WKQZ-F	7	7 WTLZ-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>	1 WIOG-F>>	1 WIOG-F>	1 WIOG-F	1 WIOG-F>	1 WIOG-F
2 WKQZ-F>	2 WKQZ-F	2 WHNN-F	2 WHNN-F<	2 WKCQ-F	2 WTLZ-F	2 WKQZ-F>	2 WKQZ-F>	2 WKQZ-F	2 WKCQ-F
3 WHNN-F	WHNN-F>	3 WKQZ-F	3 WKCQ-F	3 WHNN-F>	WKQZ-F>>	3 WTLZ-F	3 WHNN-F	3 WKCQ-F<	3 WKQZ-F
4 WKCQ-F	4 WKCQ-F	4 WKCQ-F>	4 WGER-F	4 WGER-F	4 WHNN-F	4 WHNN-F	4 WKCQ-F>	4 WHNN-F	WHNN-F>
WGER-F>	5	5 WTLZ-F>	5 WKQZ-F	5 WSGW	5 WKCQ-F>	5 WKCQ-F	5 WTLZ-F>>	5 WTLZ-F	5 WTLZ-F
6 WTLZ-F	6	6 WGER-F	6	6	6 WGER-F	6	6 WGER-F>	6	6 WGER-F
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		145 (2)	145 (2)	25.3	27.3	WLFS-F	100.9	Pinconning/Sag	0.6/2.0/ 5/ 74
AOR/CLASSIC	5 (1)	55 (2)	60 (3)	10.5	10.9	WXOX	1250	Bay City	0.8/6.0/ 11/ 279
AC/OLDIES/SOFT ROCK	15 (2)	56 (3)	71 (5)	12.4	17.6				
MOR/VARIETY	93 (3)		93 (3)	16.2	15.3	WCEN-F	94.5	Mt. Pleasant	1.4/2.3/ 28/ 299
COUNTRY		90 (3)	90 (3)	15.7	12.0	WCFX-F	95.3	Clare/Mt Pleasn	0.5/2.0/ 14/ 240
BLACK/URBAN		50 (1)	50 (1)	8.7	9.4	WCRZ-F	107.9	Flint	0.3/2.8/122/1271
BEAUTIFUL/EASY		53 (2)	53 (2)	9.2	6.3	WDLZ	1330	Flint	0.8/1.9/ 22/ 292
NEWS/TALK						WGMZ-F	101.7	Tuscola/Flint	1.1/1.6/ 20/ 180
NOSTALGIA	12 (1)		12 (1)	2.1	1.0	WITL-F	100.7	Lansing	0.5/1.2/ 47/ 515
RELIGION/GOSPEL					0.4	WWCK-F	105.5	Flint	0.3/2.7/ 92/1234
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	125 (7)	449 (13)	574 (20)						

RADIO STATIONS

WKNX, 1210,	10 KW	, NOSTALGIA	APR ,	$ 10.00	(Patt)		Dana McVay
WSAM, 1400,	1 KW (DA-2)	, OLDIES	ABC D ,	$ 12.00	(Christal)	MacDonald	Ken MacDonald, Jr.
WSGW, 790,	5 KW/1 KW (DA-2)	, MOR/FULL SER.	NBC, MBS,	$ 38.00	(Katz)	Booth	John Casey
WGER-F, 106.3,	3 KW @ 325,	EZ/SOFT AC	MBS,	$ 30.00	(McGuild)		Jack Fitzgerald
WHNN-F, 96.1,	100 KW @ 1020,	AC	UNIULT,	$ 43.00	(Republic)	Liggett	Dan Stewart
WIOG-F, 102.5,	86 KW @ 870,	CHR	ABC C, SOURCE ,	$ 75.00	(Katz)	Booth	John Casey
WKCQ-F, 98.1,	50 KW @ 492,	COUNTRY	ABC D ,	$ 42.00	(Christal)	MacDonald	Ken MacDonald Jr
WKQZ-F, 93.3,	38 KW @ 600,	CHR	APR ,	$ 33.00	(Banner)		
WTLZ-F, 107.1,	2 KW @ 360,	BLACK	SBN ,	$ 22.00	(Roslin)		Jack Lich

WJR - See Detroit, WFDF - See Flint Miscellaneous Comments: WKQZ-F sold to Windward for $2,000,000...

ST. LOUIS

Arbitron Rank/Pop (12+): 15/2,052,400
MSA Rank/Pop: 13/2,491,100
ADI # 18
Average Person Ratings: 18.6
Market TSL: 24.25 hours

Stations: 30/30
Diaries: 2174/944:1/59.8%
Sample Target: 1760
% Below Line: 0.0
% Not Listed: 7.6

1989 Revenue: $69,000,000
HH Inc.: $30,906
Retail $: 17.0 Bil
Pop per Station: 68,413
#1 Biller: KMOX $21,700,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KMOX	(N/T)	734/19.3	16.3	18.8	22.3	21.2	19.2	822/8686	7621/37.1	37.5	39.9		15.6	571	7628	KMOX
2.	KSHE-F	(AOR)	330/ 8.7	8.8	8.4	9.3	9.7	8.8	410/5060	4089/19.9	20.0	21.3		11.0	400	4604	KSHE-F
3.	KMJM-F	(B)	268/ 7.0	7.9	7.0	7.6	5.7	7.4	273/2571	2428/11.8	11.9	10.3		9.9	362	2934	KMJM-F
4.	WKBQ-F	(CHR)	261/ 6.9	6.6	6.7	8.5	6.1	7.2	321/4706	3879/18.9	18.9	17.9		8.1	297	4777	WKBQ-F
5.	WIL -F	(C)	244/ 6.4	5.8	5.4	4.4	5.8	5.5	296/3491	2816/13.7	12.6	12.9		6.8	247	2544	WIL -F
6.	KYKY-F	(AC)	232/ 6.1	5.3	5.5	5.5	4.7	5.6	247/3987	3760/18.3	15.9	14.5		6.0	220	3059	KYKY-F
7.	KEZK-F	(EZ)	210/ 5.5	7.6	9.5	6.4	8.1	7.3	251/3195	2659/13.0	16.7	15.8		4.4	160	1867	KEZK-F
8.	KSD -F	(CL AOR)	186/ 4.9	6.7	6.0	4.9	5.1	5.6	204/3320	2993/14.6	16.3	15.0		5.5	199	2775	KSD -F
9.	KLOU-F	(O)	135/ 3.5	3.8	4.3	3.5	5.2	3.8	164/2923	2466/12.0	12.9	16.1		3.7	135	2718	KLOU-F
10.	KHTK-F	(CHR)	110/ 2.9	2.4	1.0	0.6	0.8	1.7	121/1991	1828/ 8.9	4.9	2.7		4.6	169	2784	KHTK-F
11.	WKKX-F	(C)	91/ 2.4	2.5	3.5	1.7	1.8	2.5	105/1697	1432/ 7.0	7.5	6.5		2.7	100	1571	WKKX-F
12.	KATZ-F	(B)	77/ 2.0	1.6	1.6	1.1	1.4	1.6	79/1210	1202/ 5.9	4.8	5.7		2.8	101	1557	KATZ-F
13.	KFUO-F	(CL)	74/ 1.9	1.6	1.2	2.0	1.6	1.7	77/1338	1192/ 5.8	5.7	5.1		0.8	28	769	KFUO-F
14.	KRJY-F	(SAC)	67/ 1.8	2.3	2.5	2.5	2.5	2.3	70/1513	1431/ 7.0	8.5	7.2					KRJY-F
15.	KATZ	(B)	62/ 1.6	2.5	2.0	1.6	2.1	1.9	62/900	900/ 4.4	5.0	4.6		2.3	83	893	KATZ
16.	WSNL-F	(SAC)	58/ 1.5	1.4	1.5	1.2	0.6	1.4	65/1369	1335/ 6.5	6.5	3.4		2.2	81	1043	WSNL-F
17.	WEW	(BB)	57/ 1.5	1.9	1.3	1.3	1.0	1.5	64/880	787/ 3.8	1.9	2.2		0.5	17	237	WEW
18.	KUSA	(C)	51/ 1.3	1.3	2.3	1.5	2.0	1.6	111/1906	1192/ 5.8	5.5	5.6		1.5	56	759	KUSA
19.																	
20.																	

12+ FM SHARE (METRO): 68.19% (2401 of 3521) (SPG 89: 65.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKBQ-F>	1 KSHE-F>	1 KSHE-F>	1 KMOX <	1 KMOX	1 KMOX >>	1 KMOX >>	1 KMOX >	1 KMOX >	1 KMOX >>	1 KMOX >>
2 KMJM-F	2 KMJM-F	2 KMOX <	2 KSHE-F	2 KSHE-F	2 KEZK-F<	2 KSHE-F<	2 KSHE-F	2 KSHE-F	2 KMJM-F	2 KMJM-F>
3 KHTK-F>	3 WKBQ-F<	3 KYKY-F	3 KYKY-F	3 KYKY-F<	3 WIL -F>	3 WIL -F	3 KYKY-F	3 WKBQ-F<	3 WKBQ-F<	3 KSHE-F>>
4 KSHE-F	4 KYKY-F<	4 KMJM-F	4 KSD -F	4 WIL -F	4	4 KYKY-F<	4 WIL -F	4 KMJM-F	4 KSHE-F>	4 WIL -F
5	5 KSD -F	5 WKBQ-F<	5 WIL -F	5 KSD -F	5	5 WKBQ-F<	5 KEZK-F	5 KYKY-F<	5	5 KYKY-F
6	6	6 KSD -F	6 KLOU-F	6 KLOU-F	6	6 KSD -F	6 KMJM-F<	6 WIL -F	6	KEZK-F
7	7	7 WIL -F	7 KMJM-F	7 KEZK-F<	7	7 KMJM-F	7 WKBQ-F	7 KSD -F	7	7 WKKX-F
8	8	8	8 WKBQ-F	8 KMJM-F	8	8	8 KSD -F	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMJM-F<	1 KYKY-F	1 KYKY-F>	1 KYKY-F>	1 KMOX
2 KSHE-F<	2 KMJM-F	2 KMJM-F	2 KMJM-F	2 KYKY-F
3 KYKY-F	3 KSHE-F	3 KSD -F	3 KMOX <	3 KEZK-F<
4 WKBQ-F>	4 WKBQ-F>	4 KSHE-F	4 WKBQ-F	4 WIL -F<
5 KHTK-F>>	5 KSD -F	5 WKBQ-F	5 KSHE-F	5 KLOU-F
6	6 KHTK-F	6 WIL -F	6 KLOU-F<	6 KMJM-F
7	7 KRJY-F	7	7 WIL -F	7 WKBQ-F<
8	8 WIL -F	8	8 KSD -F	8 KSD -F
				9 KSHE-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSHE-F>	1 KSHE-F>>	1 KSHE-F>	1 KSHE-F>	1 KSHE-F
2 KMJM-F	2 KSD -F	2 KSD -F>>	2 KMOX	2 KMOX >
3 WKBQ-F>>	3 KMJM-F	3 WIL -F<	3 KSD -F	3 KSD -F<
4 KSD -F>	4 WKBQ-F	4 KMJM-F	4 KMJM-F	4 WIL -F>
5 KYKY-F	5	5 WKBQ-F<	5 WKBQ-F	5 KYKY-F
KHTK-F	6	6 KYKY-F	6 KYKY-F	6 KLOU-F
7 KMOX	7	KMOX	7 KLOU-F	7 KMJM-F
8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		371 (2)	371 (2)	10.5	6.5
AOR/CLASSIC		516 (2)	516 (2)	14.7	15.9
AC/OLDIES/SOFT ROCK	22 (1)	517 (5)	539 (6)	15.3	15.9
MOR/VARIETY	69 (3)		69 (3)	2.0	0.5
COUNTRY	63 (2)	335 (2)	398 (4)	11.3	11.0
BLACK/URBAN	62 (1)	345 (2)	407 (3)	11.6	10.5
BEAUTIFUL/EASY		210 (1)	210 (1)	6.0	8.6
NEWS/TALK	757 (2)		757 (2)	21.5	23.9
NOSTALGIA	76 (2)		76 (2)	2.2	1.7
RELIGION/GOSPEL	71 (3)	33 (1)	104 (4)	3.0	2.0
SPANISH					
CLASSICAL		74 (1)	74 (1)	2.1	1.7
JAZZ/NEW AGE					0.9
UNKNOWN/OTHERS					0.9
	1120 (14)	2401 (16)	3521 (30)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGLD	1380	St. Louis	0.6/2.7/ 22/ 555
KIRL	1460	St. Charles/StL	0.4/1.8/ 18/ 384
KLPW	1220	Union/Washngtn	0.3/0.7/ 13/ 153
KSIV	1320	Clayton/St. L.	0.6/1.4/ 21/ 285
KSTZ-F	105.7	Ste. Genve/St.L	0.7/4.6/ 37/1194
KXOK	630	St. Louis	0.6/3.1/ 25/ 715
WBGZ	1570	Alton	0.3/0.7/ 16/ 153
WCBW-F	104.9	Columbia/St. L.	0.9/3.0/ 33/ 640
WESL	1490	E. St. Louis	0.9/2.5/ 33/ 511
WGNU	920	Granite City	0.8/2.1/ 32/ 434
WIBV	1260	Belleville	0.6/2.1/ 25/ 458
WIL	1430	St. Louis	0.5/3.3/ 20/ 693

RADIO STATIONS

AM STATIONS

KATZ	1600	5 KW (DA-N)	BLACK	NBN	$ 40.00	(K & P)	Interurban	Tracy Lewis
KGLD	1380	5 KW/1 KW (DA-2)	OLDIES	UNIULT	$ 34.00	(Katz)	Chase	Fran Sharp
KMOX	1120	50 KW	TALK	CBS	$ 327.00	(CBS)	CBS	Bob Hyland
KSIV	1320	5 KW/125 W	RELIGION		$ 18.00	(---)	Bott	John Gruender
KUSA	550	5 KW (DA-N)	COUNTRY OLDIES	MBS	$ 50.00	(McGuild)	Gannett	Bob Rowe
KXEN	1010	50 KW (DAYS, DA)	RELIGION		$ 26.00	(---)	Mid America Gospel	Brian Holmes
KXOK	630	5 KW (DA-2)	TALK	ABC D	$ 31.00	(Durpetti)		Mike Frishling
WESL	1490	1 KW/250 W (DA-1)	GOSPEL	SBN UNIULT	$ 25.00	(---)	Willis	Frank Davis
WEW	770	1 KW (DAYS)	NOSTALGIA	UNISUP UNIULT	$ 27.00	(---)		Charles Stanley
WIL	1430	5 KW (DA-2)	NOSTALGIA	ABC I	$ N/A	(Brown)	Heritage	Dick Williams

FM STATIONS

KATZ	100.3	50 KW @ 490	BLACK	NBN	$ 37.00	(K & P)	Interurban	Tracy Lewis
KEZK	102.5	100 KW @ 1026	EZ	UNIULT	$ 91.00	(MMR)	Adams	John Gutbroad
KFUO	99.1	100 KW @ 1026	CLASSICAL	MBS	$ 47.00	(CMBS)		Bob Thomson
KHTK	97.1	100 KW @ 560	CHR		$ 40.00	(Durpetti)		Mike Frishling
KLOU	103.3	100 KW @ 920	OLDIES	CBS	$ 80.00	(CBS)	CBS	Tom Dorsey
KMJM	107.7	100 KW @ 1026	BLACK		$ 97.00	(Christal)	Noble	Linda O'Connor
KRJY	96.3	100 KW @ 552	SOFT AC	NBC UNISUP	$ 47.00	(Banner)		Richard Miller
KSD	93.7	100 KW @ 860	CLASSIC AOR		$ 100.00	(McGuild)	Gannett	Bob Rowe
KSHE	94.7	100 KW @ 1026	AOR		$ 154.00	(HNWH)	Emmis	John Beck
KSTZ	105.7	100 KW @ 1376	CHR	SOURCE	$ N/A	(Torbet)	(ST. GENEVIEVE)	Tim Tucker
KYKY	98.1	90 KW @ 1026	AC		$ 129.00	(MMR)	EZ	Karen Carroll
WCBW	104.9	2 KW @ 400	RELIGION		$ 20.00	(---)	Universal	Linda Tiernan
WIL	92.3	100 KW @ 984	COUNTRY	ABC E	$ 76.00	(Banner)	Heritage	Dick Williams
WKBQ	106.5	90 KW @ 1026	CHR		$ 69.00	(Katz)	Chase	Fran Sharp
WKKX	104.1	39 KW @ 500	COUNTRY		$ 40.00	(Roslin)	(JERSEYVILLE, IL)	Shelly Davis
WSNL	101.1	44 KW @ 525	AC		$ 40.00	(Torbet)		Ed Murray

Miscellaneous Comments: KSTZ-F changes from AC to CHR (Aug)... WIL-AM changes from Country to Nostalgia (June) . . .

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 75/494,900
MSA Rank/Pop: 134/356,700 (Sal-Mont)
ADI # 109 S. Cruz NA
Average Person Ratings: 17.6
Market TSL: 23.75 hours

Stations: 37/22
Diaries: 884/560:1/52.4%
Sample Target: 880
% Below Line: 28.3
% Not Listed: 15.9

1989 Revenue: $12,400,000
HH Inc.: $30,643
Retail $: 3.5 Bil
Pop per Station: 22,495
#1 Biller: KWAV-F $1,900,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KDON-F	(CHR)	104/11.9	10.9	7.1	7.5	11.2	9.3	112/1310	1226/24.8	22.1	28.0		15.5	125	1724	KDON-F
2.	KGO	(T)	59/ 6.8	8.4	7.1	7.4	6.6	7.4	61/775	739/14.9	17.7	16.2		9.5	77	643	KGO
3.	KTOM-AF	(C)	58/ 6.6	6.3	5.3	7.3	6.0	6.4	58/657	643/13.0	13.3	16.2		6.2	41	526	KTOM-AF
4.	KWAV-F	(AC)	45/ 5.2	5.2	5.6	5.0	3.8	5.3	48/637	610/12.3	12.6	14.9		4.3	35	616	KWAV-F
5.	KMBY-F	(AOR)	37/ 4.2	4.7	5.9	5.6	4.8	5.1	37/626	626/12.6	12.6	12.1		7.1	57	732	KMBY-F
6.	KBOQ-F	(CL)	36/ 4.1	3.4	3.4	3.9	2.8	3.7	36/461	461/ 9.3	7.3	7.6		3.8	31	334	KBOQ-F
7.	KWSS-F	(CHR)	35/ 4.0	4.3	5.1	5.3	5.8	4.7	38/749	699/14.1	16.1	20.9		5.8	47	752	KWSS-F
8.	KOCN-F	(SAC)	32/ 3.7	5.5	4.1	2.5	3.8	4.0	32/459	459/ 9.3	9.3	8.4		2.6	21	292	KOCN-F
9.	KBAY-F	(EZ)	29/ 3.3	4.7	4.5	5.1	4.9	4.4	34/482	431/ 8.7	9.1	10.2		2.9	23	284	KBAY-F
10.	KPIG-F	(C)	26/ 3.0	1.7	1.2	4.1	1.0	2.5	26/228	228/ 4.6	4.2	3.5		1.5	12	120	KPIG-F
11.	KXDC-AF	(EZ)	25/ 2.9	2.7	1.7	2.4	2.0	2.4	25/264	264/ 5.3	3.7	4.9		1.1	11	98	KXDC-AF
12.	KCBS	(N/T)	24/ 2.7	3.0	3.1	2.1	2.7	2.7	27/463	418/ 8.4	10.5	8.0		1.5	12	338	KCBS
13.	KNBR	(MOR)	20/ 2.3	1.0	1.3	1.7	2.3	1.6	20/416	395/ 8.0	6.3	8.1		2.0	16	270	KNBR
	KHIP-F	(O)	20/ 2.3	4.1	1.6	2.7	1.4	2.7	21/373	353/ 7.1	6.6	6.6		2.2	18	331	KHIP-F
15.	KLRS-F	(J/NA)	19/ 2.2	1.9	2.7	2.9	2.4	2.4	21/346	339/ 6.8	9.1	9.0		2.7	22	368	KLRS-F
	KRAY-F	(SP)	19/ 2.2	1.8	3.5	1.2	1.2	2.2	19/223	223/ 4.5	5.5	3.9		1.9	15	187	KRAY-F
17.	KOME-F	(AOR)	17/ 1.9	0.5	1.6	1.0	2.0	1.3	17/218	218/ 4.4	5.7	3.9		1.5	12	349	KOME-F
	KOMY	(BB)	17/ 1.9	2.0	1.3	2.3	1.4	1.9	17/236	223/ 4.5	4.5	3.5		1.1	9	254	KOMY
19.	KCTY	(SP)	16/ 1.8	2.2	3.7	2.7	3.1	2.6	16/172	172/ 3.5	7.0	7.5		2.2	18	320	KCTY
20.																	

12+ FM SHARE (METRO): 73.02% (536 of 734) (SPG 89: 73.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KDON-F>	1 KDON-F>	1 KDON-F	1 KDON-F	1 KGO >	1 KDON-F	1 KDON-F	1 KDON-F>	1 KDON-F>	1 KGO >>
2 KWSS-F>	2 KMBY-F>	2 KTOM-AF<	2 KTOM-AF<	2 KTOM-AF	2 KTOM-AF>	2 KGO	2 KTOM-AF<	2 KTOM-AF	2 KGO <	2 KMBY-F
3 KCTY	3 KWAV-F<	3 KWAV-F	3 KWAV-F>	3 KWAV-F>	3 KBOQ-F	3 KTOM-AF	3 KWAV-F	3 KWAV-F<	3 KBOQ-F>	KDON-F
4	4 KTOM-AF	4 KMBY-F	4 KOCN-F	4 KGO	4 KCBS	4 KWAV-F>	4 KGO	4 KGO	4 KNBR	4 KLFA-F
5	KWSS-F	5 KOCN-F	5 KMBY-F	KOCN-F	KBAY-F	5 KMBY-F	5 KOCN-F	5 KOCN-F	5 KWSS-F	5 KWAV-F
6	6 KOCN-F	6 KWSS-F	6 KGO	6 KMBY-F	KWAV-F	6	6	6 KMBY-F<	KMBY-F	KTGE
								7 KBOQ-F		KRAY-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KDON-F>	1 KDON-F>>	1 KDON-F>	1 KDON-F>	1 KDON-F
2 KWSS-F>	2 KOCN-F	2 KWAV-F	2 KWAV-F	2 KWAV-F>
3 KOCN-F>	3 KWSS-F	3 KOCN-F>	3 KOCN-F	3 KOCN-F
4 KSJO-F	KWAV-F>	4 KWSS-F	4 KTOM-AF	4 KTOM-AF>
KMEL-F	5 KMBY-F	KMBY-F	KWSS-F	5 KWSS-F
KMBY-F	6	6 KTOM-AF	6	6
KBOQ-F		KRAY-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDON-F	1 KDON-F<	1 KTOM-AF	1 KDON-F	1 KTOM-AF>
2 KMBY-F>>	2 KMBY-F>	2 KMBY-F	2 KMBY-F<	2 KGO
3 KSJO-F	3 KTOM-AF	3 KDON-F	3 KTOM-AF>	3 KDON-F
KOME-F	4 KSJO-F	4 KSJO-F	4 KGO	4 KWAV-F
5 KRAY-F	5 KOME-F	KWAV-F	5 KWAV-F	5 KMBY-F
KPIG-F	6 KWAV-F	6 KGO	6 KOME-F	6
		KHIP-F		

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	5 (1)	146 (3)	151 (4)	20.6	19.4
AOR/CLASSIC		72 (4)	72 (4)	9.8	11.1
AC/OLDIES/SOFT ROCK	10 (2)	104 (5)	114 (7)	15.5	8.8
MOR/VARIETY	24 (2)		24 (2)	3.3	2.5
COUNTRY	10 (1)	74 (2)	84 (3)	11.4	18.3
BLACK/URBAN					
BEAUTIFUL/EASY	4 (1)	50 (2)	54 (3)	7.4	8.0
NEWS/TALK	83 (2)		83 (2)	11.3	10.9
NOSTALGIA	17 (1)		17 (1)	2.3	2.1
RELIGION/GOSPEL	8 (1)		8 (1)	1.1	0.5
SPANISH	37 (4)	27 (2)	64 (6)	8.7	12.4
CLASSICAL		39 (2)	39 (2)	5.3	3.4
JAZZ/NEW AGE		19 (1)	19 (1)	2.6	2.6
UNKNOWN/OTHERS		5 (1)	5 (1)	0.7	
	198 (15)	536 (22)	734 (37)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDON	1460	Salinas	0.6/2.0/ 5/ 109
KKMC	880	Gonzales/Sal.	0.9/2.2/ 8/ 111
KLAU	1540	Capitola/Mont.	0.8/2.4/ 7/ 120
KLFA-F	93.9	King City/Salns	0.9/1.6/ 8/ 80
KRKC	1490	King City	0.3/1.3/ 3/ 64
KSCO	1080	Santa Cruz/Mntr	0.5/1.8/ 4/ 88
KSUR-F	99.5	Greenfield	0.3/1.2/ 3/ 80
KTGE	1570	Salinas	1.6/3.4/ 14/ 166
KARA-F	105.7	Santa Clara/SJ	0.5/2.5/ 4/ 122
KAZA	1290	Gilroy	0.3/1.4/ 5/ 91
KLOK	1170	San Jose/SF	0.5/1.1/ 4/ 54
KMEL-F	106.1	San Francisco	0.8/2.9/ 8/ 160
KOIT-F	96.5	San Francisco	0.3/1.3/ 3/ 79
KRQR-F	97.3	San Francisco	0.3/1.4/ 3/ 67
KRTY-F	95.3	Los Gatos	0.6/1.6/ 5/ 81
KSJO-F	92.3	San Jose	1.7/5.5/ 18/ 300

RADIO STATIONS

KCTY	980	1 KW/247W (DA-1)	Hispanic		$ NA	(Lotus)		A. Trevino
KOMY	1340	1 KW	Nostalgia	MBS UNISUP	$13.00	(Radio Time)	(WATSONVILLE)	Phil Rather
KTGE	1570	250 W/8 W	Hispanic		$12.00	(Katz Hisp.)		George Vasquez
KTOM	1380	5 KW (DA-2)	see KTOM-F					
KBOQ-F	92.7	1 KW @ 567	Classical		$24.00	(Durpetti)		Michael Dach
KDON-F	102.5	19 KW @ 2270	CHR		$33.00	(Christal)	Henry	Les Isralow
KHIP-F	93.5	60 W @ 2238	Oldies	UNISHE UNIULT	$17.00	(Eastman)	(HOLLISTER)	
KLFA-F	93.9	5 KW @ 703	Hispanic		$12.00	(Caballero)	(KING CITY)	R. Rodriguez
KMBY-F	107.1	.9 KW @ 604	AOR		$31.00	(Banner)		
KOCN-F	104.9	1 KW @ 559	Soft AC	MBS UNISUP	$25.00	(Torbet)		Roger Pasquire
KPIG-F	107.5	3 KW @ 335	Country		$18.00	(Republic)		Les Kesselman
KRAY-F	103.9	3 KW @ -135	Hispanic		$23.00	(Lotus)		Martin Kline
KTOM-F	100.7	1 KW @ 2420	Country	ABC E UNIULT	$37.00	(HMR)	Comm. Service	Dave Benjamin
KWAV-F	96.9	18 KW @ 2450	AC	APR	$41.00	(HNWH)	Buckley	Kathy Baker
KXDC-F	101.7	.8 KW @ 591	EZ		$15.00	(K & P)		Judy Currier
KLRS-F	99.1	1 KW @ 2618	Jazz/NAC	UNIULT	$29.00	(Mc-Guild)	Fuller-Jeffrey	Dennis Dalton

Other ranked stations - See San Francisco or San Jose

Misc: KZXR-AM changes to KDON (May) . . .KTOM A/F sold by Comm. Pacific to Magic for $6,250,000 (Grimm)

SALISBURY-OC, MD

Arbitron Rank/Pop (12+): 151/210,600

MSA Rank/Pop: NA

Average Person Ratings: 17.3
Market TSL: 23.50 hours

Stations: 18/17
Diaries: 609/346:1/53.3%
Sample Target: 580
% Below Line: 3.6
% Not Listed: 23.8

1989 Revenue: NA
HH Inc.: NA
Retail $: 1.9 Bil
Pop per Station: 123,882
#1 Biller: NA

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WQHQ-F	(AC)	30/ 8.2	——	9.9	——	4.3	——	42/554	363/17.2		18.3		9.2	34	446	WQHQ-F
2.	WZBH-F	(AOR)	28/ 7.7	——	4.8	——	3.2	——	40/426	275/13.1		11.4		9.4	35	371	WZBH-F
3.	WKHI-F	(CHR)	26/ 7.1	——	12.5	——	18.3	——	32/520	380/18.0		27.3		10.5	39	466	WKHI-F
4.	WGMD-F	(EZ)	25/ 6.8	——	5.3	——	4.3	——	27/266	247/11.7		8.4		4.6	17	210	WGMD-F
5.	WRKE-F	(CHR)	24/ 6.6	——	4.3	——	0.9	——	24/241	241/11.4		10.3		4.0	15	277	WRKE-F
6.	WSBY-F	(O)	22/ 6.0	——	——	——	——	——	27/283	213/10.1		0.0		3.0	11	181	WSBY-F
	WICO-F	(C)	22/ 6.0	——	9.9	——	12.6	——	22/224	224/10.6		15.9		5.4	20	223	WICO-F
8.	WDVH-F	(EZ)	20/ 5.5	——	2.7	——	4.3	——	20/209	193/ 9.2		6.3		3.0	11	234	WDVH-F
9.	WJDY	(B)	18/ 4.9	——	5.1	——	8.0	——	18/175	169/ 8.0		14.0		10.0	37	347	WJDY
10.	WOCQ-F	(CHR)	17/ 4.7	——	10.9	——	13.2	——	18/385	334/15.9		20.8		8.4	31	526	WOCQ-F
11.	WDSD-F	(C)	13/ 3.6	——	2.4	——	1.7	——	38/374	146/ 6.9		7.5		4.0	15	147	WDSD-F
12.	WLVW	(AC)	9/ 2.5	——	1.9	——	3.2	——	9/141	141/ 6.7		7.4		0.3	1	72	WLVW
13.	WOLC-F	(REL)	8/ 2.2	——	2.4	——	3.2	——	13/214	170/ 8.1		6.7		4.6	17	151	WOLC-F
14.	WWTR-F	(AOR)	6/ 1.6	——	2.9	——	5.4	——	6/92	86/ 4.1		6.9		0.8	3	153	WWTR-F
15.																	

12+ FM SHARE (METRO): 88.49% (246 of 278) (SPG 89: 87.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKHI-F>>	1 WZBH-F>	1 WZBH-F	1 WSBY-F	1 WQHQ-F	1 WGMD-F	1 WQHQ-F	1 WQHQ-F	1 WZBH-F	1 WKHI-F<	1 WRKE-F
2 WRKE-F>>	2 WRKE-F	2 WSBY-F	WQHQ-F	2 WZBH-F	2 WQHQ-F	WGMD-F	2 WZBH-F	2 WKHI-F	2 WRKE-F>	2 WOCQ-F
3 WOCQ-F	WKHI-F	WQHQ-F	3 WRKE-F	3 WSBY-F	3 WDVH-F	3 WZBH-F	3 WSBY-F	3 WSBY-F<	3 WJDY	WGMD-F
4	4 WOCQ-F	4 WRKE-F	4 WICO-F	4 WRKE-F	4 WICO-F	4 WKHI-F<	4 WDVH-F	4 WQHQ-F<	4 WZBH-F	4
5	5 WQHQ-F	5 WKHI-F	5	5 WICO-F	5 WSBY-F	5 WRKE-F<	5 WGMD-F	5 WRKE-F	5	5
6	6	6	6	6	6	6 WSBY-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZBH-F>	1 WZBH-F	1 WRKE-F	1 WQHQ-F	1 WQHQ-F>	1 WKHI-F>	1 WZBH-F>	1 WZBH-F>>	1 WZBH-F>	1 WZBH-F
2 WKHI-F>	2 WRKE-F	2 WZBH-F	2 WRKE-F	2 WRKE-F	2 WZBH-F>>	2 WKHI-F>	2 WRKE-F>	2 WSBY-F>	2 WSBY-F
3 WWTR-F	3 WQHQ-F	WQHQ-F	3 WZBH-F	3 WJDY	3 WOCQ-F	3 WRKE-F	3 WSBY-F	3 WQHQ-F	3 WQHQ-F>
WSBY-F	WOCQ-F	WOCQ-F>	WSBY-F	4 WSBY-F	WICO-F	WICO-F	WKHI-F	WKHI-F	4 WRKE-F
WRKE-F	5 WKHI-F	5 WJDY >	5 WOCQ-F	WICO-F	WGMD-F	5 WOCQ-F	WICO-F>	5 WICO-F	5 WICO-F
WQHQ-F	6	6	WKHI-F	6	6	6	6	6	6
WOCQ-F>	7		7	7	7	7		7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		67 (3)	67 (3)	24.1	28.9
AOR/CLASSIC		34 (2)	34 (2)	12.2	9.5
AC/OLDIES/SOFT ROCK	9 (1)	57 (4)	66 (5)	23.7	25.0
MOR/VARIETY	2 (1)		2 (1)	0.7	1.3
COUNTRY	3 (1)	35 (2)	38 (3)	13.7	18.1
BLACK/URBAN	18 (1)		18 (1)	6.5	6.3
BEAUTIFUL/EASY		45 (2)	45 (2)	16.2	6.6
NEWS/TALK					1.3
NOSTALGIA					
RELIGION/GOSPEL		8 (1)	8 (1)	2.9	3.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	32 (4)	246 (14)	278 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAFL-F	97.7	Miford/Dover	0.5/4.2/ 32/ 361
WECY-F	98.3	Seaford	0.8/2.2/ 3/ 63
WICO	1320	Salisbury	0.8/3.0/ 3/ 64
WSEA	900	Georgetwn/OcCty	0.5/1.9/ 2/ 66

RADIO STATIONS

WJDY, 1470, 5 KW (DAYS, DA) , BLACK NBN , $ 14.00 (Roslin) J. Connor
WLVW, 960, 5 KW (DA-2) , MOR/FULL SERVICE MBS , $ N/A (Banner) HVS Ron Gillernardo

WDVH-F, 105.5, 2 KW @ 407, EZ , $ 17.00 (Republic
WGMD-F, 92.7, 3 KW @ 300, BTFL/EZ , $ N/A (——) (REHOBOTH BEACH, DE) Jay Smith
WICO-F, 94.3, 3 KW @ 300, COUNTRY , $ 32.00 (Torbet) Prettyman Bill Prettyman
WKHI-F, 99.9, 50 KW @ 319, CHR , $ N/A (——) Jim Layton
WQHQ-F, 104.7, 33 KW @ 610, AC MBS , $ N/A (McGuild) HVS Ron Gillernardo

WOCQ-F, 103.9, 2 KW @ 328, CHR ABC E, UNIPWR , $ N/A (K & P) Darryl Nixon
WOLC-F, 102.5, 25 KW @ 500, RELIGION , $ N/A (——) (PRINCESS ANN) Jim Woodland
WRKE-F, 101.7, 3 KW @ 328, CHR NBC , $ N/A (Banner) (OCEANVIEW, DE) Tony Quartarone
WSBY-F, 98.9, 6 KW @ 360, OLDIES CBS , $ N/A (——)
WZBH-F, 93.5, 11 KW @ 528, AOR , $ N/A (Roslin) Great Scott (GEORGETOWN, DE)
Scott Petus

WDSD-F — See Wilmington

Miscellaneous Comments: WLVW-F changes to WDVH-F (Aug. 89)...WSBY to WLVW-A (Aug 89)...
WOVU-F changes to WRKE-F (Nov)...WSBY-F signed on in December...

SALT LAKE CITY

Arbitron Rank/Pop (12+): 38/1,004,800

MSA Rank/Pop: 45/1,075,100
ADI # 41

Average Person Ratings: 16.3

Market TSL: 21.50 hours

Stations: 32/32

Diaries: 1361/738:1/60.1%

Sample Target: 1250

% Below Line: 0.0

% Not Listed: 8.9

1989 Revenue: $30,500,000

HH Inc.: $28,337

Retail $: 7.5 Bil

Pop per Station: 31,400

#1 Biller: KSL $4,500,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KKAT-F	(C)	139/ 8.5	10.7	10.6	9.1	9.3	9.7	160/2298	1986/19.8	19.9	18.9		12.7	223	1831	KKAT-F
2.	KSFI-F	(EZ)	133/ 8.1	9.3	11.3	9.4	7.3	9.5	160/2134	1692/16.8	19.9	18.8		4.8	85	1076	KSFI-F
3.	KLZX-AF	(CL AOR)	128/ 7.9	6.1	6.2	3.0	5.0	5.8	134/1640	1500/14.9	12.9	13.4		9.4	158	1219	KLZX-AF
4.	KSL	(MOR)	111/ 6.8	8.5	7.8	4.6	6.7	6.9	132/2427	2040/20.3	22.3	22.0		6.0	106	1948	KSL
5.	KISN-F	(CHR)	101/ 6.2	7.5	6.8	8.0	7.3	7.1	125/2290	1871/18.6	21.3	23.4		7.7	135	2102	KISN-F
6.	KSOP-AF	(C)	92/ 5.6	6.0	6.0	5.6	8.3	5.8	121/1952	1593/15.9	15.4	18.1		5.6	95	1638	KSOP-AF
7.	KCPX-F	(CHR)	89/ 5.4	5.8	4.9	6.9	7.2	5.8	101/2045	1719/17.1	18.5	23.0		5.4	95	1804	KCPX-F
8.	KRSP-F	(AOR)	68/ 4.2	2.9	2.0	3.7	5.3	3.2	83/1469	1283/12.8	9.4	15.4		6.0	105	1285	KRSP-F
9.	KJQN-F	(AOR)	67/ 4.1	2.9	2.0	3.8	2.2	3.2	73/1071	1000/10.0	6.4	6.3		5.2	92	1189	KJQN-F
10.	KBER-F	(AOR)	65/ 4.0	3.8	5.8	5.3	5.0	4.7	74/1290	1142/11.4	11.7	9.3		5.8	102	1158	KBER-F
11.	KZHT-F	(CHR)	58/ 3.5	2.1	2.3	4.9	2.6	3.2	60/969	913/ 9.1	8.9	8.0		5.2	92	1022	KZHT-F
12.	KMGR-F	(AC)	54/ 3.3	4.4	4.1	2.9	2.6	3.7	58/1058	974/ 9.3	9.3	7.4		1.9	33	587	KMGR-F
13.	KDYL	(BB)	51/ 3.1	2.4	2.4	2.4	2.3	2.6	52/492	470/ 4.7	4.3	3.8		1.0	17	328	KDYL
14.	KALL	(AC)	42/ 2.6	3.7	2.9	2.4	2.4	2.9	42/771	756/ 7.5	9.0	7.8		2.3	41	689	KALL
15.	KTKK	(T)	34/ 2.1	2.6	1.3	3.0	1.7	2.3	35/521	503/ 5.0	4.1	3.2		1.7	29	467	KTKK
	KLCY-F	(AC)	34/ 2.1	1.7	2.7	2.2	3.7	2.2	52/1062	769/ 7.7	8.2	10.2		2.0	35	531	KLCY-F
17.	KLVV-F	(AC)	32/ 2.0	3.5	2.5	2.2	1.2	2.5	34/857	810/ 8.1	9.0	5.0		1.8	31	352	KLVV-F
18.	KBCK-F	(C)	28/ 1.7	0.5	——	0.4	0.3	0.7	29/456	424/ 4.2	0.0	1.1		1.6	28	214	KBCK-F
19.	KZOL-F	(O)	23/ 1.4	0.9	1.4	2.5	2.2	1.5	26/625	565/ 5.6	6.4	8.7		1.5	26	402	KZOL-F
	KUTR	(AC)	23/ 1.4	0.7	1.2	——	0.4	0.8	24/496	475/ 4.7	3.2	2.1		0.9	16	203	KUTR
	KSOS-F	(AC)	23/ 1.4	0.6	——	1.1	1.2	0.8	28/479	407/ 4.1	0.0	2.7		0.3	5	158	KSOS-F
22.	KISN	(CHR)	22/ 1.3	1.5	1.0	0.7	1.4	1.1	25/725	681/ 6.8	6.3	6.1		0.5	8	333	KISN
23.	KRPN-F	(O)	17/ 1.0	1.0	1.3	1.0	0.5	1.1	20/299	264/ 2.6	3.3	2.9		0.6	10	143	KRPN-F
24.																	
25.																	

12+ FM SHARE (METRO): 77.63% (1159 of 1493) (SPG 89: 78.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCPX-F	1 KLZX-AF	1 KLZX-AF	1 KLZX-AF	1 KLZX-AF	1 KSFI-F	1 KSL	1 KKAT-F	1 KSFI-F	1 KKAT-F	1 KALL >
2 KZHT-F>	2 KKAT-F	2 KKAT-F	2 KKAT-F	2 KKAT-F	2 KSL >	2 KLZX-AF	2 KSFI-F	2 KKAT-F	2 KCPX-F	2 KLZX-F<
3 KRSP-F	3 KISN-F	3 KISN-F	3 KISN-F	3 KISN-F	3 KKAT-F	3 KKAT-F	3 KLZX-AF	3 KLZX-AF	3 KZHT-F	3 KSL
4 KJQN-F	4 KBER-F	4 KCPX-F<	4 KSL <	4 KSFI-F<	4 KDYL	4 KISN-F<	4 KISN-F	4 KSOP-AF	KSFI-F	KKAT-F
5 KISN-F	5 KRSP-F	5 KSOP-AF	5 KSOP-AF	5 KSL <	5 KSOP-AF<	5 KSFI-F	5 KSL <	5 KSL <	KJQN-F<	5 KSOP-F
6	6 KSOP-AF	6 KBER-F<	6 KSFI-F<	6 KSOP-AF	6 KLZX-AF	6 KCPX-F	6 KSOP-AF	6 KISN-F	6 KBER-F<	KCPX-F
7	KJQN-F<	7 KJQN-F	7 KMGR-F	7	7 KALL	7 KALL	7 KCPX-F	KCPX-F<	7 KISN-F	7
8	8 KCPX-F	8 KRSP-F	8 KCPX-F	8	8	8	8	8 KJQN-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKAT-F	1 KKAT-F	1 KLZX-AF	1 KKAT-F	1 KSFI-F
KCPX-F	2 KISN-F	KKAT-F	2 KISN-F	2 KKAT-F
3 KSOP-AF	KCPX-F<	KISN-F	3 KCPX-F<	3 KISN-F
4 KISN-F	4 KSOP-AF	4 KSOP-AF	4 KSOP-AF	4 KSL <
KBER-F	5 KLZX-AF>	5 KCPX-F	5 KSFI-F<	5 KSOP-AF
6 KRSP-F	6 KMGR-F	6 KMGR-F>	6 KLZX-AF	6 KLZX-AF<
7 KLZX-AF	7 KRSP-F	7	7	7 KCPX-F
KZHT-F	KBER-F	8	8	8 KMGR-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KJQN-F>	1 KLZX-AF>	1 KLZX-AF>	1 KLZX-AF>	1 KLZX-AF
2 KBER-F	2 KBER-F	2 KKAT-F	2 KKAT-F>	2 KKAT-F>
3 KRSP-F	3 KKAT-F	3 KISN-F	3 KISN-F<	3 KISN-F
4 KZHT-F	KJQN-F	4 KBER-F	4 KJQN-F	4 KSL <
5 KLZX-AF	5 KRSP-F	5 KSOP-AF	KBER-F	5 KSOP-AF>
6 KKAT-F	6 KISN-F>	KRSP-F>	6 KRSP-F	6 KBER-F
KCPX-F>	7 KZHT-F	7	7	7
8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	22 (1)	248 (3)	270 (4)	18.1	18.4
AOR/CLASSIC	1 (1)	327 (4)	328 (5)	22.0	19.4
AC/OLDIES/SOFT ROCK	85 (5)	183 (6)	268 (11)	18.0	15.9
MOR/VARIETY	111 (1)		111 (1)	7.4	7.2
COUNTRY	12 (1)	256 (4)	268 (5)	18.0	19.0
BLACK/URBAN					
BEAUTIFUL/EASY	9 (1)	133 (1)	142 (2)	9.5	8.5
NEWS/TALK	34 (1)		34 (1)	2.3	1.8
NOSTALGIA	51 (1)		51 (1)	3.4	2.5
RELIGION/GOSPEL	9 (1)		9 (1)	0.6	2.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		12 (1)	12 (1)	0.8	2.4
UNKNOWN/OTHERS					2.8
	334 (13)	1159 (19)	1493 (32)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KANN	1120	Roy/Ogden	0.5/1.0/ 9/ 145
KBZN-F	97.9	Ogden/Salt Lake	0.7/2.9/ 12/ 325
KFAM	700	N Salt Lake Cit	0.5/2.4/ 11/ 302
KLO	1430	Ogden	0.4/1.4/ 8/ 146
KQOL-F	106.5	Spanish Frk/SL	0.5/2.4/ 9/ 252
KRSP	1060	S Salt Lake	0.4/2.3/ 8/ 238
KSRR	1400	Provo	0.4/1.6/ 12/ 183

RADIO STATIONS

AM STATIONS

KALL,	910,	5 KW/1KW (DA-N) ,	AC	ABC I MBS,	$29.00	(Eastman)	Hatch	George Hatch
KDYL,	1280,	5 KW/500W (DA-N) ,	Nostalgia	SMN,	$23.00	(CBS)		Steve Johnson
KISN,	570,	5 KW (DA-1) ,	CHR	,	$ NA	(Mc-Guild)		Randy Rogers
KSL ,	1160,	50 KW ,	MOR/Full Service	CBS,	$80.00	(MMR)	Bonneville	Russ Wood
KTKK,	630,	1 KW/500 W (DA-2) ,	Talk	ABC T NBC,	$23.00	(K & P)		Stan Bush
KUTR,	1320,	5 KW (DA-1) ,	AC	MBS,	$19.00	(Katz)	John Price	Wayne Courtney
KBBX,	1600,	5 KW/1 KW (DA-N) ,	Religion	,	$ 8.00	(——)	Mid America Gospel	Scott Alexander

FM STATIONS

KBCK,	105.7,	14 KW @ 960 ,	Country	,	$19.00	(——)	Mid America Gospel	Scott Alexander
KBER,	101.1,	26 KW @ 3740 ,	AOR	,	$37.00	(Torbet)	(OGDEN)	Nick Terpolli
KBZN,	97.9,	26 KW @ 3740 ,	Jazz/NAC	,	$18.00	(——)	(OGDEN)	
KCPX,	98.7,	40 KW @ 2933 ,	CHR	,	$60.00	(Katz)	John Price	Wayne Courtney
KISN,	97.1,	26 KW @ 3740 ,	AC	,	$65.00	(Mc-Guild)		Randy Rogers
KJQN,	95.5,	100 KW @ 681 ,	AOR	,	$25.00	(K & P)	(OGDEN)	Tom Greenleigh
KKAT,	101.9,	26 KW @ 3740 ,	Country	,	$86.00	(Banner)	Apollo (OGDEN)	Dana Horner
KLCY,	94.1,	40 KW @ 3063 ,	AC	ABC E,	$47.00	(Eastman)	Hatch	Jan Bagley
KLVV,	99.5,	40 KW @ 2953 ,	AC	,	$22.00	(K & P)	(BOUNTIFUL)	Stanley Bush
KLZX,	93.3,	26 KW @ 3740 ,	Classic AOR	,	$42.00	(Christal)	Citadel	Stuart Stanek
KMGR,	107.5,	45 KW @ 2850 ,	Soft AC	UNISUP UNIULT,	$34.00	(HNWH)	(OREM)	Dean Lindsay
KRPN,	107.9,	67 KW @ 2383 ,	Oldies	,	$20.00	(——)	(ROY)	Gene Guthrie
KRSP,	103.5,	26 KW @ 3740 ,	AOR	ABC R,	$59.00	(Durpetti)		Alan Hague
KSFI,	100.3,	26 KW @ 3740 ,	EZ	,	$65.00	(CBS)		Steve Johnson
KSOP,	104.3,	25 KW @ 3640 ,	Country	,	$48.00	(MMR)		Greg Hilton
KSOS,	106.9,	68 KW @ 2369 ,	AC	UNISUP UNIULT,	$18.00	(Moore)	(BRIGHAM)	Brent Larson
KZHT,	94.9,	48 KW @ 2799 ,	CHR	,	$32.00	(Durpetti)	(PROVO)	Terry Schmidt
KZOL,	96.1,	55 KW @ 2630 ,	Oldies	UNISUP UNIULT,	$24.00	(HNWH)	(PROVO)	Dennis McCormick

Miscellaneous Comments: KCGL changes calls to KBCK (Jan)...KBCK changes format from REL to COUNTRY...
KKWY changes calls to KBZN (Apr)...KMGR A/F sold for $3,500,000...

SAN ANTONIO

Arbitron Rank/Pop (12+): 36/1,054,000

MSA Rank/Pop: 36/1,343,100
ADI # 43
Average Person Ratings: 18.7
Market TSL: 24.75 hours

Stations: 28/28
Diaries: 1329/793:1/53.6%
Sample Target: 1260
% Below Line: 0.0
% Not Listed: 7.0

1989 Revenue: $38,500,000
HH Inc.: $24,968
Retail $: 7.5 Bil
Pop per Station: 37,642
#1 Biller: KCYY-F $5,500,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KCYY-F	(C)	249/12.6	10.9	10.3	9.0	8.4	10.7	305/3004	2349/22.3	19.7	20.2		11.0	213	2126	KCYY-F
2. KTFM-F	(CHR)	142/ 7.2	6.9	7.7	6.6	6.0	7.1	150/2171	1989/18.9	23.1	21.3		9.0	174	2690	KTFM-F
3. KAJA-F	(C)	109/ 5.5	5.9	5.0	5.3	5.6	5.4	121/1800	1592/15.1	14.9	13.8		4.4	85	1158	KAJA-F
4. KCOR	(SP)	103/ 5.2	6.8	5.1	3.6	5.2	5.2	104/867	844/ 8.0	4.7	7.6		4.3	83	861	KCOR
5. KSMG-F	(O)	99/ 5.0	5.1	4.5	7.3	6.4	5.5	106/1747	1573/14.9	13.0	17.3		7.0	135	1650	KSMG-F
6. KISS-F	(AOR)	98/ 5.0	3.7	4.4	5.5	5.1	4.7	117/1600	1387/13.2	13.0	16.0		6.7	130	1658	KISS-F
7. WOAI	(N/T)	96/ 4.9	5.1	5.7	4.7	6.0	5.1	137/1994	1399/13.3	15.2	14.1		4.8	94	1620	WOAI
8. KITY-F	(CHR)	94/ 4.8	6.1	6.5	7.6	6.8	6.3	104/1776	1568/14.9	18.4	19.2		8.5	166	2061	KITY-F
9. KKYX	(C)	83/ 4.2	3.8	4.6	5.1	5.4	4.4	202/2236	1100/10.4	9.6	8.6		3.3	64	753	KKYX
10. KTSA	(MOR)	81/ 4.1	4.2	4.2	4.2	3.4	4.2	104/1151	719/ 6.8	9.2	9.5		2.2	42	827	KTSA
11. KZEP-F	(AOR)	79/ 4.0	4.2	3.6	4.2	3.1	4.0	82/1142	1065/10.1	10.3	10.4		3.1	60	825	KZEP-F
KSAQ-F	(CHR)	79/ 4.0	4.0	4.8	4.4	3.1	4.3	88/1449	1366/13.0	15.3	13.1		6.1	118	1144	KSAQ-F
13. KQXT-F	(EZ)	77/ 3.9	4.7	4.4	4.2	4.7	4.3	84/1166	1003/ 9.5	10.9	13.1		1.2	23	716	KQXT-F
KMMX-F	(AC)	77/ 3.9	3.9	5.5	4.5	5.1	4.4	84/1116	1025/ 9.7	12.7	13.9		3.6	70	907	KMMX-F
15. KONO	(O)	71/ 3.6	3.8	2.5	3.3	3.1	3.3	73/1066	1040/ 9.9	7.6	8.6		3.2	62	601	KONO
16. KZVE-F	(SP)	55/ 2.8	2.7	2.2	3.0	3.1	2.7	69/715	636/ 6.0	4.2	5.3		1.6	32	642	KZVE-F
17. KXTN	(SP)	36/ 1.8	1.2	1.2	1.1	3.1	1.3	37/412	395/ 3.7	4.1	5.2		1.9	36	452	KXTN
18. KFAN-F	(SAC)	31/ 1.6	0.7	2.0	1.7	0.8	1.5	35/823	655/ 6.2	5.6	5.1		0.7	14	258	KFAN-F
19. KEDA	(SP)	30/ 1.6	1.4	1.6	1.9	2.8	1.6	34/492	474/ 4.5	4.6	3.7		2.4	46	638	KEDA
20.																

12+ FM SHARE (METRO): 64.80% (1189 of 1835) (SPG 89: 62.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTFM-F<	1 KCYY-F	1 KCYY-F>>	1 KCYY-F>	1 KCYY-F>>	1 KCYY-F>	1 KCYY-F>>	1 KCYY-F>>	1 KCYY-F>	1 KTFM-F	1 KCYY-F>>
2 KITY-F>	2 KISS-F	2 KTFM-F<	2 KSMG-F	2 KSMG-F	2 WOAI	2 KTFM-F	2 KSMG-F	2 KTFM-F	2 KITY-F	2 WOAI
3 KSAQ-F	3 KTFM-F	3 KSMG-F<	3 KAJA-F	3 KAJA-F	3 KTSA	3 KCOR <	3 KTFM-F<	3 KAJA-F	3 KISS-F	KTFM-F
4	4 KZEP-F	4 KAJA-F<	4 KTFM-F<	4 KTFM-F	4 KKYX	4 KKYX <	4 WOAI	4 KSMG-F<	4 KCYY-F	4 KZEP-F
5	5 KMMX-F	5 KISS-F	5 KZEP-F	5 KZEP-F	5 KCOR	5 WOAI	KAJA-F<	5 KISS-F<	KCOR <	5 KTSA
6	6 KSMG-F	6 KZEP-F<	6 KMMX-F	6 KMMX-F	6 KAJA-F	6 KSMG-F	6 KQXT-F	6 KITY-F	6 KSAQ-F	KSAQ-F
7	7 KSAQ-F	7 KMMX-F	7	7 KONO	7	KAJA-F	7 KCOR	7	7 WOAI	KCOR
8	KAJA-F	8	8	KCOR	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KCYY-F>	1 KCYY-F>	1 KCYY-F	1 KCYY-F>>	1 KCYY-F>>
2 KMMX-F	2 KTFM-F	2 KTFM-F	2 KTFM-F	2 KSMG-F
3 KTFM-F	3 KMMX-F	3 KSMG-F>	3 KSMG-F	3 KTFM-F
KITY-F	4 KSMG-F	4 KZEP-F	4 KMMX-F	4 KAJA-F
5 KSAQ-F>	5 KITY-F<	5 KMMX-F>	5 KAJA-F	5 KMMX-F
6 KISS-F>>	6 KSAQ-F	6 KCOR	6 KSAQ-F	KCOR
7	7 KZEP-F	7 KISS-F	7 KITY-F	7 KTSA
8	8	KAJA-F	8	8 KONO

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KISS-F>>	1 KISS-F>	1 KISS-F<	1 KCYY-F	1 KCYY-F>
2 KZEP-F	2 KZEP-F	2 KZEP-F	2 KISS-F	2 KAJA-F<
3 KAJA-F	3 KCYY-F>	3 KCYY-F>	3 KZEP-F<	3 KSMG-F
4 KSAQ-F	4 KTFM-F	4 KTFM-F	4 KAJA-F	4 KZEP-F<
KITY-F	KAJA-F	5 KSMG-F	5 KSMG-F	5 WOAI
6 KSJL	6 KSMG-F<	6 KMMX-F	6 KTFM-F	6 KISS-F
KCYY-F	7 KMMX-F	KCOR	7	7 KTFM-F
8 KTFM-F>>	8	8	8	KONO

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	21 (1)	315 (3)	336 (4)	18.3	11.8
AOR/CLASSIC		177 (2)	177 (2)	9.6	8.8
AC/OLDIES/SOFT ROCK	87 (3)	207 (3)	294 (6)	16.0	17.0
MOR/VARIETY	81 (1)		81 (1)	4.4	4.2
COUNTRY	83 (1)	358 (2)	441 (3)	24.0	20.7
BLACK/URBAN					7.6
BEAUTIFUL/EASY		77 (1)	77 (1)	4.2	5.0
NEWS/TALK	96 (1)		96 (1)	5.2	7.2
NOSTALGIA					
RELIGION/GOSPEL	26 (1)		26 (1)	1.4	1.6
SPANISH	218 (6)	55 (1)	273 (7)	14.9	16.1
CLASSICAL					
JAZZ/NEW AGE	25 (1)		25 (1)	1.4	
UNKNOWN/OTHERS	9 (1)		9 (1)	0.5	
	646 (16)	1189 (12)	1835 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBUC	830	Cibolo	0.4/1.4/ 7/ 148
KCHL	1480	San Antonio	1.3/1.8/ 25/ 194
KFHM	1160	San Antonio	0.8/1.8/ 17/ 228
KGNB	1420	New Braunfels	0.5/1.1/ 9/ 124
KISS	930	Terrill Hills	0.5/1.4/ 15/ 188
KSAH	720	Universal City	1.3/2.8/ 51/ 407
KSJL	760	San Antonio	1.1/2.6/ 23/ 318
KSLR	630	San Antonio	1.3/4.3/ 28/ 542
KWED	1580	Seguin	0.3/1.0/ 7/ 119

RADIO STATIONS

AM STATIONS

KCHL,	1480,	2.5 KW (DAYS,DA)	, BLACK		, $ 24.00	(McGuild)		John Hiatt
KCOR,	1350,	5 KW (DA-N)	, HISPANIC		, $ 69.00	(Katz Hisp.)	Tichenor	Jimmy Jiminez
KEDA,	1540,	5 KW/1 KW (DA-N)	, HISPANIC		, $ 26.00	(Caballero)		Albert Davila
KKYX,	680,	50 KW/10 KW(DA-N)	, COUNTRY	ABC I	, $ 50.00	(Katz)	New City	Hugh Barr
KONO,	860,	5 KW/1 KW	, OLDIES	NBC, UNIULT	, $ 29.00	(Christal)	Booth/Genesis	Susan Hoffman
KSAH,	720,	10 KW/1 KW (DA-2)	, HISPANIC		, $ 22.00	(Caballero)		Dennis Roberts
KSJL,	760,	50 KW/1 KW (DA-1)	, AOR	SMN, NBC	, $ 16.00	(Eastman)	Inner City	Charles Andrews
KSLR,	630,	5 KW (DA-2)	, RELIGION		, $ 17.00	(---)	Salem	Bob Lepine
KTSA,	550,	5 KW (DA-N)	, MOR/NOSTALGIA	MBS	, $ 28.00	(Banner)		Joe Ernest
KXTN,	1310,	5 KW/280 W(DA-1)	, HISPANIC		, $ 26.00	(Lotus)	TK	Joanne Lynch
WOAI,	1200,	50 KW	, NEWS/TALK	CBS	, $ 84.00	(Christal)	Clear Channel	Bill Hill

FM STATIONS

KAJA,	97.3,	100 KW @ 984,	COUNTRY		, $ 59.00	(Christal)	Clear Channel	Bob Cohen
KCYY,	100.3,	100 KW @ 984,	COUNTRY		, $ 95.00	(Katz)	New City	Hugh Barr
KFAN,	101.1,	100 KW @ 620,	SOFT AC	UNISUP	, $ 24.00	(Eastman)	Waldon (FREDICKSBURG)	Norbert Fritz
KISS,	99.5,	100 KW @ 1111,	OLDIES	SOURCE	, $ 57.00	(MMR)	Adams	Rick Jopple
KITY,	92.9,	100 KW @ 1016,	CHR		, $ 53.00	(Christal)	Booth/Genesis	Susan Hoffman
KMMX,	106.7,	100 KW @ 1016,	SOFT AC		, $ 55.00	(McGuild)		John Hiatt
KQXT,	101.9,	100 KW @ 672,	EZ		, $ 52.00	(Group W)	Westinghouse	Bill Legrand
KSAQ,	96.1,	100 KW @ 481,	CHR	NBC, RADRAD	, $ 42.00	(Eastman)	Inner City	Charles Andrews
KSMG,	105.3,	100 KW @ 1249,	OLDIES		, $ 61.00	(CBS)	Rusk	Caroline Devine
KTFM,	102.7,	100 KW @ 672,	CHR		, $ 60.00	(Banner)		Joe Ernest
KZEP,	104.5,	100 KW @ 662,	AOR	MBS	, $ 54.00	(Torbet)	Lotus	Jay Levine
KZVE,	107.5,	100 KW @ 1470,	HISPANIC		, $ 42.00	(Lotus)	TK	Joanne Lynch

Miscellaneous Comments: KFHM sold for $650,000 (Riley)...KISS-F changes from AOR to OLDIES (July)...

SAN DIEGO

Arbitron Rank/Pop (12+): 16/2,046,800

MSA Rank/Pop: 15/2,402,800
ADI # 24
Average Person Ratings: 17.5
Market TSL: 23.25 hours

Stations: 38/31
Diaries: 1852/1105:1/47.6%
Sample Target: 1740
% Below Line: 4.4
% Not Listed: 8.7

1989 Revenue: $84,300,000
HH Inc.: $31,832
Retail $: 17.6 Bil
Pop per Station: 66,025
#1 Biller: KFMB $10,000,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA* 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KKLQ-AF (CHR)	335/ 9.3	10.3	9.0	9.6	8.8	9.6		4454/21.8	21.2	22.3		14.4	465	5979	KKLQ-AF
2. KSON-AF (C)	267/ 7.5	6.6	5.7	6.1	7.0	6.5		3221/15.7	12.4	14.4		8.5	273	2643	KSON-AF
3. KGB -F (AOR)	256/ 7.1	6.1	7.0	5.0	8.8	6.3		3196/15.6	16.4	16.0		7.1	228	2772	KGB -F
4. KFMB (MOR)	239/ 6.7	4.6	4.2	8.3	6.7	5.9		3372/16.5	11.8	17.8		5.1	164	2217	KFMB
5. KSDO (N/T)	205/ 5.7	6.0	4.9	6.2	6.0	5.7		2302/11.2	11.4	12.9		3.7	120	2182	KSDO
6. XTRA-F (AOR)	173/ 4.8	4.3	4.8	5.6	4.6	4.9		2891/14.1	13.3	14.3		6.6	214	2524	XTRA-F
7. KFMB-F (AC)	172/ 4.8	4.5	4.1	5.4	5.7	4.7		3234/15.8	14.7	18.7		4.9	158	2433	KFMB-F
8. KJQY-F (EZ)	157/ 4.4	5.3	6.5	5.4	6.6	5.4		1935/ 9.5	10.7	13.3		3.9	125	1147	KJQY-F
9. KIFM-F (J)	142/ 4.0	4.2	3.7	3.5	3.1	3.8		1861/ 9.1	9.0	10.7		4.0	130	1803	KIFM-F
10. KYXY-F (AC)	133/ 3.7	5.0	4.3	3.6	3.6	4.2		2125/10.4	10.3	10.2		3.3	105	1579	KYXY-F
11. KCBQ-F (AC)	129/ 3.6	2.6	2.1	3.2	2.5	2.9		2110/10.3	7.4	11.8		3.8	124	1688	KCBQ-
12. KPOP (BB)	121/ 3.4	4.8	4.4	3.0	2.5	3.9		1380/ 6.7	7.9	6.9		1.5	49	842	KPOP
13. KKYY-F (AC)	108/ 3.0	4.2	3.2	3.1	3.5	3.4		1923/ 9.4	10.0	9.3		2.9	92	1519	KKYY-F
14. KFSD-F (CL)	106/ 3.0	4.3	3.9	3.0	2.6	3.6		1495/ 7.3	9.5	6.9		2.7	86	1163	KFSD-F
15. KSDO-F (AOR)	91/ 2.5	2.0	1.7	2.0	1.9	2.0		1674/ 8.2	7.5	6.9		2.5	82	2061	KSDO-F
16. KGMG-F (AOR)	76/ 2.1	1.3	2.1	2.3	1.8	1.9		1105/ 5.4	5.8	5.1		1.5	49	1156	KGMG-F
17. XHTZ-F (AOR)	69/ 1.9	0.8	1.4	1.9	1.1	1.5		1578/ 7.7	6.6	7.4		3.0	97	1075	XHTZ-F
18. KNX (N/T)	50/ 1.4	1.5	1.6	1.1	1.6	1.4		1178/ 5.8	5.4	6.4		0.7	24	583	KNX
19. KCBQ (AC)	49/ 1.4	1.2	1.3	0.6	0.5	1.1		743/ 3.6	3.4	2.1		0.8	25	550	KCBQ
20. XLTN-F (SP)	42/ 1.2	1.1	1.4	0.6	1.3	1.1		476/ 2.3	2.4	2.6		0.6	20	409	XLTN-F
21. XHRM-F (B)	41/ 1.1	1.3	3.3	3.2	3.2	2.2		1259/ 6.2	8.2	8.5		3.1	100	1920	XHRM-F
22. XTRA (N/T)	37/ 1.0	1.2	1.6	1.1	0.8	1.2		1070/ 5.2	7.2	4.5		0.6	19	665	XTRA
23. XEMO (SP)	36/ 1.0	0.8	0.9	0.6	0.3	0.8		448/ 2.2	2.3	1.7					XEMO
24.															
25.															

*San Diego's Metro and TSA are the same

12+ FM SHARE (METRO): 72.35% (2365 of 3269) (SPG 89: 74.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKLQ-AF	1 KGB -F	1 KGB -F	1 KSON-AF	1 KSON-AF	1 KFMB	1 KKLQ-AF	1 KSDO <	1 KKLQ-AF	1 KFMB	1 KGB -F>>
2	2 KKLQ-AF>	2 KKLQ-AF	2 KGB -F	2 KGB -F<	2 KSDO	2 KSON-AF	2 KSON-AF<	2 KSON-AF	2 KKLQ-AF>	2 KKLQ-F
3	3 XTRA-F	3 KSON-AF	3 KKLQ-AF	3 KKLQ-AF	3 KSON-AF	3 KSDO	3 KKLQ-AF<	3 KGB -F	3 KGB -F>	3 KFMB <
4	4 KFMB-F<	4 XTRA-F<	4 KFMB-F	KIFM-F<	4 KJQY-F	4 KGB -F	4 KGB -F	4 KFMB <	4 KSON-AF<	4 KJQY-F
5	5 KSDO-F>	5 KFMB-F	5 KYXY-F	5 KFMB <	5 KPOP >	5 KFMB-F	5 KJQY-F	5 KFMB-F	5 XTRA-F>	5 KSDO
6	6 KKYY-F	6 KYXY-F	KIFM-F	6 KFMB-F	6 KIFM-F	KFMB >	6 KFMB-F	6 XTRA-F	6 KSDO	6 KSON-F
7	7 KYXY-F	7 KIFM-F<	7 KFMB	7 KYXY-F	7 KFSD-F	7 XTRA-F	7 XTRA-F	7 KJQY-F	KJQY-F	7 KNX
8	8 KGMG-F>>	8 KFMB <	KCBQ-F	8 KCBQ-F	8 KCBQ-F	8 KJQY-F	8 KYXY-F<	8 KSDO	KIFM-F	8 KPOP
9	9 KSDO	9 KCBQ-F	9	9	9	9	9 KFMB <	KIFM-F	9 KFMB-F	9
10	10	10 KKYY-F	10	10	10	10	10 KIFM-F	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKLQ-AF>>	1 KKLQ-AF>	1 KYXY-F	1 KKLQ-AF	1 KYXY-F
2 KGB -F	2 KYXY-F	2 KFMB-F	2 KYXY-F<	2 KSON-AF
3 XTRA-F	3 KGB -F	3 KKLQ-AF	3 KSON-AF	3 KIFM-F
4 KKYY-F	KFMB-F	4 KIFM-F	4 KFMB-F	4 KFMB-F
5 XHTZ-F	5 KSON-AF<	5 KSON-AF	5 KKYY-F	5 KKLQ-AF
6 KSON-AF>	6 KKYY-F<	6 KKYY-F	6 KIFM-F	6 KKYY-F
7 KFMB-F	7 XTRA-F>	7 KGB -F	KGB -F	7 KCBQ-F
8 KYXY-F	8 KIFM-F	8 XTRA-F	8 XTRA-F	8 KFMB
9 XHRM-F	9	9	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGB -F>>	1 KGB -F>	1 KGB -F>	1 KGB -F>	1 KGB -F
2 XTRA-F	2 KKLQ-AF	2 KKLQ-AF>	2 KKLQ-AF	2 KSON-AF
3 KKLQ-AF>	3 XTRA-F>	3 KSON-AF<	3 XTRA-F	3 KFMB
4 KGMG-F	4 KSON-AF<	4 KFMB-F	4 KSDO-F	4 KKLQ-AF>
5 KSDO-F	5 KGMG-F<	5 XTRA-F	5 KFMB	5 KCBQ-F<
6 KSON-AF	6 KFMB-F	KFMB	6 KFMB-F	6 KIFM-F
7 KFMB-F	7 KSDO-F	7 KGMG-F	7 KGMG-F	7 KFMB-F
8 KKYY-F	8 KFMB	KCBQ-F>	8 KCBQ-F>>	8 XTRA-F
9 XHRM-F	9 KCBQ-F	9 KSDO-F	9 KSDO	9 KSDO
10	10	KIFM-F	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	22 (1)	330 (2)	352 (3)	10.8	16.9	KCEO	1000	Vista	0.5/2.1/ 17/ 428
AOR/CLASSIC	33 (1)	685 (6)	718 (7)	22.0	18.4	KGMG	1320	Oceanside	0.9/1.3/ 33/ 266
AC/OLDIES/SOFT ROCK	49 (1)	577 (6)	626 (7)	19.1	11.9	KKOS-F	95.9	Carlsbad	0.6/1.7/ 21/ 347
MOR/VARIETY	239 (1)		239 (1)	7.3	7.4	KOWF-F	92.1	Escondido/SD	0.6/1.9/ 5/ 157
COUNTRY	35 (1)	252 (2)	287 (3)	8.8	8.2	KPRZ	1210	San Marcos/SD	0.4/1.7/ 13/ 340
BLACK/URBAN		41 (1)	41 (1)	1.3	3.5	KSPA	1450	Escondido/SD	0.1/0.8/ 5/ 157
BEAUTIFUL/EASY		157 (1)	157 (1)	4.8	7.6	XHKY-F	95.7	Tijuana/SD	0.6/1.6/ 20/ 318
NEWS/TALK	323 (4)		323 (4)	9.9	13.9				
NOSTALGIA	121 (1)		121 (1)	3.7	0.9	KBIG-F	104.3	Los Angeles	0.4/0.9/ 14/ 174
RELIGION/GOSPEL	11 (1)		11 (1)	0.3	0.7	KBRT	740	Avalon	0.3/0.8/ 11/ 162
SPANISH	36 (1)	42 (1)	78 (2)	2.4	1.8	KFI	640	Los Angeles	0.9/3.2/ 31/ 660
CLASSICAL		106 (1)	106 (1)	3.2	2.9	KLOS-F	95.5	Los Angeles	0.6/1.9/ 20/ 387
JAZZ/NEW AGE		142 (1)	142 (1)	4.3	5.5	KLVE-F	107.5	Los Angeles	0.4/0.8/ 13/ 171
UNKNOWN/OTHERS	35 (3)	33 (2)	68 (5)	2.1	0.5	KPWR-F	105.9	Los Angeles	0.5/1.4/ 17/ 293
	904 (15)	2365 (23)	3269 (38)						

RADIO STATIONS

AM STATIONS

KCBQ,	1170,	50 KW/1.5 KW (DA-2),		Oldies	,	$ NA	(HNWH)	Adams	Dan Carell
KFMB,	760,	5 KW (DA-N)	,	Full Service	CBS,	$180.00	(Mc-Guild)	Midwest TV	Paul Palmer
KPOP,	1360,	5 KW/1 KW	,	Nostalgia	NBC, UNISUP,	$ 40.00	(Katz)	Brown	Tom Baker
KSDO,	1130,	10 KW (DA-2)	,	News/Talk	ABC I,	$130.00	(Durpetti)	Gannett	Mike Shields
XTRA,	690,	50 KW (DA-2)	,	Talk	ABC E, CNN,	$ 40.00	(MMR)	Noble	

KSON and KKLQ are basically simulcast with their FM stations.

FM STATIONS

KCBQ,	105.3,	29 KW @ 620	,	Oldies	UNIULT,	$ 85.00	(HNWH)	Adams	Dan Carell
KFMB,	100.7,	30 KW @ 620	,	AC	,	$105.00	(Mc-Guild)	Midwest TV	Paul Palmer
KFSD,	94.1,	100 KW @ 641	,	Classical	,	$ 75.00	(HNWH)	Lotus	Russ Haberle
KGB ,	101.5,	50 KW @ 500	,	AOR	,	$170.00	(Katz)	Brown	Tom Baker
KGMG,	102.1,	10 KW @ 980	,	Classic AOR	SOURCE ,	$ 50.00	(Banner)	(OCEANSIDE)	Steve Jacobs
KIFM,	98.1,	28 KW @ 640	,	Jazz	,	$ 86.00	(CBS)		Bruce Walton
KJQY,	103.7,	36 KW @ 578	,	EZ	,	$ 90.00	(Group W)	Westinghouse	Bert Wahlen
KKLQ,	106.5,	50 KW @ 440	,	CHR	,	$175.00	(Christal)	Edens	Bob Bolinger
KKYY,	94.9,	22 KW @ 702	,	AC	,	$ 80.00	(Republic)		Carolyn Howe
KMLO,	107.1,	3 KW @ 300	,	Soft AC	,	$ 40.00	(——)	(FALLBROOK)	Bob Jacobson
KSDO,	102.9,	32 KW @ 617	,	Classic AOR	,	$ 68.00	(Durpetti)		Mike Shields
KSON,	97.3,	50 KW @ 440	,	Country	,	$135.00	(Banner)	Jeff-Pilot	Mike Stafford
KYXY,	96.5,	41 KW @ 540	,	AC	,	$ 70.00	(HNWH)		Jim Price
XHRM,	92.5,	50 KW @ 350	,	Black	ABC F,	$ 48.00	(K & P)	(TIJUANA)	
XLTN,	104.5,	57 KW @ 677	,	Hispanic	,	$ 40.00	(Katz Hisp)	(TIJUANA)	Peter Moore
XTRA,	91.1,	100 KW @ 688	,	AOR	,	$ 98.00	(MMR)	Noble (TIJUANA)	

Miscellaneous Comments: KJQY-F sold by Command to Legacy 2 for $20,000,000 (Americom)... KVSD changes call letters to KCEO (Feb)...

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,017,400

MSA Rank/Pop: 28/1,620,200 (San Fran)
ADI # 5 22/2,026,200 (Oakland)
Average Person Ratings: 17.3
Market TSL: 23.00 hours

Stations: 50/49
Diaries: 3959/1267:1/50.6%
Sample Target: 2720
% Below Line: 0.4
% Not Listed: 11.4

1989 Revenue: $173,200,000
HH Inc.: $37,970
Retail $: 39.9 Bil
Pop per Station: 102,395
#1 Biller: KGO $21,500,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KGO	(N/T)	539/ 6.2	7.4	8.2	7.6	7.0	7.3	673/9734	7672/15.3	19.8	17.1		6.6	576	6768	KGO
2.	KMEL-F	(CHR)	471/ 5.4	5.5	4.9	4.8	5.6	5.2	524/7941	6976/13.9	13.4	15.4		8.4	727	7745	KMEL-F
3.	KOIT-AF	(AC)	431/ 5.0	5.2	4.8	4.0	4.9	4.8	441/6736	6351/12.7	13.1	13.3		4.0	342	3568	KOIT-AF
4.	KFRC	(BB)	399/ 4.6	4.2	3.6	3.1	3.5	3.9	473/6454	5361/10.7	9.4	9.3		2.8	242	2594	KFRC
5.	KNBR	(MOR)	395/ 4.6	2.5	3.7	5.0	3.5	4.0	503/8718	6527/13.0	13.2	12.0		2.4	212	3469	KNBR
6.	KCBS	(N/T)	373/ 4.3	4.9	6.1	5.3	4.6	5.2	458/8212	6763/13.5	20.1	15.2		4.3	371	5647	KCBS
7.	KIOI-F	(AC)	278/ 3.2	3.7	2.6	3.6	3.9	3.3	285/5491	5296/10.6	9.8	11.2		3.9	336	4469	KIOI-F
8.	KSOL-F	(B)	274/ 3.2	2.7	2.9	3.0	2.7	3.0	279/4464	4289/ 8.5	8.4	8.9		3.8	334	4229	KSOL-F
9.	KSAN-F	(C)	263/ 3.0	2.4	2.6	2.7	3.4	2.7	273/3699	3511/ 7.0	7.3	8.7		2.8	244	2730	KSAN-F
10.	KSFO	(O)	235/ 2.7	1.3	2.0	2.9	2.4	2.2	249/5149	4722/ 9.4	8.2	9.5		1.9	163	2464	KSFO
11.	KOOX-F	(CHR)	234/ 2.7	2.7	2.7	2.7	2.8	2.7	239/4781	4593/ 9.2	9.7	10.2		2.9	249	3941	KOOX-F
12.	KRQR-F	(AOR)	227/ 2.6	2.9	2.9	2.9	3.0	2.8	248/4653	2464/ 8.5	7.8	8.9		3.6	312	4208	KRQR-F
13.	KDFC-AF	(CL)	226/ 2.6	2.5	2.6	2.3	2.3	2.5	234/3896	3708/ 7.4	7.6	7.3		2.0	167	2269	KDFC-AF
14.	KFOG-F	(AOR)	223/ 2.6	2.0	2.0	2.1	2.0	2.2	235/4173	3911/ 7.8	7.3	7.2		2.6	226	3044	KFOG-F
15.	KKSF-F	(J/NA)	209/ 2.4	2.7	2.7	2.8	2.3	2.7	211/3369	3275/ 6.5	6.3	7.2		2.4	206	3186	KKSF-F
16.	KKHI-AF	(CL)	197/ 2.3	2.2	1.9	2.1	2.0	2.1	203/3388	3267/ 6.5	6.2	5.6		16.7	19	2284	KKHI-AF
17.	KABL-AF	(EZ)	185/ 2.1	3.8	4.6	3.6	4.5	3.5	196/4222	3994/ 8.0	10.9	9.9		1.7	143	3045	KABL-AF
18.	KBAY-F	(EZ)	173/ 2.0	2.6	2.0	2.1	2.0	2.2	204/2692	2178/ 4.3	4.3	4.8		1.6	138	1487	KBAY-F
19.	KDIA	(B)	164/ 1.9	1.4	1.3	1.0	1.1	1.4	165/1758	1753/ 3.5	3.1	3.1		1.5	129	1313	KDIA
20.	KBLX-F	(J/NA)	159/ 1.8	2.5	1.9	1.9	2.3	2.0	162/2756	2695/ 5.4	5.6	6.4		2.5	215	3220	KBLX-F
21.	KIQI	(SP)	157/ 1.8	0.9	0.9	0.8	1.2	1.1	157/1553	1517/ 3.0	1.9	2.0		1.1	96	1560	KIQI
22.	KYA -F	(O)	144/ 1.7	1.4	1.1	1.5	1.7	1.4	148/2778	2679/ 5.3	4.8	5.9		1.9	164	1710	KYA -F
23.	KITS-F	(AOR/CHR)	134/ 1.5	2.3	1.8	2.3	2.7	2.0	138/2636	2523/ 5.0	6.4	7.2		2.9	249	3148	KITS-F
24.	KSJO-F	(AOR)	131/ 1.5	1.4	1.1	1.1	1.1	1.3	156/2790	2431/ 4.8	4.1	4.2		1.6	140	2308	KSJO-F
25.	KOME-F	(AOR)	130/ 1.5	2.3	2.0	1.6	2.0	1.9	149/2622	2355/ 4.7	4.4	5.2		2.6	222	2723	KOME-F
26.	KHQT-F	(CHR)	124/ 1.4	1.6	1.2	1.7	1.2	1.5	125/2109	2087/ 4.2	3.9	4.2		2.4	204	2321	KHQT-F
27.	KBRG-F	(SP)	112/ 1.3	0.8	1.5	1.1	0.8	1.2	114/1221	1201/ 2.4	2.1	1.8		1.3	114	1280	KBRG-F
28.	KJAZ-F	(J)	103/ 1.3	0.8	1.1	1.3	0.7	1.1	106/1668	1560/ 3.1	3.6	2.3		0.9	77	1475	KJAZ-F
29.	KNEW	(C)	98/ 1.1	1.8	1.5	1.1	1.4	1.4	102/1600	1508/ 3.0	3.9	4.0		1.2	100	1224	KNEW
30.	KEZR-F	(AC)	89/ 1.0	1.1	0.8	1.0	1.2	1.0	94/1718	1672/ 3.3	3.0	3.4		0.9	80	1113	KEZR-F
31.	KARA-F	(AC)	76/ 0.9	1.3	1.1	1.4	1.3	1.2	81/1417	1264/ 2.5	3.6	3.9		1.2	100	1030	KARA-F
32.																	
33.																	
34.																	

12+ FM SHARE (METRO): 62.38% (4785 of 7671) (SPG 89: 64.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMEL-F	1 KMEL-F>	1 KMEL-F<	1 KOIT-AF	1 KOIT-AF>	1 KGO	1 KGO	1 KGO	1 KGO <	1 KNBR >	1 KGO >
2 KOOX-F>	2 KRQR-F<	2 KOIT-AF>	2 KMEL-F	2 KMEL-F	2 KFRC	2 KCBS >	2 KOIT-AF<	2 KMEL-F	2 KMEL-F>	2 KNBR
3 KSOL-F>	3 KOIT-AF<	3 KIOI-F	3 KIOI-F	KGO <	3 KCBS	3 KMEL-F<	3 KFRC	3 KOIT-AF	3 KSOL-F<	3 KCBS
4 KHQT-F	4 KFOG-F<	4 KFOG-F<	4 KNBR	4 KNBR	4 KNBR	4 KOIT-AF	4 KMEL-F	4 KFRC	4 KGO	4 KFRC
5	5 KIOI-F	5 KRQR-F	KGO	5 KIOI-F<	5 KOIT-AF>	5 KNBR	5 KIOI-F<	5 KCBS <	5 KSFO	5 KBLX-F
6	6 KSOL-F>	6 KSOL-F<	6 KSAN-F	6 KSAN-F	6 KDFC-AF<	KFRC >	6 KSAN-F	6 KIOI-F<	6 KOIT-AF	6 KMEL-F<
7	7 KOOX-F	7 KNBR <	KKSF-F	7 KKSF-F	7 KSAN-F<	7 KSAN-F	KCBS <	7 KNBR	7 KFRC <	7 KOIT-F
8	8 KITS-F<	8 KGO	8 KSFO	8 KSFO	8 KKHI-AF<	KIOI-F	8 KFOG-F	8 KSFO <	8 KOOX-F	8 KNEW
9	9 KSJO-F	9 KSAN-F	KFOG-F	9 KFOG-F	9 KSFO	KFOG-F	9 KRQR-F<	9 KSOL-F	9 KCBS	KDIA
10	10 KOME-F	10 KKSF-F	10 KRQR-F	10 KRQR-F	10 KBAY-F	10 KOOX-F	10 KDFC-AF	10 KRQR-F	10 KDFC-AF	10 KSOL-F
	KNRB			KCBS					KKSF-F	
									12 KKHI-AF	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMEL-F>	1 KMEL-F>	1 KMEL-F	1 KOIT-AF	1 KOIT-AF>	1 KMEL-F	1 KMEL-F	1 KRQR-F<	1 KMEL-F	1 KNBR
2 KSOL-F<	2 KIOI-F	2 KOIT-AF	2 KMEL-F	2 KIOI-F	2 KFOG-F	2 KRQR-F<	2 KNBR	2 KNBR	2 KGO
3 KITS-F	3 KOIT-AF	KIOI-F>	3 KIOI-F>	3 KMEL-F>	3 KRQR-F	3 KFOG-F>	KMEL-F	3 KRQR-F<	3 KOIT-AF
4 KIOI-F	4 KSOL-F	4 KBLX-F	4 KSOL-F	4 KGO <	4 KOOX-F	4 KSJO-F<	4 KFOG-F<	4 KOIT-AF	4 KSAN-F
5 KOIT-AF	5 KRQR-F	5 KRQR-F	5 KFOG-F	5 KSAN-F	5 KHQT-F	5 KNBR	5 KOIT-AF	KFOG-F	5 KKSF-F
6 KOOX-F	6 KITS-F<	KFOG-F	6 KRQR-F	6 KBLX-F<	6 KSJO-F	6 KOME-F	KGO	6 KGO	6 KSFO
7 KHQT-F	7 KFOG-F	7 KKSF-F	KKSF-F	7 KKSF-F	KOME-F	7 KOIT-AF	7 KSJO-F	7 KSFO	KMEL-F
8 KRQR-F>	8 KBLX-F	8 KSOL-F	KBLX-F	KDIA	8 KSOL-F	8 KOOX-F	8 KOME-F	8 KSAN-F	8 KRQR-F
9 KSJO-F	9 KKSF-F	9 KSAN-F	9 KSAN-F	9 KFOG-F<	9 KITS-F>	KSOL-F	9 KSOL-F<	9 KSJO-F	9 KFOG-F
10 KFOG-F	10 KOOX-F	KEZR-F	10	10 KNBR	10 KBRG-F	10 KGO	10 KIOI-F	KKSF-F	10 KIOI-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		1100 (7)	1100 (7)	14.3	12.6	KAZA	1290	Gilroy	0.8/0.7/ 80/ 453
AOR/CLASSIC		711 (4)	711 (4)	9.3	12.6	KEAR-F	106.9	San Francisco	0.6/1.5/ 55/ 863
AC/OLDIES/SOFT ROCK	356 (4)	1094 (8)	1450 (12)	18.9	20.4	KEEN	1370	San Jose	0.7/1.3/ 58/ 690
MOR/VARIETY	395 (1)		395 (1)	5.1	3.9	KFAX	1100	San Francisco	0.6/1.0/ 50/ 948
COUNTRY	155 (2)	263 (1)	418 (3)	5.4	6.7	KHTT-F	92.9	Healdsbrg/SnRsa	0.4/1.4/ 38/ 783
BLACK/URBAN	164 (1)	274 (1)	438 (2)	5.7	4.2	KLIV	1590	San Jose	0.6/1.2/ 51/ 612
BEAUTIFUL/EASY	44 (1)	314 (2)	358 (3)	4.7	7.2	KLOK	1170	San Jose/SF	0.8/2.2/ 71/1204
NEWS/TALK	912 (2)		912 (2)	11.9	12.8	KOFY	1050	San Mateo/SF	0.7/2.7/ 66/1411
NOSTALGIA	449 (2)		449 (2)	5.9	4.7	KOFY-F	98.9	San Francisco	0.4/2.4/ 36/1224
RELIGION/GOSPEL	50 (1)	49 (1)	99 (2)	1.3	0.7	KRTY-F	95.3	Los Gatos	0.5/1.5/ 48/ 832
SPANISH	292 (3)	112 (1)	404 (4)	5.3	2.9	KWSS-F	94.5	Gilroy	0.8/3.5/108/2588
CLASSICAL	69 (2)	354 (2)	423 (4)	5.5	4.8	KZST-F	100.1	Santa Rosa	0.5/1.3/ 57/ 705
JAZZ/NEW AGE		471 (3)	471 (3)	6.1	5.8				
UNKNOWN/OTHERS		43 (1)	43 (1)	0.6	0.7	KSFM-F	102.5	Woodland	0.4/1.5/208/3629
	2086 (19)	4785 (31)	7671 (50)						

RADIO STATIONS

AM STATIONS

KABL,	960,	5 KW (DA-1)	, EZ/SOFT AC	UNISUP ,	$ N/A	(Christal)	Shamrock		Mike Grinsell
KCBS,	740,	50 KW (DA-2)	, NEWS/TALK	CBS ,	$ 230.00	(CBS)	CBS		Frank Oxarart
KDIA,	1310,	5 KW (DA-1)	, BLACK	,	$ 50.00	(—–)			Aleta Carpenter
KEST,	1450,	1 KW	, TALK/RELIGION	,	$ 40.00	(—–)	Douglas		Alan Schultz
KFAX,	1100,	50 KW (DA-1)	, RELIGION	,	$ 40.00	(—–)	Salem		Bob Dunker
KFRC,	610,	5 KW	, NOSTALGIA	MBS, UNISUP,	$ 70.00	(Republic)	RKO		Phil Lerza
KGO ,	810,	50 KW	, NEWS/TALK	ABC I ,	$ 340.00	(Banner)	Cap. Cities/ABC		Mike Luckoff
KIQI,	1010,	10 KW/500W (DA-1)	, HISPANIC	,	$ 58.00	(Caballero)			Rene DeLaRosa
KNBR,	680,	50 KW	, FULL SERVICE	NBC ,	$ 189.00	(Eastman)	Susquehanna		Tony Salvardore
KNEW,	910,	5 KW (DA-N)	, COUNTRY	,	$ 70.00	(McGuild)	Malrite		
KDBK,	1050,	50 KW/1 KW (DA-2)	, OLDIES	,	$ 50.00	(K & P)	Viacom	(SAN MATEO)	Andi Pollsky
KSFO,	560,	5 KW (DA-N)	, OLDIES	UNIPWR ,	$ 105.00	(MMR)	King		Ken Dennis

FM STATIONS

KABL,	98.1,	100 KW @ 960,	EZ/SOFT AC	UNISUP ,	$ 150.00	(Christal)	Shamrock		Mike Grinsell
KBLX,	102.9,	7 KW @ 1290,	JAZZ/URBAN	,	$ 130.00	(HNWH)	Inner City		Harvey Stone
KBRG,	104.9,	3 KW @ 300,	HISPANIC	,	$ 55.00	(Katz Hisp)		(FREMONT)	Carlos Durharte
KDFC,	102.1,	33 KW @ 1050,	CLASSICAL	,	$ 79.00	(CMBS)			Ed Davis
KFOG,	104.5,	8 KW @ 1452,	AOR	SOURCE ,	$ 110.00	(Eastman)	Susquehanna		Tony Salvadore
KIOI,	101.3,	125 KW @ 1162,	AC		$ 175.00	(Durpetti)	Fairmont		Nick Marnell
KITS,	105.3,	15 KW @ 1200,	CHR/AOR	ABC F ,	$ 140.00	(Republic)	Entercom		Ed Krampf
KKHI,	95.7,	7 KW @ 1290,	CLASSICAL	,	$ 77.00	(HNWH)	Buckley		Bruce Beche
KJAZ,	92.7,	2 KW @ 397,	JAZZ	,	$ 80.00	(Roslin)		(ALAMEDA)	Ian Epstein
KKSF,	103.7,	8 KW @ 1470,	JAZZ/NAC	,	$ 147.00	(Banner)	Brown		Dave Kendrick
KMEL,	106.1,	69 KW @ 1290,	CHR	,	$ 190.00	(Christal)	Century		Paulette Williams
KOFY,	98.9,	6 KW @ 1355,	AC	,	$ 70.00	(K & P)	Viacom		Paul Wilensky
KOIT,	96.5,	33 KW @ 1410,	SOFT AC	,	$ 175.00	(Torbet)	Bonneville		Chuck Tweedle
KRQR,	97.3,	82 KW @ 1100,	AOR	CBS ,	$ 150.00	(CBS)	CBS		Carl Dickens
KSAN,	94.9,	30 KW @ 1207,	COUNTRY	,	$ 160.00	(McGuild)	Malrite		Bruce Blevins
KSOL,	107.7,	9 KW @ 1162,	BLACK	APR ,	$ 135.00	(MMR)	United		Scott Fey
KXXX,	99.7,	45 KW @ 1241,	CHR	,	$ 100.00	(McGuild)	Emmis		Jim Smith
KYA ,	93.3,	50 KW @ 492,	OLDIES	,	$ 95.00	(MMR)	King		Ken Dennis

OTHER MAJOR STATIONS — SEE SAN JOSE

Miscellaneous Comments: KOFY changes calls to KDBK and simulcasts with KDBQ in San Jose (Aug)...

SAN JOSE

Arbitron Rank/Pop (12+): 29/1,211,400

MSA Rank/Pop: 31/1,448,300
San Francisco ADI
Average Person Ratings: 16.5
Market TSL: 22.00 hours

Stations: 46/17
Diaries: 1442/840:1/47.7%
Sample Target: 1400
% Below Line: NA
% Not Listed: NA

1989 Revenue: $29,400,000
HH Inc.: $44,492
Retail $: 11.4 Bil
Pop per Station: 71,258
#1 Biller: KOME-F $4,800,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KBAY-F	(EZ)	131/ 6.5	7.0	6.2	6.3	6.6	6.5	199/2510	1489/12.3	12.3	14.2		5.1	106	1404	KBAY-F
2.	KHQT-F	(CHR)	105/ 5.2	6.2	4.5	6.2	4.1	5.5	125/2109	1673/13.8	14.2	14.1		8.6	181	1951	KHQT-F
3.	KOME-F	(AOR)	78/ 3.9	6.8	4.8	4.8	5.0	5.1	143/2444	1355/11.2	12.5	13.2		8.0	167	1643	KOME-F
4.	KEZR-F	(AC)	74/ 3.7	3.8	3.1	3.7	4.4	3.6	93/1682	1398/11.5	10.5	11.4		3.3	70	961	KEZR-F
5.	KSJO-AF	(AOR)	72/ 3.6	4.0	2.2	3.4	3.9	3.3	147/2531	1400/11.6	10.6	12.3		4.3	91	1327	KSJO-AF
	KARA-F	(AC)	72/ 3.6	4.8	4.2	5.2	5.2	4.4	81/1372	1106/ 9.1	12.9	13.3		4.3	91	844	KARA-F
7.	KWSS-F	(CHR)	65/ 3.2	2.2	3.5	4.2	4.4	3.3	107/2478	1514/12.5	13.1	13.2		3.1	64	1357	KWSS-F
8.	KAZA	(SP)	63/ 3.1	0.7	1.7	0.4	0.8	1.5	77/445	340/ 2.8	2.6	1.7		0.8	16	274	KAZA
9.	KEEN	(C)	50/ 2.5	1.8	1.3	2.3	3.4	2.0	56/640	454/ 3.7	4.2	5.5		1.6	33	462	KEEN
10.	KDFC-AF	(CL)	39/ 1.9	1.9	1.9	2.0	1.4	1.9	101/1850	700/ 5.8	7.9	5.1		1.0	22	335	KDFC-AF
11.	KRTY-F	(C)	35/ 1.7	0.4	1.1	1.3	1.3	1.1	47/821	625/ 5.2	4.3	6.7		1.3	28	600	KRTY-F
12.	KLIV	(BB)	24/ 1.2	1.7	1.9	1.3	2.3	1.5	51/599	422/ 3.5	5.2	5.8		1.4	30	417	KLIV
13.	KLOK	(SP)	23/ 1.1	0.7	2.4	1.2	1.1	1.4	43/842	440/ 3.6	4.1	2.9		1.7	35	506	KLOK
14.	KNTA	(SP)	19/ 0.9	0.6	1.7	0.4	0.8	0.9	19/266	261/ 2.2	2.4	2.0		0.8	16	312	KNTA
15.	KLRS-F	(J/NA)	9/ 0.4	0.8	0.6	0.6	0.9	0.6	31/707	312/ 2.6	2.4	3.1		0.8	17	241	KLRS-F

12+ FM SHARE (METRO): NA (SPG 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F>>	1 KHQT-F	1 KOME-F	1 KOME-F	1 KBAY-F	1 KBAY-F>>	1 KBAY-F	1 KBAY-F	1 KBAY-F	1 KHQT-F>	1 KBAY-F>
2 KWSS-F	2 KOME-F	2 KEZR-F	KEZR-F	2 KEZR-F<	2 KEEN >	2 KHQT-F	2 KEZR-F	2 KHQT-F	2 KBAY-F>	2 KOME-F
3	3 KSJO-AF<	KARA-F<	3 KBAY-F	3 KOME-F	3 KAZA	3 KOME-F<	KARA-F	3 KSJO-AF<	3 KWSS-F>	3 KHQT-F
4	4 KARA-F	4 KHQT-F	KARA-F	4 KARA-F	4 KDFC-AF<	4 KEZR-F	4 KOME-F	4 KOME-F	4 KOME-F	4 KSJO-F
5	5 KEZR-F	5 KSJO-AF	5 KAZA	5 KAZA	5 KEZR-F	KARA-F	5 KSJO-AF<	5 KARA-F	5 KSJO-AF	KEZR-F
6	6 KWSS-F	6	6 KSJO-AF	6 KSJO-AF	6 KARA-F	6 KWSS-F	6 KHQT-F	6 KWSS-F	6 KEZR-F	6
								KEZR-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHQT-F>>	1 KEZR-F	1 KEZR-F	1 KEZR-F	1 KEZR-F		1 KHQT-F>	1 KOME-F>	1 KOME-F>	1 KOME-F	1 KOME-F
2 KWSS-F	2 KHQT-F	2 KARA-F>>	2 KARA-F>	2 KARA-F		2 KOME-F	2 KHQT-F	2 KSJO-AF	2 KSJO-AF	2 KBAY-F
3 KSJO-AF	3 KARA-F	3 KWSS-F	3 KHQT-F	3 KBAY-F		3 KSJO-AF	3 KSJO-AF>	3 KAZA >	3 KHQT-F	3 KSJO-AF
KEZR-F	4 KWSS-F>	4 KAZA	4 KWSS-F<	4 KAZA >		4 KWSS-F	4 KARA-F	4 KARA-F	4 KBAY-F	4 KAZA
5 KARA-F>>	5 KSJO-AF	5 KHQT-F	5 KBAY-F	5 KWSS-F		5 KARA-F>>	5 KAZA	5 KBAY-F	5 KAZA	5
6	6	6	6 KAZA	6		6	6 KWSS-F	6	KARA-F	6

OTHER RATED STATIONS METRO SHARE/ CUME RATING

See San Francisco for more about the following stations:

KABL	--/ .9	KIQI	1.1/ 1.7	KOIT-F	2.2/ 7.2
KABL-F	.5/ 3.5	KITS-F	2.3/ 6.2	KRQR-F	.5/ 3.7
KBLX-F	1.8/ 4.5	KKHI	--/ .6	KSAN-F	1.9/ 5.6
KBRG-F	1.8/ 3.6	KKHI-F	1.6/ 5.1	KSFO	1.2/ 5.4
KCBS	4.8/14.1	KKSF-F	1.8/ 5.3	KYA -F	1.0/ 4.4
KFAX	.4/ 2.0	KMEL-F	2.3/ 8.3	KSOL-F	1.7/ 6.1
KFOG-F	1.7/ 5.7	KNBR	3.5/10.2	KXXX-F	2.8/ 8.6
KFRC	1.3/ 5.1	KOFY	1.2/ 2.6	KDON-F	.3/ 1.4
KGO	7.8/17.6	KOFY-F	.3/ 1.0	KMPG	.6/ .8
KIOI-F	2.1/ 9.6	KOIT	.2/ 1.2		

RADIO STATIONS

KAZA,	1290,	5 KW (DAYS,DA)	, HISPANIC	CRC,	$ 35.00	(Caballero)		Veronica Yanez
KEEN,	1370,	5 KW (DA-2)	, COUNTRY	UPI,	$ 40.00	(MMR)		Chris Snell
KLIV,	1590,	5 KW (DA-N)	, NOSTALGIA	,	$ 40.00	(Eastman)	Empire	Vince Qopopolo
KLOK,	1170,	5 KW (DA-2)	, HISPANIC	,	$ 38.00	(Katz Hisp)		Carlos Duharte
KNTA,	1430,	1 KW (DA-1)	, HISPANIC	,	$ 39.00	(Lotus)		Gene Hogan
KSJX,	1500,	10 KW/5 KW (DA-2)	, BUSINESS NEWS	,	$ 25.00	(Katz)	Naragansett	Mark Dunkin
KARA-F,	105.7,	50 KW @ 497,	AC	,	$ 85.00	(Eastman)	Empire	Bob Kieve
KBAY-F,	100.3,	14 KW @ 2582,	EZ/BTFL	,	$ 85.00	(MMR)		Steve Snell
KEZR-F,	106.5,	50 KW @ 430,	AC	,	$ 69.00	(Christal)		John Levitt
KHQT-F,	97.7,	1.6 KW @ 449,	CHR	,	$ 55.00	(HNWH)	Anaheim	Tim Sullivan
KOME-F,	98.5,	12 KW @ 881,	AOR	,	$ 100.00	(Torbet)	Infinity	Jim Hardy
KRTY-F,	95.3,	.4 KW @ 860,	COUNTRY	,	$ 45.00	(Republic)	Crown	Joe Heslet
KSJO-F,	92.3,	50 KW @ 467,	AOR	ABC R,	$ 65.00	(Katz)	Narragansett	Mark Dunkin
KWSS-F,	94.5,	1.5 KW @ 2580,	CHR	,	$ 70.00	(McGuild)	Nationwide	Dave Samp
KLRS-F,	99.1,	1 KW @ 2618,	JAZZ/NAC	UNIULT,	$ 45.00	(McGuild)	Fuller-Jeffrey (SANTA CRUZ)	Dennis Dalton

Miscellaneous Comments: KLRS-F sold by Fuller-Jeffrey to Viacom for $5,750,000 (LaRue)
KSJO/KSJX-F sold by Naragansett to Harold Frank for $6,500,000 (Mahlman)...
KLRS changes calls to KDBQ and simulcasts with KDBK in San Francisco; changes format from JAZZ/NAC to AC (August)...

SARASOTA-BRADENTON

Arbitron Rank/Pop (12+): 86/409,500
MSA Rank/Pop: 164/268,000 (Sarasota)
211/191,400 (Brad.) Tampa ADI
Average Person Ratings: 16.4
Market TSL: 22.25 hours

Stations: 26/10
Diaries: 825/496:1/54.0%
Sample Target: 800
% Below Line: 44.2
% Not Listed: 17.8

1989 Revenue: $7,100,000
HH Inc.: $25,041
Retail $: 4.3 Bil
Pop per Station: 40,950
#1 Biller: WSRZ-F $2,200,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WDUV-F	(EZ)	128/19.1	——	22.2	——	17.2	——	133/1292	1218/29.7		29.2					WDUV-F
2. WYNF-F	(AOR)	54/ 8.1	——	8.8	——	7.9	——	62/658	532/13.0		15.3					WYNF-F
3. WFLZ-F	(CHR)	51/ 7.6	——	5.7	——	3.6	——	55/669	581/14.2		13.7					WFLZ-F
4. WWRM-F	(SAC)	40/ 6.0	——	4.1	——	2.5	——	40/545	536/13.1		8.8					WWRM-F
5. WAMR	(BB)	33/ 4.9	——	3.8	——	5.4	——	36/400	338/ 8.3		7.7					WAMR
6. WSRZ-F	(CHR)	25/ 3.7	——	7.5	——	10.0	——	25/438	438/10.7		17.3					WSRZ-F
7. WFLA	(N/T)	24/ 3.6	——	3.5	——	4.8	——	24/303	291/ 7.1		8.7					WFLA
WHVE-F	(J/NA)	24/ 3.6	——	3.1	——	4.1	——	31/488	410/10.0		9.6					WHVE-F
9. WQYK-F	(C)	19/ 2.8	——	1.9	——	1.3	——	19/256	242/ 5.9		4.9					WQYK-F
10. WCTQ-F	(CHR)	17/ 2.5	——	4.1	——	3.2	——	18/224	202/ 4.9		6.0					WCTQ-F

12+ FM SHARE (METRO): 78.58% (433 of 551) (SPG 89: 78.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WYNF-F>	1 WYNF-F>	1 WYNF-F>>	1 WYNF-F>	1 WDUV-F>>	1 WDUV-F>	1 WDUV-F>>	1 WDUV-F>>	1 WDUV-F>	1 WDUV-F>>
2 WSRZ-F>>	2 WFLZ-F>>	2 WFLZ-F>	2 WWRM-F	2 WWRM-F	2 WAMR <	2 WYNF-F>	2 WYNF-F	2 WFLZ-F	2 WFLZ-F>	2 WAMR
3	3 WSRZ-F	3 WWRM-F<	3 WHVE-F	3 WFLZ-F	3 WWRM-F	3 WFLZ-F	3 WFLZ-F	3 WYNF-F	3 WWRM-F	3 WTKN
4	4 WUSA-F	4 WHVE-F	4 WFLZ-F	WHVE-F	4	WAMR	4 WFLA <	4 WWRM-F	4 WAMR	WFLA
5	5	5	5 WDUV-F	5 WDUV-F	5	5	5 WWRM-F	5	5 WYNF-F	5
									6 WSRZ-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYNF-F	1 WYNF-F	1 WYNF-F>	1 WYNF-F	1 WWRM-F	1 WFLZ-F>>	1 WYNF-F>	1 WYNF-F>>	1 WYNF-F>	1 WYNF-F>>
WFLZ-F	2 WFLZ-F	2 WFLZ-F	2 WWRM-F	2 WYNF-F	2 WUSA-F>>	2 WFLZ-F>>	2 WFLZ-F	2 WFLZ-F>	2 WFLZ-F
WSRZ-F>	3 WSRZ-F>	3 WSRZ-F	3 WFLZ-F	3 WDUV-F	3 WYNF-F>	3 WUSA-F	3 WXTB-F	3 WHVE-F	WFLA
4 WYUU-F>	4 WYUU-F>	4 WYUU-F	4 WSRZ-F	4 WSRZ-F	4 WRBQ-F>>	4	WQYK-F	4 WUSA-F	WHVE-F
5 WKXY >>	5 WWRM-F	WWRM-F	5 WYUU-F	5 WYUU-F	5	5	WHVE-F	5	5
	WHVE-F	WHVE-F		WHVE-F					

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		109 (5)	109 (5)	19.8	17.7
AOR/CLASSIC		64 (2)	64 (2)	11.6	11.7
AC/OLDIES/SOFT ROCK	4 (1)	89 (6)	93 (7)	16.9	8.1
MOR/VARIETY					
COUNTRY		19 (1)	19 (1)	3.4	6.7
BLACK/URBAN					
BEAUTIFUL/EASY		128 (1)	128 (1)	23.2	27.1
NEWS/TALK	50 (4)		50 (4)	9.1	12.9
NOSTALGIA	64 (5)		64 (5)	11.6	7.7
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					0.6
JAZZ/NEW AGE		24 (1)	24 (1)	4.4	3.8
UNKNOWN/OTHERS					3.7
	118 (10)	433 (16)	551 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBRD	1420	Bradenton	1.3/3.7/ 9/ 165
WEEJ-F	100.1	Pt. Charlotte	0.4/1.4/ 8/ 148
WENG	1530	Englewood	0.9/1.3/ 7/ 106
WKXY	930	Sarasota	0.6/2.0/ 4/ 83
WQSA	1220	Sarasota/Bradnt	0.9/3.3/ 6/ 149
WINK-F	96.9	Fort Myers	1.5/5.7/ 31/ 451
WKII	1090	Pt. Charlt	0.7/2.0/ 20/ 172
WLFF	680	St. Petersburg	2.1/2.5/ 14/ 101
WNLT-F	95.7	Clearwater/Tmpa	1.5/6.9/ 10/ 281
WOLZ-F	95.3	Ft. Myers/Napls	0.9/1.6/ 19/ 183
WRBQ-F	104.7	Tampa	0.9/4.9/ 6/ 220
WSUN	620	St.Pete/Tampa	1.8/6.7/ 14/ 320
WTKN	570	Pinellas Pk/Tmp	0.7/3.9/ 5/ 177
WUSA-F	100.7	Tampa	2.4/6.6/ 16/ 271
WXTB-F	97.9	Clearwater/Tmpa	1.5/4.8/ 10/ 198
WYUU-F	92.5	Safety Harbor	2.1/6.0/ 15/ 268

RADIO STATIONS

WAMR ,	1320,	5 KW/1 KW (DA-2),	Nostalgia	NBC UNISUP, $18.00	(K & P)		Ron Kight
WBRD ,	1420,	2.5 KW/1 KW (DA-2),	Talk	SUN ABC T, $16.00	(Christal)		Bob Nelson
WCTQ-F,	92.1,	3.3 KW @ 295 ,	Country	NBC, $18.00	(K & P)		Ron Kight
WDUV-F,	103.3,	100 KW @ 576 ,	Btfl/EZ	MBS, $70.00	(Christal)		Bob Nelson
WSRZ-F,	106.3,	3 KW @ 300 ,	CHR	, $40.00	(Eastman)	Wilks-Schwartz	Hank Kestenbaum

Other ranked stations — See Tampa

Miscellaneous Comments: WRSZ sold by Wilkes-Schwartz to Dick Harris for $250,000...

SAVANNAH

Arbitron Rank/Pop (12+): 148/214,900

MSA Rank/Pop: 177/246,400
ADI # 102
Average Person Ratings: 17.3
Market TSL: 23.0 hours

Stations: 17/15
Diaries: 710/303:1/48.8%
Sample Target: 580
% Below Line: 2.7
% Not Listed: 10.8

1989 Revenue: $8,900,000
HH Inc.: $24,950
Retail $: 1.9 Bil
Pop per Station: 14,326
#1 Biller: WCHY-F $1,700,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WEAS-F	(B)	68/18.3	----	18.3	----	21.7	----	86/784	563/26.2		25.6		21.2	79	750	WEAS-F
2. WCHY-F	(C)	54/14.6	----	15.4	----	12.9	----	95/1015	474/22.1		20.7		13.9	52	464	WCHY-F
3. WSOK	(B)	45/12.1	----	10.5	----	12.6	----	49/433	408/19.0		18.1		11.3	42	532	WSOK
4. WIXV-F	(AOR)	42/11.3	----	8.9	----	9.1	----	88/795	362/16.8		16.0		13.7	51	521	WIXV-F
5. WZAT-F	(CHR)	34/ 9.2	----	10.5	----	14.5	----	93/1214	435/20.2		27.0		10.2	38	517	WZAT-F
6. WAEV-F	(AC)	26/ 7.0	----	8.6	----	6.2	----	60/879	423/19.7		18.0		4.8	18	262	WAEV-F
7. WJCL-F	(EZ)	17/ 4.6	----	7.8	----	7.5	----	30/418	242/11.3		15.6		4.8	18	190	WJCL-F
8. WYKZ-F	(AC)	9/ 2.4	----	1.1	----	2.9	----	13/282	206/ 9.6		6.7		2.4	9	137	WYKZ-F
WLOW-F	(BB)	9/ 2.4	----	1.1	----	----	----	19/216	119/ 5.5		2.6		1.6	6	122	WLOW-F
10. WGCO-F	(O)	8/ 2.2	----	----	----	----	----	32/448	136/ 6.3		0.0		2.9	11	160	WGCO-F
11. WIZA	(GOSP)	7/ 1.9	----	0.8	----	----	----	7/103	97/ 4.5		2.4		0.3	1	40	WIZA

12+ FM SHARE (METRO): 81.87% (271 of 331) (SPG 89: 83.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZAT-F	1 WEAS-F	1 WEAS-F	1 WEAS-F	1 WEAS-F	1 WCHY-F	1 WSOK <	1 WCHY-F<	1 WEAS-F	1 WEAS-F>>	1 WEAS-F>
WEAS-F>>	2 WIXV-F>>	2 WIXV-F	2 WIXV-F	2 WCHY-F	2 WSOK >	2 WEAS-F	2 WEAS-F	2 WIXV-F<	2 WZAT-F	2 WSOK
3	3 WCHY-F	3 WCHY-F	3 WCHY-F<	3 WIXV-F	3 WEAS-F	3 WCHY-F	3 WIXV-F	3 WCHY-F>	3 WSOK	WCHY-F
4	4 WAEV-F>	4 WAEV-F	4 WAEV-F	4 WAEV-F<	4 WJCL-F>	4 WIXV-F	4 WSOK	4 WZAT-F	4 WCHY-F>	4
5	5 WZAT-F<	5 WSOK	5 WSOK	5 WSOK	5 WAEV-F	5	5 WAEV-F<	5 WAEV-F	5	5
6	6 WSOK	6 WZAT-F	6	6	6	6	6 WZAT-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEAS-F>	1 WEAS-F>	1 WEAS-F>	1 WEAS-F>	1 WEAS-F	1 WEAS-F	1 WIXV-F>	1 WIXV-F>>	1 WIXV-F	1 WIXV-F
2 WZAT-F	2 WAEV-F	2 WAEV-F	2 WCHY-F	2 WSOK	2 WIXV-F>>	2 WEAS-F>>	2 WEAS-F>	2 WEAS-F>	2 WCHY-F<
WCHY-F>	3 WCHY-F	3 WCHY-F	WAEV-F	WCHY-F	3 WCHY-F>	3 WCHY-F>	3 WAEV-F	3 WCHY-F>	3 WEAS-F>
4 WIXV-F	4 WZAT-F	4 WSOK	4 WSOK >	4 WAEV-F>	4 WZAT-F	4 WSOK	4 WIZA	4 WAEV-F	4 WAEV-F>
WAEV-F>>	WIXV-F	WIXV-F	5 WZAT-F	5 WIXV-F	WSOK	WAEV-F	WCHY-F	5 WZAT-F	5
6	6	6 WZAT-F>	WIXV-F	6	6	6	6	WSOK	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		36 (2)	36 (2)	10.9	13.4
AOR/CLASSIC		42 (1)	42 (1)	12.7	9.9
AC/OLDIES/SOFT ROCK		45 (4)	45 (4)	13.6	13.7
MOR/VARIETY					
COUNTRY	2 (1)	54 (1)	56 (2)	16.9	17.3
BLACK/URBAN	47 (2)	68 (1)	115 (3)	34.7	32.5
BEAUTIFUL/EASY		17 (1)	17 (1)	5.1	8.7
NEWS/TALK	2 (1)		2 (1)	0.6	
NOSTALGIA	2 (1)	9 (1)	11 (2)	3.3	3.6
RELIGION/GOSPEL	7 (1)		7 (1)	2.1	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.9
	60 (6)	271 (11)	331 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBMQ	630	Savannah	0.5/1.4/ 2/ 61
WCHY	1290	Savannah	0.5/1.6/ 4/ 43
WEAS	900	Savannah	0.5/3.5/ 2/ 82
WHTK-F	99.7	Pt. Royal	0.5/3.4/ 25/ 250
WSGA	1400	Savannah	0.5/3.6/ 4/ 86
WIJY-F	107.9	Hilton Head	0.5/2.8/ 7/ 96

RADIO STATIONS

WIZA ,	1450,	1 KW	, Gospel	ABC I, $ 8.00	(----)	Interurban	Alvin McCottry
WSOK ,	1400,	1 KW	, Black/Gospel	SBN, $18.00	(Banner)	Opus	Kevin Metheny
WAEV-F,	97.3,	100 KW @ 992	, AC	ABC D, $33.00	(Banner)	Opus	Kevin Metheny
WCHY-F,	94.1,	100 KW @ 1320	, Country	ABC E, $42.00	(Torbet)	Roth	Brenda Brown
WEAS-F,	93.1,	100 KW @ 310	, Black	ABC D, $25.00	(Durpetti)	Interurban	Bill Moore
WIXV-F,	95.5,	100 KW @ 857	, AOR	, $30.00	(Katz)		Jerry Stevens
WJCL-F,	96.5,	100 KW @ 1160	, EZ	NBC UNIULT, $21.00	(HNWH)	Lewis	Fred Pierce
WLOW-F,	106.9,	50 KW @ 443	, Nostalgia	MBS, $13.00	(----)	(BLUFFTON,SC)	Jeff Storey
WYKZ-F,	98.7,	100 KW @ 710	, AC	, $20.00	(Christal)	(BEAUFORT)	Jed Angel
WZAT-F,	102.1,	100 KW @ 1321	, CHR	ABC C, $34.00	(Mc-Guild)	Gulf Atlantic	Jerry Rogers

Miscellaneous Comments: WSOK, WAGU-F purchased for $3,900,000 (E) by Opus from Love...

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 14/2,186,300
MSA Rank/Pop: 24/1,868,600 (Seattle)
ADI # 15 90/566,900 (Tacoma)
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 33/33
Diaries: 1876/1165:1/52.7%
Sample Target: 1800
% Below Line: 0.0
% Not Listed: 10.1

1989 Revenue: $80,400,000
HH Inc.: $32,286
Retail $: 18.6 Bil
Pop per Station: 66,251
#1 Biller: KIRO $17,000,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KIRO	(N/T)	353/ 9.5	9.0	8.7	9.7	9.6	9.2	387/5869	5325/24.4	26.7	25.3		8.9	300	4142	KIRO
2.	KPLZ-F	(CHR)	250/ 6.7	8.0	9.1	7.2	7.0	7.8	310/4901	4184/19.1	20.4	19.6		8.5	286	4052	KPLZ-F
3.	KMPS-AF	(C)	233/ 6.3	6.9	5.8	7.4	5.0	6.6	282/3043	2683/12.3	12.5	10.2		5.5	185	2527	KMPS-AF
4.	KUBE-F	(CHR)	226/ 6.1	6.3	6.0	8.7	7.0	6.8	241/4121	3843/17.6	17.4	19.6		9.7	328	3727	KUBE-F
5.	KXRX-F	(CL AOR)	187/ 5.0	4.2	4.2	4.6	4.1	4.5	227/2897	2520/11.5	10.3	9.8		5.4	183	2187	KXRX-F
6.	KISW-F	(AOR)	185/ 5.0	4.4	4.7	6.0	4.7	5.0	210/3096	2579/11.8	11.6	11.5		5.8	196	2399	KISW-F
7.	KOMO	(MOR)	174/ 4.7	4.7	5.3	4.5	6.0	4.8	210/3412	2853/13.0	17.6	16.0		4.0	135	2330	KOMO
8.	KZOK-F	(AOR)	160/ 4.3	2.9	3.2	2.0	2.3	3.1	175/3294	3008/13.8	11.1	8.6		4.5	153	2350	KZOK-F
9.	KIXI	(BB)	144/ 3.9	2.6	3.7	4.6	2.8	3.7	183/1918	1718/ 7.9	8.6	6.5		1.5	51	1163	KIXI
10.	KLSY-AF	(AC)	140/ 3.8	3.3	3.0	3.1	3.8	3.3	149/2536	2315/10.6	9.5	9.6		5.7	191	2362	KLSY-AF
11.	KBRD-F	(EZ)	138/ 3.7	4.1	5.3	4.4	4.7	4.4	177/2134	1784/ 8.2	9.5	9.6		2.7	90	1116	KBRD-F
12.	KRPM-AF	(C)	133/ 3.5	2.9	3.2	3.7	2.8	3.3	172/2107	1710/ 7.8	8.5	6.8		3.1	102	1294	KRPM-AF
13.	KBSG-AF	(O)	125/ 3.3	3.7	3.3	3.0	3.6	3.3	157/2774	2314/10.6	10.3	9.2		3.1	102	1362	KBSG-AF
14.	KLTX-F	(SAC)	114/ 3.1	2.9	2.9	2.8	3.3	2.9	133/1995	1733/ 7.9	9.0	7.3		2.3	76	1049	KLTX-F
15.	KSEA-F	(SAC)	108/ 2.9	3.1	2.5	2.3	2.2	2.7	137/1880	1458/ 6.7	7.4	6.0		1.4	46	1087	KSEA-F
16.	KING-F	(CL)	102/ 2.7	4.0	3.5	2.9	3.7	3.3	130/2299	2047/ 9.2	8.6	8.9		2.5	85	1454	KING-F
17.	KING	(N/T)	84/ 2.3	3.2	2.8	2.4	2.8	2.7	96/1588	1381/ 6.3	9.4	8.3		1.8	60	1216	KING
18.	KNUA-F	(J/NA)	71/ 1.9	3.1	1.8	1.8	2.5	2.1	83/1137	1073/ 4.9	5.7	5.1		2.0	67	748	KNUA-F
19.	KMGI-F	(AC)	69/ 1.9	1.5	2.5	2.0	2.7	2.0	81/1658	1450/ 6.6	5.8	5.9		1.9	64	1129	KMGI-F
20.	KCMS-F	(REL)	59/ 1.6	1.9	1.8	1.4	1.6	1.7	63/1148	965/ 4.4	4.9	4.6		2.8	94	1205	KCMS-F
21.	KVI	(AC)	58/ 1.6	1.7	1.8	1.5	1.6	1.6	66/1102	1033/ 4.7	6.4	6.0		1.5	49	702	KVI
22.	KEZX-F	(CL AOR)	52/ 1.4	1.6	1.3	1.5	1.3	1.5	70/1121	988/ 4.5	3.7	4.1		0.6	20	380	KEZX-F
23.	KJR	(O)	40/ 1.1	1.7	1.6	1.1	2.0	1.4	43/1155	1024/ 4.7	6.7	7.9		1.7	58	1273	KJR
24.																	
25.																	

12+ FM SHARE (METRO): 68.89% (2301 of 3340) (SPG 89: 68.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPLZ-F>>	1 KXRX-[illegible]	1 KUBE-F	1 KIRO >	1 KIRO	1 KIRO >	1 KIRO >	1 KMPS-AF	1 KIRO	1 KIRO >	1 KIRO >
2 KUBE-F	2 KISW-F<	2 KXRX-F	2 KUBE-F<	2 KMPS-AF	2 KOMO <	2 KUBE-F<	2 KIRO	2 KUBE-F	2 KPLZ-F>	2 KISW-F>
3	3 KUBE-F	KIRO	3 KZOK-F<	3 KUBE-F<	3 KMPS-AF	3 KMPS-AF<	3 KXRX-F	3 KXRX-F<	3 KUBE-F<	3 KOMO >
4	4 KZOK-F	4 KISW-F	4 KXRX-F<	4 KZOK-F<	4 KIXI	4 KOMO	KUBE-F<	4 KPLZ-F	4 KISW-F	4 KPLZ-F<
5	5 KPLZ-F>	5 KZOK-F	5 KMPS-AF	5 KXRX-F	5 KBRD-F>	5 KPLZ-F>	5 KISW-F	5 KISW-F<	5 KZOK-F	5 KUBE-F<
6	6 KLSY-AF	6 KPLZ-F<	6 KLSY-AF	6 KLSY-AF	6 KRPM-AF	6 KXRX-F	6 KPLZ-F	6 KMPS-AF	6 KLSY-AF	6 KZOK-F
7	7 KMPS-AF	7 KLSY-AF<	7 KISW-F	7 KISW-F	7 KING-F	7 KISW-F	7 KOMO	7 KZOK-F	7 KMPS-AF	KXRX-F
8	8	8 KMPS-AF	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KUBE-F	1 KUBE-F>	1 KUBE-F	1 KUBE-F	1 KMPS-AF	1 KISW-F>	1 KISW-F<	1 KXRX-F	1 KISW-F	1 KIRO >
2 KPLZ-F>>	2 KPLZ-F	2 KLSY-AF	2 KLSY-AF	2 KUBE-F<	2 KXRX-F	2 KXRX-F>	2 KZOK-F<	2 KXRX-F<	2 KXRX-F
3 KLSY-AF	3 KLSY-AF>	3 KMPS-AF	3 KPLZ-F	3 KLSY-AF	3 KPLZ-F>	3 KZOK-F>	3 KISW-F>	3 KIRO	3 KZOK-F
4 KXRX-F	4 KMPS-AF<	KZOK-F	4 KMPS-AF	4 KIRO <	4 KUBE-F	4 KUBE-F	4 KUBE-F	4 KZOK-F>	4 KISW-F
5 KSEA-F	5 KZOK-F<	5 KPLZ-F	5 KBSG-AF	5 KBSG-AF	5 KZOK-F>	5 KPLZ-F>	5 KIRO >	5 KUBE-F	5 KMPS-AF
KLTX-F	6 KXRX-F	KLTX-F	6 KLTX-F	6 KPLZ-F	6 KBSG-AF	6 KIRO	6 KMPS-AF	6 KMPS-AF	6 KUBE-F
7 KISW-F	7	7 KRPM-AF	7 KSEA-F<	KOMO	KZOK >>	7	7 KLSY-AF	KPLZ-F	7 KBSG-AF
8	8	8 KXRX-F	8 KIRO	8	8	8	8 KPLZ-F>	8 KBSG-AF	8
9	9	9	9	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		476 (2)	476 (2)	14.3	15.7
AOR/CLASSIC		584 (4)	584 (4)	17.5	12.5
AC/OLDIES/SOFT ROCK	107 (4)	547 (5)	654 (9)	19.6	21.4
MOR/VARIETY	174 (1)		174 (1)	5.2	6.8
COUNTRY	62 (3)	324 (2)	386 (5)	11.6	8.7
BLACK/URBAN					0.6
BEAUTIFUL/EASY		138 (1)	138 (1)	4.1	5.3
NEWS/TALK	437 (2)		437 (2)	13.1	13.9
NOSTALGIA	144 (1)		144 (1)	4.3	3.5
RELIGION/GOSPEL	47 (2)	59 (1)	106 (3)	3.2	2.9
SPANISH					
CLASSICAL		102 (1)	102 (1)	3.1	4.2
JAZZ/NEW AGE		71 (1)	71 (1)	2.1	4.5
UNKNOWN/OTHERS	68 (3)		68 (3)	2.0	
	1039 (16)	2301 (17)	3340 (33)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCIS	630	Edmonds	0.6/2.3/ 24/ 551
KGNW	820	Burien/Seattle	0.6/2.8/ 26/ 698
KKFX	1250	Seattle	0.8/1.8/ 28/ 389
KRKO	1380	Everett/Seattle	0.4/0.7/ 15/ 152
KWYZ	1230	Everette	0.5/0.8/ 20/ 185
KZOK	1590	Seattle	0.7/1.9/ 25/ 406

RADIO STATIONS

AM STATIONS

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KBLE, 1050, 5 KW/543 W          , RELIGION                    , $  25.00 (---)                              George Boucher
KCIS,  630, 5 KW/2.5 KW (DA-2), RELIGION                 UPI, $  38.00 (---)                              Dick Florence
KING, 1090, 50 KW (DA-2)        , TALK                       NBC, $  60.00 (MMR)          King               Jack Swanson
KIRO,  710, 50 KW (DA-N)        , NEWS/TALK                  CBS, $ 260.00 (Torbet)       Bonneville         Joe Abel
KIXI,  880, 50 KW/10 KW (DA-2), NOSTALGIA    UNISUP UNIULT, $  54.00 (Repubic)      Noble              Bobby Rick

KJR ,  950,  5 KW (DA-1)        , OLDIES                      , $  55.00 (HNWH)         Ackerly            Bob Hogan
KKFX, 1250,  5 KW (DA-N)        , BLACK                    ABC C, $  38.00 (HNWH)         Bingham            Bob Wickstrom
KLSY, 1540,  5 KW (DA-N)        , SEE KLSY-F
KMPS, 1300,  5 KW (DA-N)        , SEE KMPS-F
KOMO, 1000, 50 KW (DA-N)        , FULL SERVICE             ABC I, $ 130.00 (Katz)                           Rick Robertson
KVI ,  570,  5 KW               , OLDIES                      , $  50.00 (Durpetti)     Golden West        Shannon Sweatte
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FM STATIONS

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KBRD, 103.7, 100 KW @ 1670, EZ                        UNISUP, $  70.00 (Republic)      Entercom           Michael Donavan
KBSG,  97.3,  55 KW @ 2393, OLDIES                          , $  92.00 (Torbet)        Viacom             Bruce Raven-Stark
KCMS, 105.3, 115 KW @  720, RELIGION                     UPI, $  47.00 (---)                              Dick Florence
KEZX,  98.9, 100 KW @ 1110, AOR                        ABC E, $  60.00 (Republic)      Park               Kevin Lorance
KING,  98.1, 100 KW @  698, CLASSICAL                       , $  68.00 (MMR)           King               Jack Swanson
KISW,  99.9, 100 KW @ 1148, AOR                             , $  98.00 (McGuild)       Nationwide         Beau Phillips
KLSY,  92.5,  58 KW @ 2342, AC                   APR ABC C, $  75.00 (Banner)        Sandusky           Gary Robb
KLTX,  95.7, 100 KW @ 1178, SOFT AC                         , $  62.00 (HNWH)          Ackerly            Bob Hogan
KMGI, 107.7, 100 KW @ 1194, AC                        UNISUP, $  64.00 (CBS)           Noble              Bobby Rick

KMPS,  94.1, 100 KW @ 1194, COUNTRY                     APR, $ 140.00 (McGuild)       EZ                 Fred Schumacher
KNUA, 106.9, 100 KW @  819, JAZZ/NAC                        , $  70.00 (Durpetti)      Brown              Dennis Gwiazdon
KPLZ, 101.5, 100 KW @ 1200, CHR                             , $ 123.00 (Durpetti)      Golden West        Shannon Sweattle
KRPM, 106.1,  32 KW @ 2342, COUNTRY                         , $  67.00 (Christal)      Heritage           Jack Davies
KSEA, 100.7, 100 KW @  736, SOFT AC                         , $  60.00 (Torbet)        Bonneville         Kevin Cooney
KUBE,  93.3, 100 KW @ 1290, CHR                             , $ 160.00 (MMR)           Cook Inlet         Michael OShea
KXRX,  96.5, 100 KW @ 1223, CLASSIC AOR                     , $  95.00 (Katz)          Shamrock           Steve West
KZOK, 102.5, 100 KW @ 1157, AOR                             , $  67.00 (Eastman)       Adams              Mike Fowler
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Miscellaneous Comments: KNUA-F sold by Gannett to Brown for $10,000,000 (Americom)...

SHREVEPORT

Arbitron Rank/Pop (12+): 110/330,500

MSA Rank/Pop: 130/362,900
ADI # 65
Average Person Ratings: 16.9
Market TSL: 23.00 hours

Stations: 15/14
Diaries: 827/400:1/49.9%
Sample Target: 730
% Below Line: 8.3
% Not Listed: 10.2

1989 Revenue: $9,100,000
HH Inc.: $23,300
Retail $: 2.5 Bil
Pop per Station: 23,607
#1 Biller: KRMD-AF $2,000,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KDKS-F	(B)	86/15.4	11.4	11.0	9.9	18.8	----	90/815	739/22.4	21.3	19.1		16.8	100	862	KDKS-F
2. KRMD-AF	(C)	78/14.0	18.1	13.8	17.6	11.8	----	128/1441	839/25.4	27.3	27.1		17.0	94	943	KRMD-AF
3. KMJJ-F	(B)	53/ 9.5	11.6	9.5	13.0	7.5	----	57/653	563/17.0	19.7	18.5		10.3	61	712	KMJJ-F
4. KTUX-F	(CHR)	46/ 8.3	7.5	6.4	7.3	11.7	----	97/1580	649/19.6	16.8	18.6		10.1	60	744	KTUX-F
5. KITT-F	(AC)	42/ 7.5	8.0	6.9	6.9	5.3	----	65/1026	525/15.9	18.8	19.3		7.6	45	468	KITT-F
6. KVKI-F	(AC)	40/ 7.2	8.9	6.7	4.8	6.4	----	52/802	541/16.4	18.0	17.2		5.7	34	661	KVKI-F
7. KWKH-F	(C)	32/ 5.7	4.4	6.0	4.0	4.6	----	46/766	445/13.5	13.0	13.4		5.9	35	474	KWKH-F
KOKA	(GOSP)	32/ 5.7	5.0	5.8	8.2	----	----	38/452	385/11.6	8.7	8.4		3.4	20	292	KOKA
9. KEEL	(BB)	31/ 5.6	6.2	8.4	4.6	3.5	----	43/621	401/12.1	12.8	14.6		3.9	23	308	KEEL
10. KTAL-F	(AOR)	26/ 4.7	4.4	7.3	5.3	5.9	----	63/881	353/10.7	12.6	13.6		8.6	51	626	KTAL-F
11. KWKH	(C)	20/ 3.6	6.0	7.5	4.4	4.6	----	43/651	369/11.2	12.4	12.1		4.5	27	255	KWKH
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 79.80% (399 of 500) (SPG 89: 73.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDKS-F	1 KDKS-F>	1 KDKS-F	1 KRMD-AF<	1 KRMD-AF	1 KRMD-AF>	1 KRMD-AF	1 KRMD-AF	1 KDKS-F	1 KDKS-F>	1 KRMD-F<
2 KMJJ-F>	2 KTUX-F	2 KRMD-AF	2 KDKS-F	2 KDKS-F	2 KDKS-F<	2 KDKS-F>	2 KDKS-F	2 KRMD-AF	2 KMJJ-F	2 KOKA
3 KTAL-F	KMJJ-F<	3 KMJJ-F	3 KITT-F	3 KITT-F	3 KEEL	3 KTUX-F<	3 KITT-F	3 KMJJ-F	3 KTUX-F>	KITT-F
4	4 KRMD-AF	4 KITT-F	4 KMJJ-F>	4 KMJJ-F>	4 KITT-F	4 KITT-F<	4 KMJJ-F<	4 KITT-F<	4 KRMD-AF	KDKS-F
5	5 KVKI-F	5 KTUX-F	5 KVKI-F	5 KVKI-F	5 KOKA	5 KOKA	5 KEEL	5 KTUX-F	5 KOKA	5 KTUX-F
6	KTAL-F	6 KVKI-F	6	6	6	KMJJ-F	6 KVKI-F	KVKI-F	6 KITT-F	6 KMJJ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDKS-F	1 KDKS-F>>	1 KDKS-F>	1 KDKS-F	1 KDKS-F	1 KDKS-F	1 KMJJ-F	1 KMJJ-F	1 KDKS-F	1 KRMD-AF
2 KTUX-F>	2 KRMD-AF	2 KVKI-F	2 KRMD-AF>	2 KRMD-AF>	2 KTUX-F>	KDKS-F	2 KTAL-F	2 KRMD-AF	2 KITT-F
3 KRMD-AF	KVKI-F	3 KRMD-AF	3 KMJJ-F<	3 KITT-F	3 KMJJ-F	3 KTAL-F	3 KRMD-AF	3 KMJJ-F	3 KDKS-F
4 KVKI-F>	4 KTUX-F	4 KMJJ-F	4 KVKI-F	4 KVKI-F	4 KTAL-F>	4 KTUX-F	4 KDKS-F	4 KITT-F	4 KMJJ-F
5 KMJJ-F	5 KMJJ-F	5 KTUX-F	KITT-F	KMJJ-F	5 KWKH-F	5 KRMD-AF	5 KWKH-F	5 KTUX-F	5 KWKH-F
6	6 KITT-F	KITT-F	6 KTUX-F	6	KVKI-F	6 KWKH-F	6 KTUX-F	6 KTAL-F	6 KTAL-F
							KITT-F>>	7 KWKH-F	

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		46 (1)	46 (1)	9.2	7.0
AOR/CLASSIC		26 (1)	26 (1)	5.2	8.0
AC/OLDIES/SOFT ROCK	4 (1)	82 (2)	86 (3)	17.2	15.0
MOR/VARIETY					
COUNTRY	30 (3)	106 (2)	136 (5)	27.2	29.9
BLACK/URBAN		139 (2)	139 (2)	27.8	23.8
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA	31 (1)		31 (1)	6.2	9.2
RELIGION/GOSPEL	36 (2)		36 (2)	7.2	7.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	101 (7)	399 (8)	500 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KASO	1240	Minden	1.1/4.0/ 6/ 131
KFLO	1300	Shreveport	0.7/1.8/ 4/ 60
KVKI	1550	Shreveport	0.7/1.2/ 4/ 43

RADIO STATIONS

KEEL ,	710, 50 KW/5 KW (DA-2),	Nostalgia	ABC I UNISUP,	$27.00	(Katz)	Multimedia	Lee Ann Lewis
KOKA ,	980, 5 KW/80 W ,	Gospel	SBN NBC,	$18.00	(HNWH)		Gary Camp
KDKS-F,	92.1, 3 KW @ 301 ,	Black	UNISUP UNIULT,	$26.00	(Durpetti)	(BENTON)	Pam Edwards
KITT-F,	93.7, 100 KW @ 1010 ,	AC	ABC FM,	$36.00	(Katz)	Multimedia	Lee Ann Lewis
KMJJ-F,	100.1, 3 KW @ 300 ,	Black	SBN,	$29.00	(HNWH)	Sun Group	Bill McWillie
KRMD-F,	101.1, 100 KW @ 1120 ,	Country	,	$50.00	(Republic)	AmCom	Gene Dickerson
KTAL-F,	98.1, 100 KW @ 1328 ,	AOR	,	$23.00	(Banner)	(TEXARKANA)	
KTUX-F,	98.9, 100 KW @ 720 ,	CHR	,	$30.00	(Banner)	(CARTHAGE)	Elinor Stephens
KVKI-F,	96.5, 100 KW @ 797 ,	AC	,	$31.00	(Christal)	Encore	Dave McMillan
KWKH-F,	94.5, 100 KW @ 320 ,	Country	MBS,	$43.00	(Christal)	Great Empire	Frank Gunn

SIOUX FALLS

Arbitron Rank/Pop (12+): 204/128,000
MSA Rank/Pop: 281/128,200
ADI # 100
Average Person Ratings: 16.3
Market TSL: 21.50 hours

Stations: 14/10
Diaries: 682/188:1/65.3%
Sample Target: 550
% Below Line: 4.3
% Not Listed: 20.6

1989 Revenue: $6,700,000
HH Inc.: $27,973
Retail $: 1.1 Bil
Pop per Station: 12,800
#1 Biller: KELO-AF $2,400,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KPAT-F	(CHR)	31/14.8	----	11.2	----	13.0	----	40/545	392/30.6		29.1					KPAT-F
2. KELO-F	(SAC)	26/12.4	----	12.1	----	11.6	----	54/618	325/25.4		25.3					KELO-F
3. KKLS-F	(AC)	22/10.5	----	8.6	----	8.3	----	37/447	256/20.0		19.8					KKLS-F
KELO	(AC)	22/10.5	----	12.8	----	16.2	----	37/487	322/25.2		29.4					KELO
5. KSOO	(MOR)	19/ 9.1	----	11.3	----	10.6	----	24/393	257/20.1		20.3					KSOO
6. KKRC-F	(AOR)	14/ 6.7	----	7.8	----	8.8	----	17/229	211/16.5		23.0					KKRC-F
7. KXRB	(C)	13/ 6.2	----	11.3	----	9.3	----	29/287	117/ 9.1		15.8					KXRB
8. WNAX	(C)	5/ 2.4	----	2.3	----	3.7	----	45/669	125/ 9.8		10.8					WNAX
KLQL-F	(C)	5/ 2.4	----	2.7	----	4.6	----	38/369	102/ 8.0		9.9					KLQL-F
10.																

12+ FM SHARE (METRO): 62.65% (104 of 166) (SPG 89: 49.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPAT-F	1 KPAT-F>>	1 KPAT-F	1 KELO <	1 KELO	1 KSOO <	1 KELO	1 KELO-F>	1 KPAT-F>	1 KPAT-F>>	1 KSOO
2	2 KKRC-F	2 KKLS-F	2 KKLS-F	2 KKLS-F<	2 KELO-F	2 KSOO	2 KPAT-F	2 KELO-F<	2 KELO-F>	KPAT-F
3	3 KKLS-F	KELO	3 KELO-F	3 KELO-F>	3 KELO	3 KPAT-F<	3 KELO	3 KELO	3 KSOO	KKRC-F
4	4 KELO-F	4 KELO-F	4 KPAT-F	4 KPAT-F	4 KXRB	4 KELO-F	4 KKLS-F	4 KKLS-F	KKRC-F	KKLS-F
5	KELO	5	5	5 KXRB	5 KKLS-F	5 KKLS-F	5	5	KKLS-F	KELO
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPAT-F>>	1 KPAT-F>>	1 KPAT-F	1 KPAT-F	1 KKLS-F	1 KPAT-F>>	1 KPAT-F	1 KKRC-F	1 KPAT-F	1 KELO
2 KQHU-F	2 KKLS-F	KKLS-F>	2 KKLS-F	KELO	2 KKRC-F>>	2 KKRC-F>	2 KELO >	KELO	2 KELO-F
KKRC-F	3 KELO-F>	3 KELO-F	3 KELO-F	3 KELO-F	3 KELO-F	3 KELO >	3 KPAT-F	3 KKRC-F	3 KXRB
KELO-F>	4 KKRC-F	KELO >>	KELO	4 KPAT-F	4	4 KKLS-F	KKLS-F>	4 KKLS-F	KKLS-F
5 KKLS-F	KELO	5 KKRC-F>>	5	5	5	5	5 KTWB-F>>	KELO-F	5
KKFN	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		31 (1)	31 (1)	18.7	22.5
AOR/CLASSIC		14 (1)	14 (1)	8.4	
AC/OLDIES/SOFT ROCK	24 (2)	48 (2)	72 (4)	43.4	14.9
MOR/VARIETY	20 (2)		20 (2)	12.0	15.3
COUNTRY	18 (2)	6 (2)	24 (4)	14.5	32.9
BLACK/URBAN					
BEAUTIFUL/EASY					14.0
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL		5 (2)	5 (2)	3.0	0.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	62 (6)	104 (8)	166 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KKFN	1230	Sioux Falls	1.0/5.9/ 3/ 79
KTWB-F	101.9	Sioux Falls	1.4/4.4/ 5/ 69
KIWA-F	105.5	Sheldon	0.5/1.6/ 5/ 160
KQAD	800	Luverne	0.5/2.2/ 3/ 78
KQHU-F	104.1	Yankton/S.City	1.0/1.8/ 15/ 161

RADIO STATIONS

KELO, 1320, 5 KW (DA-N)	, AC	APR , $ 30.00	(Banner)	Midcontinent		Tom Simmons
KKFN, 1230, 1 KW	, OLDIES	UNIULT , $ 10.00	(Torbet)			Linda Downing
KSOO, 1140, 10 KW/5 KW (DA-N)	, MOR	ABC I , $ 26.00	(Christal)			Joe Henkin
KXRB, 1000, 10 KW (DAYS, DA)	, COUNTRY	MBS , $ 22.00	(McGuild)	S. Minn.		Don Jacobs
WNAX, 570, 5 KW (DA-N)	, C/FULL SER.	CBS , $ 45.00	(McGuild)	Park	(YANKTON)	Rick Prusator
KELO-F, 92.5, 100 KW @ 1850,	SOFT AC	APR , $ 23.00	(Banner)	Midcontinent		Tom Simmons
KKLS-F, 104.7, 100 KW @ 735,	AC	MBS , $ 21.00	(McGuild)	So. Minn.		Don Jacobs
KKRC-F, 103.7, 3 KW @ 120,	AOR	UNIPWR, $ 22.00	(Torbet)			Linda Downing
KLQL-F, 101.1, 100 KW @ 530,	COUNTRY	ABC E , $ 12.00	(McGuild)		(LUCERNE, MN)	Scott Park
KPAT-F, 97.3, 60 KW @ 220,	CHR	ABC C , $ 20.00	(Christal)			Joe Henkin

Miscellaneous Comments: KELO-F relcassified as SOFT AC...KKRC-F reclassified as AOR...KKRN changes from COUNTRY to OLDIES...KKFN, KKRC-F sold by Vaughn for $1,500,000...KSSO, KPAT-F sold to Tom Ingstad to $2,400,000...

SOUTH BEND

Arbitron Rank/Pop (12+): 154/200,100
MSA Rank/Pop: 178/244,100
ADI # 85
Average Person Ratings: 18.2
Market TSL: 24.00 hours

Stations: 15/11
Diaries: 726/276:1/58.6%
Sample Target: 610
% Below Line: 4.1
% Not Listed: 14.0

1989 Revenue: $6,700,000
HH Inc.: $27,443
Retail $: 1.8 Bil
Pop per Station: 18,190
#1 Biller: WNDU-F $1,600,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WNDU-F	(CHR)	50/13.7	——	14.3	——	15.8	——	154/2269	749/37.4		34.2		15.4	57	823	WNDU-F
2.	WSBT	(MOR)	45/12.4	——	18.1	——	17.5	——	50/482	423/21.1		25.8		8.9	33	518	WSBT
3.	WNSN-F	(AC)	41/11.3	——	12.1	——	9.6	——	96/1449	514/25.7		23.3		8.9	33	419	WNSN-F
4.	WZZP-F	(CHR)	39/10.7	——	10.5	——	10.2	——	71/1202	584/29.2		25.5		12.9	48	689	WZZP-F
5.	WYEZ-F	(EZ)	32/ 8.8	——	11.3	——	11.6	——	100/999	338/16.9		18.4		7.3	27	277	WYEZ-F
	WAOR-F	(AOR)	32/ 8.8	——	8.4	——	5.1	——	72/862	417/20.8		18.4		16.2	60	457	WAOR-F
7.	WGTC-F	(C)	24/ 6.6	——	——	——	——	——	77/745	245/12.2		0.0		3.0	11	143	WGTC-F
8.	WNDU	(O)	20/ 5.5	——	6.2	——	5.6	——	20/279	224/11.2		14.3		2.4	9	227	WNDU
9.	WFRN-F	(REL)	9/ 2.5	——	3.0	——	1.4	——	27/458	104/ 5.2		7.8		1.9	7	118	WFRN-F
10.																	

12+ FM SHARE (METRO): 74.76% (234 of 313) (SPG 89: 64.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNDU-F	1 WNDU-F	1 WNDU-F>	1 WNSN-F	1 WNSN-F	1 WSBT >	1 WSBT	1 WSBT	1 WNDU-F	1 WNDU-F>	1 WNSN-F
2 WZZP-F>>	2 WAOR-F	2 WNSN-F	2 WNDU-F	2 WNDU-F	2 WYEZ-F	2 WNDU-F	WNSN-F<	2 WNSN-F<	2 WZZP-F	2 WYEZ-F
3	3 WZZP-F	WAOR-F<	3 WAOR-F	3 WAOR-F	3 WNSN-F>	3 WZZP-F	3 WYEZ-F	3 WSBT	3 WNSN-F	WSBT
4	4 WNSN-F>	4 WZZP-F>	4 WZZP-F	4 WZZP-F	4 WNDU	4 WYEZ-F	4 WNDU-F	4 WZZP-F	4 WAOR-F>	4 WZZP-F
5	5 WGTC-F	5 WGTC-F	5 WGTC-F	5 WGTC-F	5 WNDU-F	5 WNSN-F	5 WZZP-F	5 WAOR-F	5 WSBT	5
							6 WAOR-F		6 WYEZ-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZZP-F	1 WNDU-F	1 WNSN-F>	1 WNDU-F	1 WNSN-F	1 WNDU-F	1 WAOR-F>	1 WAOR-F>>	1 WAOR-F	1 WAOR-F
WNDU-F>>	2 WZZP-F	2 WNDU-F>	2 WZZP-F	2 WNDU-F	WAOR-F>	2 WNDU-F>	2 WNDU-F	2 WNDU-F	2 WNSN-F
3 WAOR-F>>	3 WNSN-F>	3 WZZP-F	3 WNSN-F>	3 WZZP-F>	3 WZZP-F>>	3 WZZP-F	WGTC-F	3 WNSN-F	3 WNDU-F
4	4 WAOR-F	4 WAOR-F>>	4 WAOR-F	4 WYEZ-F	4 WGTC-F>>	WGTC-F>	4 WNSN-F>	4 WZZP-F	4 WGTC-F
5	5	5	5 WGTC-F	5 WGTC-F	5	5 WNSN-F	5 WNDU >	5 WGTC-F	5 WNDU

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		89 (2)	89 (2)	28.4	29.7
AOR/CLASSIC		34 (2)	34 (2)	10.9	6.8
AC/OLDIES/SOFT ROCK	20 (1)	46 (2)	66 (3)	21.1	14.5
MOR/VARIETY	45 (1)		45 (1)	14.4	20.0
COUNTRY		24 (1)	24 (1)	7.7	7.7
BLACK/URBAN	3 (1)		3 (1)	1.0	
BEAUTIFUL/EASY		32 (1)	32 (1)	10.2	13.2
NEWS/TALK	11 (3)		11 (3)	3.5	5.2
NOSTALGIA					1.0
RELIGION/GOSPEL		9 (1)	9 (1)	2.9	1.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	79 (6)	234 (9)	313 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAMJ	1580	South Bend	0.8/3.8/ 3/ 84
WLLJ	910	Cassopolis	0.8/2.3/ 5/ 88
WGN	720	Chicago	1.6/5.1/ 24/ 409
WLUP	1000	Chicago	0.5/1.7/ 17/ 216
WRKR-F	107.7	Portage/Kalmzoo	0.5/1.8/ 46/ 404
WZOW-F	97.7	Goshen/Elkhart	1.4/5.0/ 12/ 232

RADIO STATIONS

WAMJ ,	1580,	1 KW/500 W ,	Talk	ABC T, $ 10.00	(——)		Mark Murray
WNDU ,	1490,	1 KW ,	Oldies	ABC I, $ 20.00	(Mc-Guild)	Notre Dame	Jack Swart
WSBT ,	960,	5 KW (DA-N) ,	MOR/Full Service	UNISUP, $ 28.00	(Katz)	Schurz	Barry Smith
WAOR-F,	95.3,	3 KW @ 300 ,	AOR	ABC R, $ 19.00	(Roslin)	(NILES, MI)	Charles Frey
WFRN-F,	104.7,	50 KW @ 460 ,	Religion	MBS, $ 14.00	(——)	(ELKHART)	Ed Moore
WGTC-F,	102.3,	12 KW @ 400 ,	Country	SOURCE, $ 25.00	(Banner)	(NEW CARLISLE)	Michael Leep
WNDU-F,	92.9,	12 KW @ 880 ,	CHR	, $ 42.00	(Mc-Guild)	Notre Dame	Jack Swart
WNSN-F,	101.5,	13 KW @ 970 ,	AC	UNISUP, $ 35.00	(Katz)	Schurz	Barry Smith
WYEZ-F,	100.7,	50 KW @ 500 ,	EZ	, $ 30.00	(Christal)	Federated (ELKHART)	Steve Ruby
WZZP-F,	103.9,	3 KW @ 328 ,	CHR	, $ 33.00	(MMR)	Booth	Vince Ford

Misc: WNDU-AM changes from Country to Oldies . . . First showing for WGTC-F . . .

SPOKANE

Arbitron Rank/Pop (12+): 99/354,000

MSA Rank/Pop: 129/363,100
ADI # 77
Average Person Ratings: 16.8
Market TSL: 22.75 hours

Stations: 17/17
Diaries: 803/441:1/61.7%
Sample Target: 750
% Below Line: 0.0
% Not Listed: 12.3

1989 Revenue: $10,600,000
HH Inc.: $23,560
Retail $: 2.8 Bil
Pop per Station: 20,823
#1 Biller: KGA/KDRK-F $2,400,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KZZU-F	(CHR)	89/15.0	14.4	15.6	14.8	16.9	——	114/1419	1034/29.2	28.8	31.2		21.5	133	1145	KZZU-F
2. KISC-F	(AC)	54/ 9.1	10.1	9.2	10.9	8.4	——	78/876	628/17.7	19.4	18.3		9.7	60	719	KISC-F
3. KXLY-F	(EZ)	50/ 8.4	9.5	11.1	9.9	13.8	——	64/743	541/15.3	16.5	17.0		6.6	41	495	KXLY-F
4. KDRK-F	(C)	48/ 8.1	7.7	8.6	8.9	6.8	——	78/1007	596/16.8	15.5	17.3		11.0	68	642	KDRK-F
5. KEZE-F	(AOR)	45/ 7.6	8.8	7.2	5.6	6.4	——	66/760	504/14.2	14.0	15.1		10.2	63	655	KEZE-F
6. KKZX-F	(CL AOR)	40/ 6.7	5.7	6.3	5.8	3.9	——	49/603	445/12.6	13.6	11.7		3.4	21	408	KKZX-F
7. KXLY	(N/T)	30/ 5.1	5.7	4.6	6.8	5.1	——	50/665	484/13.7	14.9	12.2		6.5	40	515	KXLY
KAQQ	(BB)	30/ 5.1	1.3	3.3	3.1	2.7	——	40/397	290/ 8.2	5.0	6.5		1.8	11	93	KAQQ
9. KGA	(C)	29/ 4.9	5.6	4.1	5.5	4.5	——	32/489	403/11.4	13.7	11.2		2.1	13	344	KGA
10. KKPL-F	(AC)	26/ 4.4	5.2	5.3	3.1	4.9	——	37/605	431/12.2	16.7	13.9		2.7	17	335	KKPL-F
11. KTRW	(C)	20/ 3.4	4.8	2.4	2.7	4.3	——	20/262	224/ 6.3	8.4	5.7		2.1	13	97	KTRW
12. KEYF-F	(J/NA)	18/ 3.0	1.8	0.5	1.5	1.4	——	22/400	339/ 9.6	6.3	2.6		3.7	23	259	KEYF-F
13. KAAR-F	(O)	15/ 2.5	2.0	1.7	——	——	——	20/323	253/ 7.1	7.4	3.9		1.5	9	259	KAAR-F
14. KJRB	(O)	12/ 2.0	2.7	2.2	1.4	3.1	——	16/258	222/ 6.3	7.8	8.8		1.8	11	372	KJRB
15. KCDA-F	(AC)	8/ 1.3	0.7	1.9	0.9	1.0	——	10/222	173/ 4.9	2.0	3.4		1.3	8	155	KCDA-F

12+ FM SHARE (METRO): 75.43% (393 of 521) (SPG 89: 76.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZU-F>>	1 KZZU-F>	1 KZZU-F	1 KISC-F>	1 KISC-F	1 KXLY-F>	1 KZZU-F>	1 KISC-F<	1 KZZU-F>	1 KZZU-F>>	1 KDRK-F>
2	2 KEZE-F	2 KISC-F	2 KZZU-F<	2 KDRK-F	2 KDRK-F	2 KISC-F	2 KZZU-F<	2 KISC-F	2 KXLY-F	2 KGA
3	3 KKZX-F	3 KEZE-F	3 KDRK-F	3 KZZU-F	KAQQ	3 KXLY	3 KDRK-F	3 KEZE-F	3 KISC-F	3 KZZU-F
4	4 KISC-F>	4 KKZX-F<	4 KEZE-F	4 KEZE-F	4 KXLY	4 KDRK-F	4 KXLY-F	4 KDRK-F	4 KKZX-F<	4 KISC-F
5	5 KDRK-F	5 KDRK-F	5 KKZX-F	5 KKZX-F	KGA	5 KKZX-F<	5 KEZE-F	5 KKZX-F	5 KEZE-F	KEZE-F
6	6	6	6	6	6 KISC-F	6 KXLY-F<	6 KKZX-F	6	KDRK-F	6
						7 KEZE-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZZU-F>>	1 KZZU-F	1 KISC-F>	1 KISC-F	1 KISC-F>	1 KZZU-F>>	1 KZZU-F	1 KEZE-F	1 KZZU-F	1 KEZE-F<
2 KKPL-F	2 KISC-F>	2 KZZU-F>	2 KZZU-F>	2 KDRK-F	2 KKZX-F	2 KEZE-F	2 KZZU-F	2 KEZE-F	2 KDRK-F
3 KKZX-F	3 KEZE-F	3 KEZE-F	3 KDRK-F	3 KZZU-F>	3 KEZE-F>>	3 KKZX-F>	3 KDRK-F	3 KKZX-F>	3 KZZU-F
KISC-F	4 KKZX-F>	4 KKZX-F>	4 KKPL-F	4 KKPL-F	4 KISC-F>>	4 KDRK-F>	4 KKZX-F>	4 KDRK-F	KKZX-F
KEZE-F>	5 KKPL-F	5 KDRK-F	5 KEZE-F	5 KEZE-F	5	5 KISC-F	5 KEYF-F>	5 KISC-F	5 KISC-F
6 KDRK-F	6 KDRK-F	6	6 KKZX-F	6	6	KEYF-F	6 KKPL-F>	6	6 KGA

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		89 (1)	89 (1)	17.1	17.6
AOR/CLASSIC		85 (2)	85 (2)	16.3	15.3
AC/OLDIES/SOFT ROCK	14 (2)	103 (4)	117 (6)	22.5	21.0
MOR/VARIETY	5 (1)		5 (1)	1.0	5.2
COUNTRY	49 (2)	48 (1)	97 (3)	18.6	17.0
BLACK/URBAN					
BEAUTIFUL/EASY		50 (1)	50 (1)	9.6	12.5
NEWS/TALK	30 (1)		30 (1)	5.8	5.2
NOSTALGIA	30 (1)		30 (1)	5.8	2.5
RELIGION/GOSPEL					1.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		18 (1)	18 (1)	3.5	0.6
UNKNOWN/OTHERS					1.9
	128 (7)	393 (10)	521 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFVR	1050	Dishman/Spokane	0.3/2.6/ 2/ 98
KVNI	1080	Coeur D Alene	0.8/4.2/ 5/ 150

RADIO STATIONS

KAQQ	590	5 KW	Nostalgia	UNISUP CNN, $16.00	(Katz)	Home News	Lucy Rice
KGA	1510	50 KW (DA-N)	Country	ABC I, $ NA	(Eastman)	John Price	Steve Cody
KJRB	790	5 KW (DA-N)	Oldies	UNISUP UNIULT, $15.00	(Mc-Guild)	Apollo	Barb Beddor
KTRW	970	5 KW/1 KW (DA-N)	Country	UNIULT, $17.00	(Christal)	Highsmith	Chris Garras
KXLY	920	5 KW	News/Talk	CBS MBS, $22.00	(Torbet)	Morgan Murphy	Steve Herling
KAAR-F	95.3	1.3 KW @ 485	Oldies	, $15.00	(——)	(MEDICAL LAKE)	Perelta Schroeder
KCDA-F	103.1	2 KW @ 1535	AC	UNISUP UNIULT, $10.00	(——)	(COEUR d'ALENE)	Kim Cooper
KDRK-F	93.7	56 KW @ 2380	Country	, $50.00	(Eastman)	John Price	Steve Cody
KEYF-F	101.1	100 KW @ 843	Jazz/NAC	, $18.00	(Republic)	(CHENEY)	Roger McDowell
KEZE-F	105.7	100 KW @ 1910	AOR	UNIPWR, $33.00	(Mc-Guild)	Apollo	Barb Beddor
KISC-F	98.1	94 KW @ 2031	AC	, $39.00	(Katz)	Home News	Lucy Rice
KKPL-F	96.1	56 KW @ 2380	AC	UNISUP, $23.00	(Republic)	(OPPORTUNITY)	Bob Christe
KKZX-F	98.9	100 KW @ 1614	Classic AOR	, $28.00	(Banner)		Steve Fedor
KXLY-F	99.9	37 KW @ 2998	EZ	, $30.00	(Torbet)	Morgan Murphy	Steve Herling
KZZU-F	92.9	85 KW @ 2080	CHR	, $38.00	(Christal)	Highsmith	Chris Garras

Miscellaneous Comments: KHDL, KKPL-F sold for $2,300,000...

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 73/502,000	Stations: 25/13	1989 Revenue: $12,000,000
	Diaries: 870/577:1/51.9%	HH Inc.: $28,374
MSA Rank/Pop: 87/588,200	Sample Target: 890	Retail $: 4.5 Bil
ADI # 98	% Below Line: 31.1	Pop per Station: 38,615
Average Person Ratings: 18.1	% Not Listed: 15.1	#1 Biller: WHYN-AF $5,000,000
Market TSL: 24.00 hours		

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1.	WHYN-F	(AC)	86/ 9.4	10.9	8.5	9.7	11.5	9.6	93/1388	1254/25.0	23.0	24.2	9.7	74	907	WHYN-F
2.	WAQY-F	(AOR)	82/ 9.0	9.8	9.6	10.7	9.8	9.8	88/1367	1239/24.7	20.5	24.5	11.4	87	1155	WAQY-F
3.	WTIC-F	(CHR)	73/ 8.0	8.6	7.5	10.5	7.6	8.6	74/1142	1104/22.0	20.9	22.5	9.9	76	1124	WTIC-F
4.	WMAS-F	(AC)	71/ 7.8	6.1	8.5	8.0	9.2	7.6	72/954	906/18.0	18.1	18.3	7.3	56	714	WMAS-F
5.	WHYN	(MOR)	67/ 7.4	5.8	7.1	7.8	8.3	7.0	67/908	908/18.1	16.0	19.4	5.2	40	581	WHYN
6.	WMAS	(BB)	55/ 6.0	7.4	7.7	4.0	5.3	6.3	55/613	613/12.2	11.3	11.0	4.1	31	479	WMAS
7.	WWYZ-F	(C)	37/ 4.1	4.4	3.8	3.0	3.5	3.8	39/489	459/ 9.1	6.9	8.4	4.2	32	389	WWYZ-F
	WRCH-F	(EZ)	37/ 4.1	4.4	6.5	6.1	7.2	5.3	37/578	550/11.0	14.1	16.3	2.9	22	423	WRCH-F
9.	WREB	(N/T)	29/ 3.2	1.7	0.8	2.4	1.2	2.0	29/202	202/ 4.0	3.5	4.5	0.4	3	69	WREB
10.	WCCC-F	(AOR)	28/ 3.1	3.7	4.1	3.1	2.2	3.5	29/578	511/10.2	10.7	10.8	3.8	29	417	WCCC-F
11.	WAAF-F	(AOR)	25/ 2.7	2.9	1.9	1.3	1.8	2.2	30/592	508/10.1	9.0	8.6	3.5	27	422	WAAF-F
12.	WKSS-F	(CHR)	24/ 2.6	2.3	1.1	1.7	1.6	1.9	24/486	479/ 9.5	8.4	9.0	4.1	31	593	WKSS-F
13.	WDRC-F	(O)	21/ 2.3	2.3	2.8	2.0	1.7	2.3	21/388	369/ 7.4	8.1	8.6	3.5	27	354	WDRC-F
	WNNZ	(O)	21/ 2.3	1.2	2.2	1.8	2.7	1.9	21/287	269/ 5.4	6.1	7.1	0.9	7	186	WNNZ
15.	WSPR	(N/T)	20/ 2.2	1.4	1.3	2.1	1.2	1.8	21/350	343/ 6.8	6.2	4.3	2.0	15	261	WSPR

12+ FM SHARE (METRO): 67.40% (521 of 773) (SPG 89: 71.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>	1 WAQY-F>	1 WAQY-F<	1 WHYN-F	1 WHYN-F	1 WHYN <	1 WHYN-F<	1 WHYN-F	1 WHYN-F	1 WAQY-F	1 WHYN >
2 WAAF-F	2 WTIC-F	2 WHYN-F>	2 WAQY-F	2 WMAS-F<	2 WMAS	2 WHYN	2 WMAS-F	2 WTIC-F	2 WHYN	2 WMAS-F
3 WAQY-F	3 WHYN-F>	3 WTIC-F	3 WMAS-F>	3 WAQY-F>	3 WHYN-F	3 WMAS-F	3 WAQY-F	3 WAQY-F>	3 WTIC-F>	3 WAQY-F
4	4 WMAS-F	WMAS-F>	4 WHYN >	4 WHYN	4 WMAS-F	4 WTIC-F	4 WMAS <	4 WMAS-F	4 WHYN-F	4 WHYN-F
5	5 WCCC-F	5 WHYN	5 WTIC-F	5	5	5 WMAS <	5 WTIC-F	5 WHYN	5 WAAF-F	5
6	6	6	6	6	6	6 WAQY-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F>>	1 WHYN	1 WHYN-F	1 WHYN-F	1 WHYN-F	1 WTIC-F	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>	1 WAQY-F
2 WHYN-F	2 WTIC-F	2 WMAS-F	2 WMAS-F	2 WMAS-F>>	WAQY-F>>	2 WIOF-F	2 WCCC-F	2 WHYN-F	2 WHYN-F>
WAQY-F	3 WMAS-F	3 WAQY-F>	3 WTIC-F>	3 WTIC-F	3 WCCC-F	3 WCCC-F>	3 WHYN-F>>	3 WTIC-F	3 WHYN
4 WMAS-F	4 WAQY-F	4 WTIC-F	4 WAQY-F>	4 WHYN	4 WAAF-F>	4 WHYN-F>	4 WWYZ-F	4 WCCC-F	4 WDRC-F
5 WKSS-F>	5	5 WRCH-F	5 WHYN	5 WAQY-F	5	5 WHYN	WKSS-F	WHYN	WMAS-F
6	6	6	6	6		6	WHYN	6	6 WCCC-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		111 (3)	111 (3)	14.4	13.3
AOR/CLASSIC		145 (4)	145 (4)	18.8	17.5
AC/OLDIES/SOFT ROCK	21 (1)	185 (4)	206 (5)	26.6	30.3
MOR/VARIETY	104 (5)		104 (5)	13.5	14.1
COUNTRY	16 (1)	37 (1)	53 (2)	6.9	5.9
BLACK/URBAN					
BEAUTIFUL/EASY		43 (2)	43 (2)	5.6	9.6
NEWS/TALK	49 (2)		49 (2)	6.3	2.7
NOSTALGIA	55 (1)		55 (1)	7.1	6.1
RELIGION/GOSPEL	7 (1)		7 (1)	0.9	0.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	252 (11)	521 (14)	773 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WACE	730	Chicopee	0.8/3.0/ 7/ 150
WARE	1250	Ware	0.9/3.3/ 8/ 164
WHMP	1400	Northampton	1.5/4.5/ 14/ 230
WHMP-F	99.3	Northampton	1.5/10.1/ 25/ 605
WIXY	1600	East Longmeadow	1.8/3.5/ 16/ 176
WBZ	107.3	Worcester/Bostn	0.3/1.4/ 3/ 77
WHCN-F	105.9	Hartford	1.1/4.1/ 11/ 226
WIOF-F	104.1	Waterbury	0.8/3.4/ 7/ 169
WSRS-F	96.1	Worcester	0.7/5.0/ 10/ 316
WTIC	1080	Hartford	1.3/4.5/ 16/ 243

RADIO STATIONS

WHMP, 1400, 1 KW , MOR	NBC , $ 17.00	(K & P)	Sillerman	Tom Hennessy
WHYN, 560, 5 KW/1 KW (DA-2) , MOR/FULL SER.	ABC I , $ 39.00	(McGuild)	Wilks-Schwartz	Marc Berman
WMAS, 1450, 1 KW , NOSTALGIA	CBS, UNISUP, $ 25.00	(Banner)	Lappin	Joe Rizza
WNNZ, 640, 50 KW/1 KW (DA-2) , OLDIES	UNIULT, CBS , $ 18.00	(K & P)		Bob Chapman
WREB, 930, 500 W (DAYS) , TALK	, $ 16.00	(——)		Larry Milesky
WSPR, 1270, 5 KW/1 KW (DA-2) , TALK	MBS, APR, $ 19.00	(Roslin)		Dan York
WAQY-F, 102.1, 17 KW @ 782, AOR	ABC F, $ 60.00	(Katz)	Sunshine	Fred Steinman
WHMP-F, 99.3, 3 KW @ 322, CHR	, $ 25.00	(K & P)	Sillerman	Tom Hennessy
WHYN-F, 93.1, 9 KW @ 1000, AC/OLDIES	, $ 65.00	(McGuild)	Wilks-Schwartz	Marc Berman
WMAS-F, 94.7, 50 KW @ 195, AC	MBS , $ 54.00	(Banner)	Lappin	Joe Rizza

OTHER RANKED STATIONS — See Hartford

SPRINGFIELD, MO

Arbitron Rank/Pop (12+): 158/197,600

MSA Rank/Pop: 183/236,200
ADI # 83
Average Person Ratings: 15.2
Market TSL: 20.00 hours

Stations: 12/12
Diaries: 578/342:1/57.1%
Sample Target: 560
% Below Line: 0.0
% Not Listed: 12.3

1989 Revenue: $9,700,000
HH Inc.: $23,898
Retail $: 1.8 Bil
Pop per Station: 16,466
#1 Biller: KTTS A/F $3,800,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KTTS-F	(C)	52/17.3	----	17.6	----	19.2	----	157/1610	635/32.1		33.9		15.1	48	717	KTTS-F
2. KKHT-F	(CHR)	48/16.0	----	26.7	----	22.5	----	83/1171	550/27.8		41.2		23.0	72	709	KKHT-F
3. KXUS-F	(AOR)	29/ 9.7	----	11.9	----	12.3	----	45/618	397/20.1		23.4		10.1	32	556	KXUS-F
KGBX-F	(AC)	29/ 9.7	----	----	----	----	----	55/625	418/18.4		0.0		7.6	24	278	KGBX-F
5. KTXR-F	(EZ)	27/ 9.0	----	10.6	----	7.6	----	69/995	405/20.5		21.1		6.6	21	391	KTXR-F
6. KLTQ-F	(AC)	21/ 7.0	----	4.9	----	----	----	22/326	277/14.0		9.4		7.6	24	293	KLTQ-F
7. KTTS	(C)	19/ 6.3	----	4.6	----	6.9	----	31/450	281/14.2		14.3		8.8	28	321	KTTS
8. KWTO	(C)	18/ 6.0	----	5.8	----	9.1	----	35/562	238/12.0		13.4		2.2	7	304	KWTO
9. KTOZ-F	(C)	8/ 2.7	----	1.5	----	2.2	----	18/190	94/ 4.8		5.8		1.3	4	49	KTOZ-F
10. KTOZ	(BB)	6/ 2.0	----	1.2	----	1.1	----	6/52	52/ 2.6		3.3					KTOZ

12+ FM SHARE (METRO): 82.51% (217 of 263) (SPG 89: 84.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKHT-F	1 KXUS-F	1 KKHT-F	1 KGBX-F	1 KTTS-F	1 KTTS-F>>	1 KTTS-F>	1 KTTS-F	1 KKHT-F	1 KKHT-F>	1 KTTS-F>>
2	2 KKHT-F>	2 KXUS-F	2 KTTS-F>	2 KGBX-F>	2 KTXR-F	2 KKHT-F>	2 KKHT-F	2 KTTS-F	2 KTTS-F>	2 KXUS-F
3	3 KLTQ-F	3 KGBX-F	3 KXUS-F	3 KLTQ-F	3 KTTS	3 KTTS <	3 KGBX-F<	3 KXUS-F	3 KTXR-F	3 KTTS
4	4 KGBX-F	4 KTTS-F	4 KLTQ-F	4 KXUS-F	4 KGBX-F	4 KGBX-F	4 KXUS-F	4 KTXR-F	4 KXUS-F	KKHT-F
5	5	5 KLTQ-F	5 KKHT-F	5 KKHT-F	5	5	5	KGBX-F	5 KGBX-F	KGBX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKHT-F>>	1 KKHT-F>	1 KLTQ-F	1 KKHT-F>	1 KGBX-F	1 KKHT-F	1 KXUS-F>	1 KXUS-F>	1 KXUS-F	1 KTTS-F
2 KXUS-F>>	2 KXUS-F>	2 KXUS-F	2 KXUS-F	2 KTTS-F	2 KXUS-F>	2 KLTQ-F	2 KLTQ-F	2 KTTS-F	2 KGBX-F
3 KTTS-F	3 KLTQ-F	KKHT-F	3 KGBX-F	3 KLTQ-F	3 KTOZ-F>	KKHT-F	KGBX-F	KGBX-F	3 KXUS-F
KLTQ-F	4 KGBX-F	KGBX-F>>	4 KTTS-F	KKHT-F>	4 KTXR-F	4 KGBX-F	4 KTTS-F>>	4 KKHT-F	4 KLTQ-F>
KGBX-F	5	5	5 KLTQ-F	5 KTXR-F	KLTQ-F>>	5 KTTS-F	5	5 KLTQ-F	5 KKHT-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		48 (1)	48 (1)	18.3	30.3
AOR/CLASSIC		32 (2)	32 (2)	12.2	1.0
AC/OLDIES/SOFT ROCK		50 (2)	50 (2)	19.0	19.3
MOR/VARIETY					
COUNTRY	37 (2)	60 (2)	97 (4)	36.9	31.7
BLACK/URBAN					
BEAUTIFUL/EASY		27 (1)	27 (1)	10.3	12.1
NEWS/TALK					
NOSTALGIA	6 (1)		6 (1)	2.3	
RELIGION/GOSPEL	3 (1)		3 (1)	1.1	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					5.5
	46 (4)	217 (8)	263 (12)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KLFJ	1550	Sparta/Spngfld.	1.0/4.8/ 4/ 124
KXBR-F	93.5	Greenfield	1.0/4.5/ 3/ 107

RADIO STATIONS

KTOZ, 1060,	500 W (DAYS)	, NOSTALGIA		, $ 10.00	(—)			Larry Campbell
KTTS, 1250,	5 KW (DA-N)	, COUNTRY	ABC D	, $ 17.00	(Torbet)	Great Empire		Curt Brown
KWTO, 560,	5 KW (DA-N)	, COUNTRY	ABC I	, $ 20.00	(Banner)	Cole		Bill Williamson
KGBX-F, 105.9,	50 KW @ 500,	AC		, $ 22.00	(HNWH)	Borders	(BOLIVAR)	Bob May
KKHT-F, 98.7,	100 KW @ 600,	CHR	ABC C	, $ 46.00	(Banner)	Cole		Bill Williamson
KLTQ-F, 96.5,	1.6 KW @ 453,	AC	UNISUP	, $ 17.00	(—)		(SPARTA)	Rick Jesse
KTOZ-F, 104.9,	50 KW @ 492,	COUNTRY	MBS, UNIULT	, $ 10.00	(—)		(MARSHFIELD)	Larry Campbell
KTTS-F, 94.7,	100 KW @ 659,	COUNTRY	ABC D	, $ 58.00	(Torbet)	Great Empire		Curt Brown
KTXR-F, 101.5,	100 KW @ 1150,	EZ	NBC	, $ 8.00	(—)		(GREENFIELD)	Steve Evans
KXUS-F, 97.3,	100 KW @ 480,	AOR	ABC R	, $ 40.00	(Republic)	Demaree		Mike Crowder

Miscellaneous Comments: KWTO-F changes calls to KKHT-F (Jan)...KTOZ-F apparently has changed from AC to COUNTRY...
KXUS reclassified from AC to AOR...

STEUBENVILLE

Arbitron Rank/Pop (12+): 208/124,900
MSA Rank/Pop: 252/145,300
ADI # 137 (w/Wheeling)
Average Person Ratings: 17.3
Market TSL: 22.50 hours

Stations: 22/3
Diaries: 546/229:1/54.7%
Sample Target: 550
% Below Line: 60.2
% Not Listed: 18.1

1989 Revenue: $1,900,000
HH Inc.: $24,539
Retail $: .81 Bil
Pop per Station: 41,633
#1 Biller: WKKY-F $700,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WSTV	(N/T)	20/ 9.3	——	8.4	——	14.9	——	20/205	205/16.4		15.8					WSTV
WRKY-F	(CHR)	20/ 9.3	——	11.2	——	13.9	——	20/391	391/31.3		25.5					WRKY-F
3. WOMP-F	(CHR)	16/ 7.4	——	12.6	——	6.0	——	16/219	219/17.5		20.1					WOMP-F
4. WWVA	(C)	14/ 6.5	——	3.7	——	5.5	——	14/195	195/15.6		11.9					WWVA
5. WWSW-F	(O)	13/ 6.0	——	5.6	——	7.5	——	13/204	204/16.3		15.4					WWSW-F
6. WOVK-F	(C)	11/ 5.1	——	5.6	——	3.0	——	11/122	122/ 9.8		9.3					WOVK-F
WAMO-F	(B)	11/ 5.1	——	1.9	——	4.0	——	11/98	98/ 7.8		4.7					WAMO-F
8. WDVE-F	(AOR)	10/ 4.6	——	7.5	——	8.0	——	10/166	166/13.3		17.7					WDVE-F
9. WELA-F	(C)	9/ 4.2	——	3.3	——	4.5	——	9/127	127/10.2		8.9					WELA-F
WSHH-F	(EZ)	9/ 4.2	——	4.7	——	4.5	——	9/ 92	92/ 7.4		12.1					WSHH-F

12+ FM SHARE (METRO): 74.01% (131 of 177) (SPG 89: 77.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOMP-F	1 WRKY-F>	1 WRKY-F>	1 WWSW-F	1 WWSW-F	1 WSTV >	1 WSTV	1 WSTV >	1 WSTV	1 WOMP-F	1 WOMP-F>
2 WAMO-F	2 WDVE-F	2 WWSW-F	2 WRKY-F	2 WRKY-F>	2 WWVA >	2 WRKY-F	2 WWVA	WRKY-F	WRKY-F>	2 KDKA
3 WRKY-F>	3 WOMP-F	3 WOMP-F	3	3 WOMP-F	3 WWSW-F	3 WWVA	WRKY-F	3 WWSW-F	3 WDVE-F	WSTV
4 WBZZ-F	WAMO-F	4 WDVE-F	4	WSTV	WSHH-F	4	4 WWSW-F	4 WWVA	4 WAMO-F	4
5	5	5	5	5	WOVK-F	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRKY-F>>	1 WRKY-F>>	1 WRKY-F>>	1 WRKY-F>	1 WWSW-F		1 WOMP-F	1 WDVE-F	1 WWSW-F	1 WRKY-F	1 WRKY-F
2 WOVK-F	2 WOVK-F	2 WWSW-F	2 WWSW-F	WRKY-F>		WDVE-F	WRKY-F>	WDVE-F	2 WWSW-F	2 WDVE-F
WOMP-F>>	WOMP-F	WDVE-F	WOMP-F	3 WSHH-F		WRKY-F>>	3 WWSW-F	WRKY-F>	WDVE-F	WSTV
4	WDVE-F	WAMO-F>>	4	WOMP-F		4	WOMP-F	4 WMYG-F	4	4
	WAMO-F	5	5	WLTJ-F			WEGW-F	WEGW-F	5	5
	6		6	WELA-F			WAMO-F	WAMO-F>	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		45 (4)	45 (4)	25.4	32.8
AOR/CLASSIC		13 (2)	13 (2)	7.3	9.6
AC/OLDIES/SOFT ROCK		29 (4)	29 (4)	16.4	7.9
MOR/VARIETY	9 (2)		9 (2)	5.1	5.1
COUNTRY	14 (1)	23 (4)	37 (5)	20.9	16.9
BLACK/URBAN		11 (1)	11 (1)	6.2	2.3
BEAUTIFUL/EASY		9 (1)	9 (1)	5.1	12.4
NEWS/TALK	20 (1)		20 (1)	11.3	10.2
NOSTALGIA	3 (1)		3 (1)	1.7	
RELIGION/GOSPEL		1 (1)	1 (1)	0.6	0.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					2.3
	46 (5)	131 (17)	177 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEIR	1430	Weirton	3.2/10.2/ 7/ 128
KDKA	1020	Pittsburgh	0.9/9.0/ 2/ 112
WBBD	1600	Wheeling	1.4/2.4/ 3/ 30
WBZZ-F	93.7	Pittsburgh	2.3/13.4/ 5/ 167
WDSY-F	107.9	Pittsburgh	0.5/2.7/ 1/ 34
WEGW-F	107.5	Wheeling/Stebvl	2.8/9.0/ 6/ 112
WELA-F	104.3	E Liverpl/Pitt.	4.2/10.2/ 9/ 127
WHLX-F	105.5	Bethlehem/Wheel	1.9/3.8/ 4/ 48
WKWK-F	97.3	Wheeling/stebvl	2.3/8.6/ 5/ 108
WLTJ-F	92.9	Pittsburgh	2.3/5.8/ 5/ 72
WMYG-F	96.9	Braddock	1.4/4.5/ 3/ 56
WPIT-F	101.5	Pittsburgh	0.5/2.3/ 1/ 29
WQXK-F	105.1	Salem/Youngstwn	0.9/6.5/ 2/ 81
WSHH-F	99.7	Pittsburgh	4.2/7.4/ 9/ 92

RADIO STATIONS

WEIR, 1430, 1 KW (DA-2) , MOR APR , $ 14.00 (HB&H) (WEIRTON, WV) Marvel Virtue
WSTV, 1340, 1 KW , NEWS/TALK MBS, TALKNT , $ 26.00 (Regional) Associated Bill Chesson

WRKY-F, 103.5, 16 KW @ 880, CHR , $ 30.00 (Regional) Associated Bill Chesson
WELA-F, 104.3, 50 KW @ 335, COUNTRY SMN , $ 14.00 (——) (E. LIVERPOOL, OH) Ron Aughinbaugh

OTHER RANKED STATIONS: See Wheeling or Pittsburgh Miscellaneous Comments: WEIR A/F sold for $2,600,000 (Kozacko-Horton)

STOCKTON

Arbitron Rank/Pop (12+): 90/392,400	Stations: 38/9	1989 Revenue: $7,800,000
	Diaries: 813/483:1/47.2%	HH Inc.: $27,343
MSA Rank/Pop: 104/469,600	Sample Target: 780	Retail $: 2.5 Bil
ADI # 21 (w/Modesto & Sacramento)	% Below Line: 55.0	Pop per Station: 43,600
Average Person Ratings: 16.4	% Not Listed: 21.2	#1 Biller: KWG/KYBB-F $1,900,000
Market TSL: 22.25 hours		

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KHOP-F (CHR)	47/ 7.3	6.8	10.4	4.4	6.5	----		841/21.4	22.1	25.0		9.4	61	649	KHOP-F
2. KBEE-F (EZ)	42/ 6.5	5.9	3.8	5.5	6.1	----		453/11.5	13.6	9.8		5.5	36	435	KBEE-F
3. KRAK (C)	34/ 5.3	5.7	5.6	9.1	6.3	----		353/ 9.0	10.4	10.3		4.2	27	390	KRAK
4. KJOY-F (SAC)	29/ 4.5	5.5	4.8	2.7	3.5	----		347/ 8.8	9.5	10.7		0.8	5	133	KJOY-F
5. KCBS (T)	28/ 4.4	2.9	3.9	3.2	2.9	----		406/10.3	10.9	10.4		3.1	20	307	KCBS
6. KMEL-F (CHR)	25/ 3.9	4.4	4.3	2.1	3.1	----		331/ 8.4	9.3	11.2		7.2	47	461	KMEL-F
KSTN-F (SP)	25/ 3.9	2.8	1.2	2.8	2.9	----		270/ 6.9	6.3	3.2		2.5	16	154	KSTN-F
8. KWG (O)	23/ 3.6	2.8	4.1	4.1	5.2	----		338/ 8.6	7.3	9.1		3.7	24	309	KWG
9. KFMR-F (C)	21/ 3.3	3.4	3.1	6.5	5.0	----		321/ 8.2	10.0	9.8		6.0	39	325	KFMR-F
10. KNBR (MOR)	20/ 3.1	6.2	4.6	3.0	3.6	----		422/10.8	16.3	10.7		4.3	28	372	KNBR
11. KDJK-F (AOR)	19/ 3.0	4.1	5.1	3.2	5.6	----		254/ 6.5	8.0	9.0		3.1	20	222	KDJK-F
12. KVFX-F (CL AOR)	18/ 2.8	1.3	0.8	2.2	4.0	----		251/ 6.4	4.2	6.7		5.1	33	298	KVFX-F
13. KFRC (BB)	16/ 2.5	2.3	5.4	1.3	1.5	----		222/ 5.7	6.1	6.8		2.2	14	174	KFRC
14. KCVR (SP)	15/ 2.3	1.6	----	0.9	1.3	----		167/ 4.3	4.2	0.0		2.0	13	155	KCVR
15. KWIN-F (CHR)	14/ 2.2	2.0	3.6	3.6	7.3	----		375/ 9.6	9.6	13.1		4.3	28	531	KWIN-F

NOTE: Stockton's MSA & TSA are the same

12+ FM SHARE (METRO): 62.65% (317 of 506) (SPG 89: 61.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHOP-F	1 KHOP-F>	1 KHOP-F>	1 KJOY-F<	1 KRAK	1 KBEE-F	1 KCBS <	1 KBEE-F	1 KHOP-F>	1 KHOP-F	1 KGO
2 KMEL-F>	2 KDJK-F	2 KSTN-F	2 KHOP-F	KWG <	2 KRAK	2 KHOP-F	2 KHOP-F<	2 KBEE-F	2 KNBR >	2 KHOP-F
3 KWOD-F	3 KMEL-F	KJOY-F	KWG	3 KJOY-F	3 KCBS >	3 KRAK <	3 KRAK	3 KJOY-F	3 KSTN-F<	3 KBEE-F>
KSTN-F	KSTN-F	4 KMEL-F	4 KSTN-F	4 KHOP-F	4 KNBR	4 KBEE-F>	4 KWG	4 KSTN-F	4 KMEL-F	4 KNBR
KSTN	5 KVFX-F	KWG	5 KRAK	5 KSTN-F	KFMR-F	5 KJOY-F<	5 KJOY-F	5 KDJK-F	5 KCBS	5
6	KJOY-F	6	KMEL-F	6	6 KFRC	6 KWG	6	6 KRAK <	KSTN	6
								7 KWG		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHOP-F>>	1 KHOP-F>	1 KJOY-F>	1 KHOP-F	1 KJOY-F	1 KDJK-F>	1 KDJK-F<	1 KWG >	1 KHOP-F	1 KWG
2 KWOD-F	2 KJOY-F	2 KMEL-F	2 KJOY-F	2 KBEE-F	2 KHOP-F>>	2 KHOP-F>	2 KHOP-F	2 KDJK-F	2 KRAK
KSTN-F	3 KMEL-F	3 KHOP-F	3 KSTN-F	3 KRAK	3 KVFX-F	3 KWG	3 KRAK-F	3 KWG >	3 KHOP-F
4 KVFX-F	KSTN-F>	4 KSTN-F>	4 KMEL-F	4 KMEL-F	KRXQ-F	4 KVFX-F	KSTN-F	4 KVFX-F	4 KNBR
5 KMEL-F	5 KVFX-F	5 KWIN-F	5 KVFX-F	KHOP-F	KMEL-F	5 KRAK-F	5 KVFX-F	KYBB-F	KYBB-F
6	6	KCVR	6	KSTN-F	KWIN-F	KMEL-F	6	6	6
					KCVR >>	KSTN-F			

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		99 (5)	99 (5)	19.6	26.7
AOR/CLASSIC		55 (5)	55 (5)	10.9	8.0
AC/OLDIES/SOFT ROCK	30 (3)	54 (6)	84 (9)	16.6	12.1
MOR/VARIETY	20 (1)		20 (1)	4.0	6.2
COUNTRY	44 (2)	32 (2)	76 (4)	15.0	14.6
BLACK/URBAN		3 (1)	3 (1)	0.6	0.4
BEAUTIFUL/EASY	3 (1)	42 (1)	45 (2)	8.9	10.1
NEWS/TALK	46 (4)		46 (4)	9.1	8.2
NOSTALGIA	16 (1)		16 (1)	3.2	7.6
RELIGION/GOSPEL		3 (1)	3 (1)	0.6	
SPANISH	30 (3)	25 (1)	55 (4)	10.9	5.4
CLASSICAL					
JAZZ/NEW AGE		4 (1)	4 (1)	0.8	0.8
UNKNOWN/OTHERS					
	189 (15)	317 (23)	506 (38)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KJAX	1280	Stockton	0.5/2.2/ 3/ 85
KSTN	1420	STOCKTON	1.7/6.5/ 11/ 255
KYBB-F	100.9	TRACY	1.9/7.1/ 12/ 277
KABL	960	Oakland	0.5/0.3/ 3/ 49
KAER-F	92.5	Sacramento	0.5/1.5/ 3/ 60
KAMB-F	101.5	Merced	0.5/1.5/ 3/ 58
KFBK	1530	SACRAMENTO	0.5/2.9/ 3/ 114
KGO	810	SAN FRANCISCO	1.9/6.3/ 12/ 246
KLOC	920	Ceres	0.6/2.1/ 4/ 84
KOIT-F	96.5	San Francisco	0.3/1.1/ 2/ 50
KOOK	970	Modesto	0.3/1.2/ 2/ 49
KOSO-F	93.1	PATTERSON/MDSTO	1.1/5.6/ 7/ 220
KQPT-F	100.5	SACRAMENTO	0.6/1.7/ 4/ 67
KRAK-F	105.1	SACRAMENTO	1.7/5.9/ 11/ 230
KRQR-F	97.3	SAN FRANCISCO	0.6/1.9/ 4/ 74
KRXQ-F	93.7	Roseville/Scrmt	0.8/1.6/ 5/ 61
KSFM-F	102.5	WOODLAND	0.5/3.8/ 3/ 149
KSFO	560	SAN FRANCISCO	0.8/2.3/ 5/ 89
KSOL-F	107.7	SAN MATEO	0.5/2.3/ 3/ 92
KTRB	860	MODESTO/STOCKTN	1.6/3.8/ 10/ 150
KWOD-F	106.5	SACRAMENTO	1.6/6.4/ 10/ 252
KYA -F	93.3	San Francisco	0.2/0.6/ 1/ 25
KZAP-F	98.5	SACRAMENTO	1.4/4.6/ 9/ 182

RADIO STATIONS

KCVR ,	1570,	5 KW/500 W (DA-2),	Hispanic	, $14.00	(Lotus)			
KJAX ,	1280,	1 KW (DA-N) ,	Talk	MBS TALKNT, $10.00	(Christal)			Joel Gamble
KSTN ,	1420,	5 KW/1KW (DA-2) ,	Hispanic	ABC C, $15.00	(Roslin)			Knox LaRue
KWG ,	1230,	1 KW ,	Oldies	MBS UNISUP, $17.00	(Katz)	Home News		Ken Thompson
KFMR-F,	100.1,	3 KW @ 285 ,	Country	, $24.00	(CBS)			Susan Carson
KJOY-F,	99.3,	2.3 KW @ 330 ,	Soft AC	UNISUP UNIULT, $23.00	(Christal)			Joel Gamble
KSTN-F,	107.3,	8 KW @ 1614 ,	Hispanic	ABC C, $18.00	(Roslin)			Knox LaRue
KWIN-F,	97.7,	3 KW @ 300 ,	CHR	, $21.00	(MMR)		(LODI)	
KYBB-F,	100.9,	3 KW @ 328 ,	Oldies	UNISUP UNIULT, $20.00	(Katz)	Home News		Ken Thompson

Other ranked stations — See Sacramento, Modesto or San Francisco

SYRACUSE

Arbitron Rank/Pop (12+): 66/540,300

MSA Rank/Pop: 76/650,400
ADI # 68
Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 21/16
Diaries: 999/541:1/58.0%
Sample Target: 920
% Below Line: 8.4
% Not Listed: 16.8

1989 Revenue: $17,000,000
HH Inc.: $30,327
Retail $: 4.3 Bil
Pop per Station: 33,768
#1 Biller: WYYY-F $5,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WYYY-F	(AC)	116/12.8	11.3	14.1	15.7	11.8	13.5	156/2104	1620/30.0	32.0	31.4		10.3	87	1497	WYYY-F
2. WNTQ-F	(CHR)	88/ 9.7	12.8	11.4	10.0	13.9	11.0	105/1838	1419/26.3	28.9	30.7		15.3	129	1599	WNTQ-F
3. WSYR	(MOR)	84/ 9.3	9.7	9.6	10.0	10.8	9.6	87/1344	1183/21.9	25.3	23.4		9.3	78	1241	WSYR
4. WKFM-F	(CL AOR)	71/ 7.9	8.0	6.2	7.3	7.4	7.3	85/1384	1122/20.8	18.5	18.7		9.3	78	1340	WKFM-F
5. WAQX-F	(AOR)	69/ 7.6	7.5	6.7	7.3	7.8	7.3	74/1037	920/17.0	18.8	18.7		10.1	85	924	WAQX-F
6. WRHP-F	(EZ)	64/ 7.1	5.6	6.9	6.6	6.5	6.6	77/867	677/12.5	12.5	11.7		3.4	29	426	WRHP-F
7. WSEN-AF	(O)	34/ 3.7	5.6	5.5	5.8	5.8	5.2	45/845	712/13.2	14.1	16.5		4.7	39	550	WSEN-AF
8. WEZG-F	(SAC)	31/ 3.4	3.4	3.1	2.7	2.7	3.2	31/487	466/ 8.6	9.5	9.1		3.0	25	274	WEZG-F
9. WPCX-F	(C)	29/ 3.2	2.8	2.1	2.1	4.0	2.5	80/718	257/ 4.8	5.9	8.0		1.1	9	227	WPCX-F
10. WHEN	(MOR)	28/ 3.1	3.5	3.3	3.3	4.2	3.3	39/733	563/10.4	11.4	15.2		2.9	24	409	WHEN
11. WFBL	(BB)	25/ 2.8	2.9	4.5	2.8	0.7	3.3	28/430	386/ 7.1	9.1	2.7		1.8	15	356	WFBL
12. WSCP-F	(C)	24/ 2.7	1.7	1.8	0.9	0.8	1.8	25/229	172/ 3.1	2.1	3.1		2.0	17	205	WSCP-F
13. WFRG-F	(C)	19/ 2.1	1.1	0.8	1.5	0.5	1.4	42/462	200/ 3.7	2.7	1.4		0.8	7	139	WFRG-F
14. WXRA	(BB)	14/ 1.6	1.5	1.5	0.6	0.5	1.3	14/169	160/ 3.0	3.4	3.0		1.0	8	70	WXRA
15. WNDR	(C)	13/ 1.4	2.0	1.7	1.5	2.6	1.6	13/321	2587/ 5.3	6.1	7.3		1.5	13	175	WNDR

12+ FM SHARE (METRO): 77.63% (583 of 751) (SPG 89: 75.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F	1 WYYY-F	1 WYYY-F>	1 WYYY-F>	1 WYYY-F>	1 WSYR	1 WSYR <	1 WYYY-F>	1 WYYY-F>	1 WYYY-F	1 WSYR >>
2	2 WKFM-F	2 WKFM-F<	2 WNTQ-F	2 WNTQ-F	2 WRHP-F>	2 WYYY-F>	2 WNTQ-F	2 WNTQ-F	2 WNTQ-F	2 WYYY-F
3	WAQX-F	3 WNTQ-F<	3 WKFM-F<	3 WSYR <	3 WYYY-F>	3 WNTQ-F>	3 WRHP-F	3 WKFM-F	3 WSYR	3 WNTQ-F
4	4 WNTQ-F	4 WAQX-F>	4 WAQX-F<	4 WKFM-F	4 WHEN	4 WKFM-F	WAQX-F	4 WAQX-F<	4 WAQX-F<	WHEN
5	5	5 WSEN-AF	5 WSEN-AF	5 WAQX-F<	WFBL	5 WAQX-F	5 WKFM-F	5 WRHP-F	5 WKFM-F	5
6	6	6	6 WSYR	6 WSEN-AF	6	6	6	6 WSYR	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNTQ-F	1 WYYY-F	1 WYYY-F>>	1 WYYY-F>	1 WYYY-F>	1 WKFM-F	1 WKFM-F	1 WYYY-F	1 WYYY-F	1 WYYY-F>
2 WAQX-F>	2 WNTQ-F>	2 WNTQ-F>	2 WNTQ-F>	2 WNTQ-F>	2 WAQX-F>	2 WAQX-F	2 WAQX-F	WKFM-F	2 WKFM-F
3 WYYY-F	3 WAQX-F	3 WKFM-F	3 WAQX-F	3 WSYR	3 WYYY-F	3 WYYY-F>	3 WKFM-F	3 WAQX-F>	3 WAQX-F
4 WKFM-F>	4 WKFM-F	4 WAQX-F>>	4 WKFM-F	4 WSEN-AF<	4 WNTQ-F>	4 WNTQ-F	4 WNTQ-F>>	4 WNTQ-F>	4 WSYR
5 WSCP-F>>	5	5	5 WEZG-F	5 WEZG-F	5 WKLX-F	5	5 WOUR-F	5 WSEN-AF	5 WSEN-AF
6	6		6 WSEN-AF	6 WRHP-F	6 WPCX-F	6	WEZG-F>	6	WNTQ-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		94 (2)	94 (2)	12.5	17.1
AOR/CLASSIC		151 (3)	151 (3)	20.1	18.8
AC/OLDIES/SOFT ROCK	4 (1)	193 (5)	197 (6)	26.2	20.9
MOR/VARIETY	112 (2)		112 (2)	14.9	17.8
COUNTRY	13 (1)	72 (3)	85 (4)	11.3	9.4
BLACK/URBAN					
BEAUTIFUL/EASY		64 (1)	64 (1)	8.5	10.9
NEWS/TALK					
NOSTALGIA	39 (2)		39 (2)	5.2	2.7
RELIGION/GOSPEL		9 (1)	9 (1)	1.2	2.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.4
	168 (6)	583 (15)	751 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGES-F	105.5	Oswego	0.6/1.2/ 5/ 71
WMHR-F	102.9	Syracuse	1.0/3.6/ 22/ 302
WKLX-F	98.9	Rochester	1.2/1.4/ 27/ 299
WOUR-F	96.9	Utica	1.2/4.7/ 26/ 424
WRCK-F	107.3	Utica	0.7/2.6/ 14/ 316

RADIO STATIONS

WKBL, 1390,	5 KW (DA-N)	, NOSTALGIA	CNN, UNISUP ,	$ 18.00	(Christal)	Wilks-Schwartz		Jay Sterin
WHEN, 620,	5 KW/1 KW (DA-N)	, MOR/AC	ABC E ,	$ 30.00	(Banner)	Park		John Enoch
WNDR, 1260,	5 KW (DA-N)	, COUNTRY	CBS, UNISUP ,	$ 16.00	(McGuild)	Osborn		
WSYR, 570,	5 KW (DA-2)	, MOR/FULL SER.	NBC ,	$ 70.00	(Katz)	New City		John Terboss
WXRA, 1200,	1 KW	, NOSTALGIA	,	$ 15.00	(Durpetti)			Marty Mercurio
WAQX-F, 95.7,	25 KW @ 298,	AOR	ABC R ,	$ 42.00	(MMR)	Atlantic Ventures		Richard Harker
WKFM-F, 104.7,	50 KW @ 492,	CLASSIC AOR	SOURCE ,	$ 44.00	(Christal)	Wilks-Schwartz		Jay Sterin
WMHR-F, 102.9,	20 KW @ 782,	RELIGION	,	$ 12.00	(---)			Gordon Bell
WNTQ-F, 93.1,	97 KW @ 660,	CHR	,	$ 51.00	(McGuild)	Osborn		
WRHP-F, 107.9,	50 KW @ 500,	EZ	ABC D ,	$ 37.00	(Banner)	Park		John Enoch
WSCP-F, 101.7,	2.5 KW @ 365,	COUNTRY	UNIULT ,	$ 20.00	(---)		(PULASKI)	
WSEN-F, 92.1,	25 KW @ 200,	OLDIES	CBS, UNISUP ,	$ 33.00	(HNWH)	Buckley		Joel Friedman
WYYY-F, 94.5,	100 KW @ 650,	AC	,	$ 110.00	(Katz)	NewCity		John Terboss
WEZG-F, 100.9,	3 KW @ 165,	SOFT AC	UNISUP ,	$ 29.00	(Durpetti)			Marty Mercurio
WPCX-F, 106.9,	45 KW @ 530,	COUNTRY	SMN ,	$ 19.00	(Market 4)		(AUBURN)	Dick Ducayne

Miscellaneous Comments: WAQX-F sold by Atlantic Ventures for $4,000,000 (Americom/Skye Fischer)...

TALLAHASSEE

Arbitron Rank/Pop (12+): 172/167,400	Stations: 11/10	1989 Revenue: $7,000,000
	Diaries: 558/300:1/47.9%	HH Inc.: $25,335
MSA Rank/Pop: 186/230,200	Sample Target: 550	Retail $: 1.7 Bil
ADI # 116	% Below Line: 0.4	Pop per Station: 16,740
Average Person Ratings: 16.3	% Not Listed: 21.6	#1 Biller: WTNT $1,300,000
Market TSL: 21.75 hours		WBGM-F

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WTNT-F	(C)	39/14.3	----	12.3	----	9.8	----	71/829	434/25.9		23.6		9.6	27	340	WTNT-F
2. WGLF-F	(AOR)	34/12.5	----	16.0	----	18.1	----	54/567	409/24.4		32.3		15.7	44	582	WGLF-F
3. WANM	(B)	31/11.4	----	13.4	----	14.2	----	33/348	311/18.6		14.7		8.6	24	293	WANM
4. WFHT-F	(B)	30/11.0	----	4.8	----	10.2	----	44/596	369/22.0		11.6		11.4	32	388	WFHT-F
5. WTHZ-F	(CHR)	22/ 8.1	----	11.5	----	14.2	----	27/598	469/28.0		29.9		11.4	32	516	WTHZ-F
6. WBGM-F	(AC)	21/ 7.7	----	10.4	----	7.1	----	28/522	361/21.6		26.2		8.2	23	409	WBGM-F
7. WTMG-F	(O)	13/ 4.8	----	4.5	----	3.9	----	17/285	222/13.3		11.3		6.4	18	225	WTMG-F
8. WMLO-F	(EZ)	10/ 3.7	----	6.7	----	4.3	----	20/280	184/11.0		13.5		3.9	11	160	WMLO-F
9. WQHI-F	(AC)	8/ 2.9	----	----	----	----	----	8/179	159/ 9.5		0.0		2.5	7	172	WQHI-F
10.																

12+ FM SHARE (METRO): 83.18% (178 of 214) (SPG 89: 80.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTHZ-F>>	1 WGLF-F	1 WGLF-F	1 WTNT-F	1 WTNT-F	1 WTNT-F>	1 WTNT-F>	1 WTNT-F<	1 WGLF-F	1 WFHT-F>	1 WFHT-F
2 WFHT-F	2 WFHT-F	2 WFHT-F	WGLF-F	2 WGLF-F	2 WANM	2 WANM	2 WGLF-F>	2 WTNT-F	2 WGLF-F>	2 WTNT-F
3	3 WANM	3 WTNT-F	3 WFHT-F	3 WFHT-F	3 WTMG-F	3 WTHZ-F	3 WBGM-F	3 WFHT-F	3 WTNT-F	WGLF-F>>
4	4 WTNT-F	4 WANM	4 WBGM-F	4 WBGM-F	4 WMLO-F	4 WGLF-F<	4 WFHT-F	4 WANM	4 WTHZ-F	4 WBGM-F
5	5	5 WBGM-F	5 WANM	5 WANM	5 WBGM-F	5 WFHT-F	5 WANM	5 WTHZ-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGLF-F	1 WFHT-F<	1 WFHT-F	1 WFHT-F	1 WTNT-F	1 WANM >	1 WGLF-F>>	1 WGLF-F>	1 WGLF-F>	1 WTNT-F
WFHT-F>	2 WGLF-F>	2 WTNT-F	2 WGLF-F	2 WBGM-F	2 WGLF-F>>	2 WFHT-F	2 WFHT-F	2 WTNT-F	WGLF-F
3 WANM >	3 WTNT-F	WGLF-F	3 WTNT-F	3 WFHT-F	3 WTHZ-F	WANM	3 WTNT-F>>	3 WFHT-F	3 WFHT-F>
4 WTNT-F	WBGM-F	WBGM-F	WBGM-F	WANM	WFHT-F	4 WTNT-F	4 WBGM-F	4 WANM	4 WBGM-F
WTHZ-F	WANM	5 WTHZ-F	WANM	5 WGLF-F	WBGM-F>>	5	WANM >	5 WBGM-F	5 WANM
WBGM-F>>	6	WANM >	6	6	6 WTNT-F	6	6 WTHZ-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		23 (2)	23 (2)	10.7	14.1
AOR/CLASSIC		34 (1)	34 (1)	15.9	19.5
AC/OLDIES/SOFT ROCK		42 (3)	42 (3)	19.6	18.2
MOR/VARIETY					
COUNTRY		39 (1)	39 (1)	18.2	15.0
BLACK/URBAN	31 (1)	30 (1)	61 (2)	28.5	22.3
BEAUTIFUL/EASY		10 (1)	10 (1)	4.7	8.2
NEWS/TALK	5 (1)		5 (1)	2.3	1.8
NOSTALGIA					
RELIGION/GOSPEL					0.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	36 (2)	178 (9)	214 (11)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WTAL	1450	Tallahassee	1.8/6.1/ 5/ 113
WJAD-F	97.3	Bainbridge	0.4/3.0/ 35/ 479

RADIO STATIONS

WANM ,	1070,	10 KW (DAYS) ,	Black	SBN, $19.00	(Banner)			Bob Badger
WTAL ,	1450,	1 KW (DA-1) ,	Talk	SUN ABC T, $11.00	(Regional)			Don Keyes
WBGM-F,	98.9,	100 KW @ 365 ,	AC	ABC C, $30.00	(Republic)	HVS		Royce Plummer
WFHT-F,	101.7,	3 KW @ 328 ,	Black	, $17.00	(Roslin)		(QUINCY)	Lee Clear
WGLF-F,	104.1,	100 KW @ 440 ,	AOR	, $26.00	(Banner)			Bill Mariott
WMLO-F,	104.9,	47 KW @ 505 ,	EZ	, $22.00	(Eastman)		(HAVANNA)	Jon Hill
WQHI-F,	99.9,	3 KW @ 328 ,	AC	, $12.00	(----)		(LAFAYETTE)	
WTHZ-F,	103.1,	3 KW @ 300 ,	CHR	, $25.00	(MMR)	Dolcom		Howard Dolgoff
WTMG-F,	95.9,	3 KW @ 300 ,	Oldies	SMN, $17.00	(Mc-Guild)			Rich Bartlett
WTNT-F,	94.9,	100 KW @ 840 ,	Country	ABC I, $31.00	(Christal)			Mark Halverson

Misc: WIQI chagnes calls to WFHT-F (April) . . . WWDS/WIQI-F purchased from Ardman to Ragan Henry's son for $2,000,000...
WYYN, WTNT-F sold by Palmer for $2,800,000 (Clark)...

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,803,700

MSA Rank/Pop: 21/2,050,900
ADI # 14
Average Person Ratings: 17.5
Market TSL: 23.50 hours

Stations: 26/23
Diaries: 1664/1084:1/51.7%
Sample Target: 1640
% Below Line: 8.4
% Not Listed: 12.1

1989 Revenue: $60,500,000
HH Inc.: $24,733
Retail $: 14.8 Bil
Pop per Station: 78,421
#1 Biller: WRBQ-F $17,500,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WWRM-F	(SAC)	286/ 9.0	8.9	8.2	9.9	7.5	9.0	335/3982	3298/18.3	20.3	20.2		9.6	279	2006	WWRM-F
2. WFLZ-F	(CHR)	264/ 8.3	10.1	11.6	2.6	3.5	8.2	427/4995	3270/18.1	20.3	9.5		15.7	457	4153	WFLZ-F
3. WQYK-F	(C)	246/ 7.8	7.5	8.9	7.5	7.8	7.9	282/3115	2616/14.5	15.4	14.4		9.4	274	2286	WQYK-F
4. WRBQ-AF	(CHR)	231/ 7.3	9.5	9.6	14.4	15.1	10.2	264/4406	3608/20.0	28.7	34.1		6.8	193	4299	WRBQ-AF
5. WUSA-F	(AC)	230/ 7.3	5.6	7.9	5.0	5.9	6.4	257/3262	2818/15.6	16.0	14.3		5.9	172	2080	WUSA-F
6. WYNF-F	(AOR)	215/ 6.8	6.4	5.6	7.4	6.8	6.6	331/3568	2388/13.2	13.5	13.7		7.1	206	2507	WYNF-F
7. WGUL-AF	(BB)	193/ 6.1	4.3	3.5	3.8	3.7	4.4	193/1518	1469/ 8.1	7.3	7.4		2.9	57	800	WGUL-AF
8. WDUV-F	(EZ)	156/ 4.9	5.4	5.4	6.2	6.7	5.5	293/3135	1760/ 9.8	11.8	11.2		2.3	68	1020	WDUV-F
9. WXTB-F	(AOR)	142/ 4.5	4.4	2.2	1.9	3.2	3.3	172/2237	1882/10.4	7.7	8.9		6.0	174	2172	WXTB-F
10. WFLA	(N/T)	132/ 4.2	3.0	3.8	5.0	4.2	4.0	157/1841	1477/ 8.2	9.8	9.8		3.7	108	1113	WFLA
11. WNLT-F	(AC)	122/ 3.9	3.8	3.9	4.4	5.7	4.0	135/2252	1905/10.6	10.7	14.0		3.9	114	1812	WNLT-F
12. WYUU-F	(O)	108/ 3.4	3.5	2.4	1.4	1.7	2.7	124/1979	1681/ 9.3	5.5	4.0		4.4	129	1324	WYUU-F
13. WHVE-F	(J/NA)	96/ 3.0	2.6	2.3	2.8	3.0	2.7	143/2049	1388/ 7.7	7.2	7.4		3.6	106	1073	WHVE-F
14. WDAE	(BB)	78/ 2.5	2.6	1.9	2.6	3.9	2.4	79/787	735/ 4.1	4.8	5.7		1.2	34	506	WDAE
15. WSUN	(N/T)	61/ 1.9	2.4	2.0	2.2	2.6	2.1	83/1610	1174/ 6.5	7.3	6.4		2.7	78	766	WSUN
WLVU-F	(BB)	61/ 1.9	1.3	2.2	1.5	1.2	1.7	62/772	756/ 4.2	4.1	2.8		1.0	29	360	WLVU-F
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 83.35% (2318 of 2781) (SPG 89: 79.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WYNF-F	1 WYNF-F	1 WUSA-F	1 WUSA-F	1 WWRM-F	1 WYNF-F	1 WWRM-F	1 WFLZ-F	1 WFLZ-F>>	1 WQYK-F>
2 WRBQ-AF>>	2 WFLZ-F>	2 WFLZ-F<	2 WRBQ-AF<	2 WRBQ-AF<	2 WGUL-AF<	2 WWRM-F	2 WUSA-F	2 WWRM-F	2 WRBQ-AF	2 WTKN
3 WXTB-F	3 WXTB-F	3 WUSA-F<	3 WYNF-F	3 WYNF-F	3 WQYK-F	3 WQYK-F	3 WGUL-AF<	3 WUSA-F	3 WWRM-F<	3 WSUN <
4	4 WRBQ-AF	4 WRBQ-AF>	4 WFLZ-F	4 WQYK-F<	4 WDUV-F	4 WUSA-F<	4 WRBQ-AF<	4 WRBQ-AF	4 WXTB-F<	4 WFLZ-F<
5	5 WUSA-F	5 WXTB-F	5 WYUU-F<	5 WWRM-F	WUSA-F	5 WRBQ-AF	5 WQYK-F<	WQYK-F	5 WQYK-F<	5 WWRM-F
6	6 WNLT-F>	6 WQYK-F	6 WQYK-F	6 WFLZ-F	6 WFLA	6 WFLZ-F	6 WYNF-F	6 WYNF-F	6 WNLT-F	6 WFLA
7	7 WQYK-F	7 WWRM-F	7 WWRM-F	7 WYUU-F	7 WRBQ-AF	7 WFLA	7 WFLZ-F	7 WGUL-AF	7 WSUN	7 WYUU-F
		WNLT-F				8 WGUL-AF			8 WYNF-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WFLZ-F>>	1 WFLZ-F>	1 WRBQ-AF	1 WFLZ-F	1 WRBQ-AF
2 WNLT-F	2 WRBQ-AF<	2 WYNF-F	2 WRBQ-AF<	2 WUSA-F<
3 WYNF-F	3 WNLT-F	3 WFLZ-F<	3 WUSA-F>	3 WWRM-F
WUSA-F	4 WYNF-F	4 WNLT-F	4 WWRM-F	4 WQYK-F
5 WWRM-F	5 WUSA-F	5 WUSA-F	5 WNLT-F	5 WFLZ-F<
6 WRBQ-AF	6 WWRM-F	6 WQYK-F	6 WYNF-F<	6 WYUU-F
WXTB-F	7 WQYK-F	7 WWRM-F	7 WQYK-F	7 WNLT-F
			8 WYUU-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYNF-F	1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F>	1 WYNF-F
WXTB-F>>	2 WXTB-F>	2 WFLZ-F	2 WXTB-F	2 WUSA-F
3 WFLZ-F>	3 WFLZ-F>	3 WUSA-F	3 WUSA-F<	3 WQYK-F
4 WRBQ-AF>>	4 WRBQ-AF	4 WXT9-F	4 WFLZ-F	4 WRBQ-AF<
5 WUSA-F	5 WUSA-F	5 WQYK-F	5 WRBQ-AF>	5 WFLZ-F
WQYK-F	6 WQYK-F	6 WHVE-F	6 WQYK-F	6 WYUU-F
7	7	7 WRBQ-AF	7 WYUU-F	7 WWRM-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	7 (1)	488 (2)	495 (3)	17.8	17.4
AOR/CLASSIC		357 (2)	357 (2)	12.8	11.1
AC/OLDIES/SOFT ROCK		746 (4)	746 (4)	26.8	25.6
MOR/VARIETY					
COUNTRY	20 (1)	261 (2)	281 (3)	10.1	12.6
BLACK/URBAN	19 (1)		19 (1)	0.7	1.4
BEAUTIFUL/EASY		156 (1)	156 (1)	5.6	7.8
NEWS/TALK	214 (3)		214 (3)	7.7	5.9
NOSTALGIA	128 (3)	214 (2)	342 (5)	12.3	9.5
RELIGION/GOSPEL					0.4
SPANISH	12 (1)		12 (1)	0.4	
CLASSICAL					1.9
JAZZ/NEW AGE		96 (1)	96 (1)	3.5	3.4
UNKNOWN/OTHERS	14 (1)		14 (1)	0.5	1.3
	414 (11)	2318 (14)	2781 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAMA	1550	Tampa	0.4/1.1/ 16/ 224
WLFF	680	St Petersburg	0.3/1.4/ 27/ 380
WPAS	1400	Zephyrhills	0.4/0.7/ 14/ 130
WQYK	1010	Seffner/Tampa	0.6/1.6/ 21/ 375
WRXB	1590	St Pete Bch/Tam	0.6/1.3/ 21/ 265
WTKN	570	Pinellas Park/T	0.7/2.3/ 27/ 617
WTMP	1150	Tampa	1.5/3.8/ 49/ 709
WPCV-F	97.5	Wntr Havn/Lklnd	0.5/1.7/110/1285

RADIO STATIONS

AM STATIONS

WDAE,	1250,	5 KW (DA-N),	NOSTALGIA	ABC I,	$ 40.00 (McGuild)	Gannett	Mark Kaye
WFLA,	970,	5 KW (DA-2),	TALK	ABC E ABC I,	$ 60.00 (Eastman)	Jacor	Dave Reinhart
WGUL,	860,	2 KW/1.6KW (DA-2),	SEE WGUL-F				
WHBO,	1040,	5 KW (DAYS),	OLDIES	,	$ 37.00 (MMR)	Metroplex	Jon Pinch
WLFF,	680,	1 KW (DAYS),	NOSTALGIA	,	$ 27.00 (---)	Century	Ted Wolfe
WQYK,	1010,	50 KW/5 KW (DA-2),	SEE WQYK-F				
WRBQ,	1590,	5 KW/1 KW (DA-2),	SEE WRBQ-F				
WRXB,	1590,	5 KW/1 KW (DA-2),	BLACK	NBN ABC C,	$ 25.00 (---)		Gene Danzey
WSUN,	620,	10 KW (DA-N),	NEWS/TALK	CBS MBS,	$ 60.00 (Durpetti)	Cox	Bob Hantley
WTKN,	570,	5 KW/4.5 KW(DA-2),	BLACK	,	$ 34.00 (HNWH)		Paul Major

FM STATIONS

WFLZ,	93.3,	100 KW @ 1358,	CHR	ABC E,	$ 90.00 (Eastman)	Jacor	Dave Reinhart
WGUL,	105.5,	3 KW @ 255,	NOSTALGIA	UPI UNISUP,	$ 47.00 (---)	Marcocci	Steve Schurdell
WLVU,	106.3,	3 KW @ 300,	NOST/ETHNIC	,	$ 30.00 (---)		Frank Ferreri
WNLT,	95.7,	100 KW @ 606,	AC	,	$ 84.00 (MMR)	Metroplex	Jon Pinch
WQYK,	99.5,	100 KW @ 550,	COUNTRY	,	$ 137.00 (Katz)	Infinity	Charlie Ochs
WRBQ,	104.7,	100 KW @ 555,	CHR	ABC FM,	$ 230.00 (Christal)	Edens	Mike Horne
WUSA,	100.7,	100 KW @ 599,	AC	,	$ 105.00 (McGuild)	Gannett	Mark Kaye
WWRM,	107.3,	100 KW @ 623,	SOFT AC	,	$ 90.00 (Durpetti)	Cox	Bob Huntley
WXTB,	97.9,	100 KW @ 599,	AOR	ABC R,	$ 70.00 (Banner)	Great American	Dan Diloreto
WYNF,	94.9,	100 KW @ 1290,	AOR	RADRAD,	$ 100.00 (CBS)	CBS	Shawn Portmann
WYUU,	92.5,	50 KW @ 488,	OLDIES	UPI UNISUP,	$ 47.00 (Republic)	Entercom	Dave Trusty
WHVE,	102.5,	100 KW @ 1663,	JAZZ/NAC	,	$ 64.00 (HNWH)	Susquehanna (SARASOTA)	Gordon Obarski
WDUV,	103.3,	100 KW @ 576,	EZ	MBS,	$ 60.00 (Christal)	(BRADENTON)	Bob Nelson

Miscellaneous Comments: WSUN sold by CBS to Cox for $4,100,000 (Stevens)

TERRE HAUTE

Arbitron Rank/Pop (12+): 169/173,400
MSA Rank/Pop: 273/131,700
ADI # 133
Average Person Ratings: 16.4
Market TSL: 21.75 hours

Stations: 17/14
Diaries: 718/241:1/59.2%
Sample Target: 550
% Below Line: 2.1
% Not Listed: 10.9

1989 Revenue: $4,200,000
HH Inc.: $23,464
Retail $: 1.21 Bil
Pop per Station: 12,385
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WTHI-F	(C)	75/26.3	——	26.2	——	20.0	——	120/1041	676/39.0		39.8					WTHI-F
2. WMGI-F	(AC)	49/17.2	——	10.1	——	13.2	——	57/692	546/31.5		23.9					WMGI-F
3. WZZQ-F	(AOR)	37/13.0	——	15.1	——	13.2	——	55/646	402/23.2		28.8					WZZQ-F
4. WPFR-F	(CHR)	33/11.6	——	11.4	——	18.4	——	51/656	417/24.0		25.4					WPFR-F
5. WBOW	(BB)	14/ 4.9	——	6.4	——	7.6	——	14/204	202/11.6		12.9					WBOW
6. WAXI-F	(BB)	8/ 2.8	——	4.4	——	4.0	——	14/149	90/ 5.2		6.7					WAXI-F
7. WPRS	(MOR)	7/ 2.5	——	2.0	——	2.4	——	11/151	95/ 5.5		5.0					WPRS
WCBH-F	(O)	7/ 2.5	——	1.7	——	——	——	21/332	138/ 8.0		6.0					WCBH-F
WACF-F	(C)	7/ 2.5	——	2.7	——	2.0	——	12/269	123/ 7.1		7.7					WACF-F
10.																

12+ FM SHARE (METRO): 87.01% (221 of 254) (SPG 89: 86.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPFR-F>>	1 WZZQ-F	1 WTHI-F	1 WTHI-F	1 WTHI-F>>	1 WTHI-F>>	1 WTHI-F>>	1 WTHI-F	1 WTHI-F	1 WTHI-F	1 WTHI-F>>
2 WZZQ-F>>	2 WTHI-F	2 WMGI-F>	2 WMGI-F>>	2 WMGI-F>>	2 WMGI-F>>	2 WMGI-F>	2 WMGI-F>	2 WMGI-F>	WPFR-F<	2 WZZQ-F
3	3 WPFR-F	3 WZZQ-F	3 WZZQ-F>	3 WZZQ-F>	3	3 WZZQ-F	3 WZZQ-F	3 WPFR-F	3 WMGI-F>	WMGI-F
4	WMGI-F	4 WPFR-F	4 WPFR-F	4	4	4 WPFR-F	4 WPFR-F	4 WZZQ-F	4 WZZQ-F	4
5	5	5	5	5	5	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPFR-F	1 WMGI-F	1 WMGI-F>>	1 WMGI-F	1 WTHI-F	1 WZZQ-F>>	1 WZZQ-F>>	1 WZZQ-F>	1 WTHI-F<	1 WTHI-F>>
2 WZZQ-F>	2 WTHI-F	2 WZZQ-F	2 WTHI-F>>	2 WMGI-F>>	2 WPFR-F>>	2 WTHI-F	2 WMGI-F>>	2 WZZQ-F>	2 WMGI-F
3 WMGI-F>>	3 WPFR-F	WPFR-F>>	3 WPFR-F	3	3	WPFR-F>	3 WPFR-F	3 WMGI-F>	3 WZZQ-F>
4	4 WZZQ-F	4	4 WZZQ-F	4	4	4 WMGI-F	WCBH-F	4 WPFR-F	4
5	5	5	5	5	5	5	WACF-F>>	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		33 (1)	33 (1)	13.0	14.1
AOR/CLASSIC		37 (1)	37 (1)	14.6	17.6
AC/OLDIES/SOFT ROCK		56 (2)	56 (2)	22.0	14.5
MOR/VARIETY	8 (2)		8 (2)	3.1	9.8
COUNTRY	6 (2)	82 (2)	88 (4)	34.6	34.9
BLACK/URBAN					
BEAUTIFUL/EASY		3 (1)	3 (1)	1.2	
NEWS/TALK	5 (2)		5 (2)	2.0	
NOSTALGIA	14 (1)	8 (1)	22 (2)	8.7	5.1
RELIGION/GOSPEL		2 (1)	2 (1)	0.8	1.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					2.4
	33 (7)	221 (9)	254 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WKZI	800	Casey	1.1/2.7/ 3/ 77
WSDM-F	97.7	Brazil	1.1/3.4/ 5/ 97
WTHI	1480	Terre Haute	1.1/3.6/ 3/ 63
WWVR-F	105.5	W.Terre Haute	0.7/1.4/ 2/ 50
WGN	720	Chicago	0.7/2.3/ 5/ 100
WIBC	1070	Indianapolis	0.4/3.1/ 5/ 107
WLS	890	Chicago	1.1/1.9/ 3/ 77

RADIO STATIONS

WBOW ,	1230,	1 KW	, Nostalgia	ABC I,	$13.00	(Christal)	Contemp. Media	Ronn Mott
WPRS ,	1440,	1 KW/250 W	, MOR/Nostalgia	ABC E,	$ 9.00	(——)	(PARIS, IL)	Bill Brown
WACF-F,	98.5,	50 KW @ 500	, Country	ABC E,	$10.00	(——)	(PARIS, IL)	Bill Brown
WAXI-F,	104.9,	1 KW @ 440	, Nostalgia/EZ	NBC SMN,	$ 8.00	(Regional)	(ROCKVILLE)	Bill Cook
WMGI-F,	100.7,	50 KW @ 500	, AC	RADRAD,	$25.00	(Republic)		Paula Padgett
WPFR-F,	102.7,	50 KW @ 500	, CHR	,	$21.00	(K & P)		Tom Collins
WTHI-F,	99.9,	50 KW @ 490	, Country	UNIULT,	$36.00	(Katz)		David Liston
WZZQ-F,	107.5,	28 KW @ 670	, AOR	ABC R UNIPWR,	$22.00	(Christal)	Contemp. Media	Tom Lawrence

Misc: WTHI changes from Oldies to Country . . .WSDM-F sold for $350,000...

TOLEDO

Arbitron Rank/Pop (12+): 72/502,600
MSA Rank/Pop: 83/614,700
ADI # 63
Average Person Ratings: 16.9
Market TSL: 22.50 hours

Stations: 20/14
Diaries: 1039/484:1/54.9%
Sample Target: 1010
% Below Line: 10.8
% Not Listed: 12.2

1989 Revenue:%$1,470,000,029
HH Inc.: $55
Retail $: 4.8 Bil
Pop per Station: 35,900
#1 Biller: WTOD $3,200,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WIOT-F	(AOR)	111/13.1	13.7	12.7	9.7	12.9	12.3	193/2259	1278/25.4	24.6	23.6		15.4	134	1367	WIOT-F
2.	WRQN-F	(CHR)	98/11.5	7.9	10.5	11.6	11.3	10.4	117/1791	1429/28.4	28.5	24.9		11.4	99	1440	WRQN-F
3.	WVKS-F	(CHR)	85/10.0	10.0	7.5	9.3	7.7	9.2	145/2620	1542/30.7	28.8	25.6		15.7	137	1667	WVKS-F
4.	WKKO-F	(C)	84/ 9.9	9.5	10.7	10.9	9.6	10.3	133/1365	921/18.3	20.4	19.2		9.9	86	742	WKKO-F
5.	WLQR-F	(EZ)	75/ 8.8	7.9	10.4	8.2	8.7	8.8	112/1499	883/17.6	19.5	18.9		7.1	62	663	WLQR-F
6.	WWWM-F	(AC)	72/ 8.5	7.1	7.6	9.9	6.9	8.3	77/1071	921/18.3	19.5	18.4		5.6	49	782	WWWM-F
7.	WSPD	(MOR)	51/ 6.0	7.1	5.9	5.5	5.7	6.1	65/966	781/15.5	16.1	15.6		4.4	38	654	WSPD
8.	WJR	(MOR)	34/ 4.0	2.8	3.6	4.9	6.8	3.8	96/1428	553/11.0	10.4	15.8		3.3	29	398	WJR
9.	CKLW	(BB)	28/ 3.3	3.4	2.5	4.9	3.6	3.5	64/899	435/ 8.7	7.8	6.8		3.0	26	368	CKLW
10.	WTOD	(C)	18/ 2.1	3.7	3.5	2.4	3.3	2.9	27/417	342/ 6.8	4.8	7.5		2.1	18	270	WTOD
11.	WVOI	(B)	15/ 1.8	3.6	1.7	2.7	3.2	2.5	15/246	246/ 4.9	5.2	7.6		4.9	43	432	WVOI
12.	WCWA	(O)	14/ 1.6	2.3	2.8	1.7	2.3	2.1	14/336	286/ 5.7	7.0	7.9		1.5	13	182	WCWA
13.																	
14.																	
15.																	

12+ FM SHARE (METRO): 76.54% (571 of 746) (SPG 89: 70.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQN-F>>	1 WIOT-F	1 WIOT-F>	1 WIOT-F>	1 WIOT-F	1 WKKO-F	1 WRQN-F	1 WIOT-F	1 WIOT-F>	1 WRQN-F<	1 WSPD >
2 WVKS-F>	2 WRQN-F	2 WRQN-F	2 WWWM-F<	2 WKKO-F	2 WLQR-F	2 WKKO-F	2 WWWM-F	2 WVKS-F	2 WIOT-F>	2 WIOT-F
3 WIOT-F>>	3 WVKS-F>	3 WVKS-F<	3 WKKO-F	3 WWWM-F	3 WSPD	3 WIOT-F	WLQR-F<	3 WRQN-F	3 WVKS-F	3 WLQR-F
4	4 WWWM-F>	4 WWWM-F	4 WVKS-F	4 WVKS-F	4 WWWM-F	4 WVKS-F	4 WKKO-F	4 WLQR-F	4 WSPD >	4 WRQN-F
5	5 WKKO-F	5 WKKO-F	5 WRQN-F	5 WRQN-F<	5 WJR <	5 WWWM-F<	5 WVKS-F	5 WKKO-F<	5 WKKO-F	5 WKKO-F
6	6	6 WLQR-F	6 WLQR-F	6 WLQR-F	6 CKLW	6 WLQR-F	6 WRQN-F	6 WWWM-F	6	6 WWWM-F
						7 WSPD				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRQN-F>>	1 WRQN-F>	1 WRQN-F	1 WRQN-F	1 WKKO-F	1 WIOT-F	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>
2 WVKS-F	2 WVKS-F	2 WVKS-F	2 WWWM-F	2 WWWM-F<	2 WRQN-F>>	2 WRQN-F	2 WVKS-F	2 WRQN-F	2 WKKO-F
3 WWWM-F	3 WWWM-F	3 WWWM-F	WVKS-F	3 WLQR-F	3 WVKS-F>	3 WVKS-F>	WKKO-F	3 WVKS-F	3 WWWM-F
WIOT-F>	4 WIOT-F	4 WLQR-F	4 WLQR-F	4 WVKS-F<	4 WJLB-F>>	4 WKKO-F	4 WWWM-F	WKKO-F	4 WVKS-F>
5 WLQR-F>>	5 WLQR-F	WIOT-F>	5 WKKO-F	5 WRQN-F	5	5 WWWM-F	5 WRQN-F>>	5 WWWM-F	5 WRQN-F
6	6	6 WKKO-F>>	6 WIOT-F	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		183 (2)	183 (2)	24.5	22.2
AOR/CLASSIC		118 (2)	118 (2)	15.8	15.2
AC/OLDIES/SOFT ROCK	14 (1)	99 (5)	113 (6)	15.1	12.8
MOR/VARIETY	89 (3)		89 (3)	11.9	14.2
COUNTRY	29 (2)	84 (1)	113 (3)	15.1	16.2
BLACK/URBAN	15 (1)	12 (1)	27 (2)	3.6	5.0
BEAUTIFUL/EASY		75 (1)	75 (1)	10.1	9.9
NEWS/TALK					
NOSTALGIA	28 (1)		28 (1)	3.8	4.1
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.4
	175 (8)	571 (12)	746 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WMTR-F	96.1	Archbold/Wauson	0.6/2.2/ 8/ 172
WOHO	1470	Toledo	1.3/3.8/ 12/ 211
WRED-F	95.7	Gibsonburg/Tol	1.2/3.8/ 17/ 297
WTWR-F	98.3	Monroe/Toledo	0.6/3.0/ 12/ 292
CKMR-F	93.9	Windsor	0.8/4.0/ 11/ 370
WJLB-F	97.9	Detroit	1.4/4.1/ 12/ 223
WLW	700	Cincinnati	0.5/1.8/ 8/ 184
WRIF-F	101.1	Detroit	0.8/3.5/ 14/ 283

RADIO STATIONS

WCWA ,	1230,	1 KW ,	Oldies	MBS CBS, $18.00	(Eastman)	Reams	Nancy Diamond
WOHO ,	1470,	1 KW (DA-2) ,	Country	UNISUP UNIULT, $14.00	(Durpetti)		Jeff Schwartz
WSPD ,	1370,	5 KW (DA-N) ,	MOR/Full Service	NBC, $33.00	(MMR)	Commonwealth	Terrell Metheny
WTOD ,	1560,	5 KW (DAYS, DA),	Country	ABC I, $ NA	(Katz)	Booth	Clyde Roberts
WVOI ,	1520,	1 KW (DA-2) ,	Black	SBN UNIPWR, $18.00	(Roslin)		Ken McDowell
WIOT-F,	104.7,	50 KW @ 540 ,	AOR	SOURCE, $62.00	(Eastman)	Reams	Nancy Diamond
WKKO-F,	99.9,	50 KW @ 500 ,	Country	ABC E, $70.00	(9((Katz)	Booth	Clyde Roberts
WLQR-F,	101.5,	19 KW @ 807 ,	EZ/Soft AC	, $40.00	(MMR)	Commonwealth	Terrell Metheny
WRQN-F,	93.5,	2 KW @ 401 ,	CHR	, $33.00	(Banner)	ABS (BOWLING GREEN)	Bob Lafferty
WVKS-F,	92.5,	50 KW @ 480 ,	CHR	ABC FM, $53.00	(Chrirstal)	Noble	Andy Stuart
WWWM-F,	105.5,	2 KW @ 390 ,	AC	, $43.00	(Durpetti)		Jeff Schwartz

WJR, CKLW -- See Detroit

TOPEKA

Arbitron Rank/Pop (12+): 166/179,300

MSA Rank/Pop: 233/164,900
ADI # 143
Average Person Ratings: 16.1
Market TSL: 21.25 hours

Stations: 18/9
Diaries: 593/302:1/57.8%
Sample Target: 550
% Below Line: 22.1
% Not Listed: 14.9

1989 Revenue: $5,800,000
HH Inc.: $28,932
Retail $: 1.2 Bil
Pop per Station: 19,922
#1 Biller: KMAJ-F $1,300,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KTPK-F	(C)	49/17.0	——	13.3	——	16.5	——	83/857	470/26.2		25.4		12.4	35	384	KTPK-F
2.	KMAJ-F	(AC)	38/13.1	——	17.7	——	12.5	——	60/657	365/20.4		27.0		14.5	41	421	KMAJ-F
3.	KDVV-F	(AOR)	26/ 9.0	——	7.9	——	7.7	——	35/573	354/19.7		22.8		8.9	25	370	KDVV-F
4.	WIBW-F	(CHR)	23/ 8.0	——	9.5	——	11.7	——	47/982	487/27.2		26.8		13.1	37	482	WIBW-F
5.	KPRS-F	(B)	19/ 6.6	——	1.6	——	1.5	——	21/237	177/ 9.9		3.7		5.3	15	167	KPRS-F
6.	WIBW	(C)	17/ 5.9	——	6.6	——	9.5	——	45/613	286/16.0		17.3		3.9	11	265	WIBW
	KHUM-F	(SAC)	17/ 5.9	——	5.1	——	6.6	——	25/343	240/13.4		12.6		5.3	15	175	KHUM-F
8.	WDAF	(C)	13/ 4.5	——	7.3	——	4.4	——	60/569	180/10.0		12.9		5.7	16	272	WDAF
9.	KYYS-F	(AOR)	10/ 3.5	——	5.7	——	5.1	——	19/456	217/12.1		13.5		6.4	18	241	KYYS-F
10.	KLZR-F	(CHR)	8/ 2.8	——	3.2	——	2.2	——	14/321	182/10.2		11.4		2.5	7	212	KLZR-F

12+ FM SHARE (METRO): 82.11% (202 of 246) (SPG 89: 77.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIBW-F	1 KMAJ-F	1 KMAJ-F>	1 KMAJ-F>>	1 KMAJ-F	1 KTPK-F>>	1 KTPK-F	1 KMAJ-F<	1 KTPK-F>	1 WIBW-F	1 KPRS-F
2	2 KDVV-F>	2 KDVV-F	2 KDVV-F	2 KTPK-F>	2 KMAJ-F	2 KMAJ-F>	2 KTPK-F	2 KMAJ-F	WIBW	KTPK-F
3	3 KPRS-F>	3 KTPK-F	3 KTPK-F	3 KDVV-F>	3 WIBW	3 KDVV-F>	3 KDVV-F	3 KDVV-F>	KTPK-F	KHUM-F
4	4 KYYS-F	4 KPRS-F	4	4 KHUM-F	KHUM-F	4 WIBW-F	4	4 WIBW-F<	4 KPRS-F	4
5	WIBW-F	5	5	5	5	5	5	5 KPRS-F	5	5
6	KTPK-F	6	6	6	6	6	6	6 KHUM-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPRS-F	1 KMAJ-F>>	1 KMAJ-F>>	1 KMAJ-F>	1 KMAJ-F	1 KPRS-F>>	1 KDVV-F>	1 KDVV-F	1 KMAJ-F<	1 KMAJ-F
2 KDVV-F>	2 KPRS-F	2 KTPK-F>	2 KTPK-F	2 KTPK-F>>	2 KYYS-F	2 KMAJ-F	2 KMAJ-F>	2 KDVV-F>	2 KDVV-F
3 WIBW-F>>	KDVV-F	3 WIBW-F	3 KPRS-F	3 WIBW-F	KLZR-F	3 KYYS-F	3 KYYS-F	3 KTPK-F	3 KTPK-F
4	4 WIBW-F	KDVV-F>	KDVV-F	KDVV-F	KTPK-F	4 KPRS-F	4 WDAF >>	4 KYYS-F	4
	5 KTPK-F	5	5 WIBW-F	5	KDVV-F>>	5	5	5	5
	6		6	6	6	6		6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		32 (3)	32 (3)	13.0	24.0
AOR/CLASSIC		39 (3)	39 (3)	15.9	7.0
AC/OLDIES/SOFT ROCK		60 (3)	60 (3)	24.4	26.9
MOR/VARIETY	1 (1)		1 (1)	0.4	
COUNTRY	30 (2)	52 (2)	82 (4)	33.3	32.1
BLACK/URBAN		19 (1)	19 (1)	7.7	1.8
BEAUTIFUL/EASY					1.8
NEWS/TALK	10 (2)		10 (2)	4.1	3.0
NOSTALGIA	3 (1)		3 (1)	1.2	2.6
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					0.7
UNKNOWN/OTHERS					
	44 (6)	202 (12)	246 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KEWI	1440	Topeka	2.1/8.5/ 6/ 163
KTOP	1490	Topeka	1.0/6.2/ 5/ 123
KZOC-F	92.9	Osage City/Top.	1.0/2.5/ 10/ 107
KBEQ-F	104.3	Kansas City	0.3/2.8/ 10/ 225
KCFX-F	100.7	Harrisnvl/KsCty	1.0/3.0/ 11/ 204
KCMO	810	Kansas City	1.4/4.9/ 15/ 222
KCMO-F	94.9	Kansas City	1.7/7.1/ 14/ 278
KMBZ	980	Kansas City	0.3/2.8/ 9/ 157

RADIO STATIONS

KEWI, 1440,	5 KW/1 KW (DA-2)	, TALK	ABC I	, $ 12.00	(Torbet)			Fritz Reynolds
KTOP, 1490,	1 KW	, NOSTALGIA	MBS, UNISUP	, $ 11.00	(Banner)	UNO		Bob Potter
WIBW, 580,	5 KW (DA-N)	, C/FULL SER.		, $ 17.00	(Katz)	Stauffer		Mark Vail
KDVV-F, 100.3,	100 KW @ 986,	AOR	UNISUP,UNIULT,	$ 21.00	(Banner)	UNO		Bob Potter
KHUM-F, 95.7,	99 KW @ 986,	SOFT AC		, $ 17.00	(Christal)		(OTTAWA)	Dave Strout
KMAJ-F, 107.7,	100 KW @ 1214,	AC		, $ 32.00	(Torbet)			Fritz Reynolds
KTPK-F, 106.9,	100 KW @ 1209,	COUNTRY		, $ 30.00	(HNWH)			Pat Powers
WIBW-F, 97.3,	100 KW @ 1217,	CHR		, $ 19.00	(Katz)	Stauffer		Mark Vail
KLZR-F, 105.9,	100 KW @ 771,	CHR	APR, SMN	, $ 14.00	(—–)		(LAWRENCE)	Hank Booth

OTHER RANKED STATIONS — See Kansas City

TUCSON

Arbitron Rank/Pop (12+): 64/551,100		Stations: 21/19	1989 Revenue: $16,600,000
		Diaries: 930/591:1/57.8%	HH Inc.: $23,907
MSA Rank/Pop: 79/642,000		Sample Target: 930	Retail $: 4.7 Bil
ADI # 79		% Below Line: 3.2	Pop per Station: 29,005
Average Person Ratings: 18.1		% Not Listed: 13.6	#1 Biller: KRQQ-F $3,300,000
Market TSL: 24.00 hours			

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KRQQ-F	(CHR)	201/20.1	18.1	16.7	20.9	21.5	19.0	234/2381	2007/36.4	34.5	37.0		26.3	259	2235	KRQQ-F
2. KIIM-AF	(C)	147/14.7	14.6	11.0	13.3	10.8	13.4	156/1564	1401/25.4	24.1	22.0		12.0	118	1227	KIIM-AF
3. KLPX-F	(AOR)	84/ 8.4	8.0	10.0	10.5	7.9	9.2	88/1123	1061/19.3	21.2	18.1		10.4	102	1320	KLPX-F
4. KKLD-F	(AC)	75/ 7.4	7.2	6.3	8.9	8.0	7.4	81/948	863/15.7	16.7	16.6		8.5	84	877	KKLD-F
5. KWFM-AF	(O)	73/ 7.3	7.8	9.9	8.6	9.7	8.4	86/1407	1143/20.7	22.4	25.0		5.5	54	1067	KWFM-AF
6. KGVY	(BB)	45/ 4.5	2.9	5.3	2.7	2.9	3.9	50/335	304/ 5.5	5.9	4.5		1.8	18	180	KGVY
7. KMRR	(BB)	40/ 4.0	3.0	3.9	2.5	3.5	3.3	40/472	465/ 8.4	8.3	5.9		2.1	21	361	KMRR
8. KQYT-F	(EZ)	36/ 3.6	2.8	2.0	1.7	2.6	2.5	36/454	447/ 8.1	6.6	6.7		1.6	16	198	KQYT-F
9. KNST	(N/T)	32/ 3.2	3.3	4.9	3.2	4.0	3.7	32/584	584/10.6	14.2	11.1		5.7	56	622	KNST
10. KUPD-F	(AOR)	27/ 2.7	4.3	3.6	2.5	3.0	3.3	52/556	414/ 7.5	7.9	7.3		2.8	28	459	KUPD-F
11. KQTL	(SP)	21/ 2.1	1.8	0.8	1.5	2.1	1.5	21/213	183/ 3.3	2.2	3.7		3.4	33	302	KQTL
12. KXEW	(SP)	16/ 1.6	4.3	3.5	2.8	0.9	3.0	16/178	178/ 3.2	4.1	2.6		1.3	13	189	KXEW
13. KTZR	(SP)	15/ 1.5	2.4	0.8	0.8	1.0	1.4	15/109	109/ 2.0	1.6	2.0		1.2	12	130	KTZR
KTUC	(N/T)	15/ 1.5	1.1	1.9	0.9	1.8	1.4	15/225	225/ 4.1	8.0	5.6		1.1	11	195	KTUC
15. KTKT	(N/T)	13/ 1.3	1.3	1.7	1.3	2.3	1.4	13/343	313/ 5.7	6.6	7.8		0.7	7	202	KTKT

12+ FM SHARE (METRO): 73.09% (630 of 862) (SPG 89: 70.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRQQ-F	1 KRQQ-F>>	1 KRQQ-F>	1 KIIM-AF	1 KIIM-AF	1 KIIM-AF>	1 KRQQ-F>	1 KRQQ-F	1 KRQQ-F>	1 KRQQ-F>>	1 KRQQ-F<
2	2 KLPX-F	2 KIIM-AF	2 KRQQ-F>	2 KRQQ-F	2 KWFM-AF	2 KIIM-AF>	2 KIIM-AF>	2 KIIM-AF>	2 KIIM-AF>	2 KIIM-F>>
3	3 KIIM-AF>	3 KLPX-F	3 KWFM-AF	3 KKLD-F	3 KGVY	3 KWFM-AF<	3 KLPX-F	3 KLPX-F	3 KLPX-F	3 KKLD-F<
4	4 KKLD-F>	4 KKLD-F<	KKLD-F<	4 KWFM-AF	4 KMRR	4 KLPX-F	KKLD-F	4 KWFM-AF<	4 KKLD-F	4 KNST
5	5 KWFM-AF	5 KWFM-AF	5 KLPX-F	5 KLPX-F	5 KRQQ-F	5 KKLD-F	5 KWFM-AF	KKLD-F	5 KWFM-AF	5
6	6	6	6	6	KKLD-F	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>	1 KRQQ-F>>	1 KRQQ-F	1 KRQQ-F>>	1 KLPX-F	1 KIIM-AF<	1 KIIM-AF<	1 KIIM-AF>
2 KIIM-AF	2 KIIM-AF	2 KKLD-F	2 KIIM-AF<	2 KIIM-AF	2 KLPX-F	2 KRQQ-F	2 KWFM-AF	2 KRQQ-F	2 KLPX-F
3 KLPX-F>	KKLD-F	3 KLPX-F	3 KKLD-F>	KKLD-F>	3 KUPD-F>>	3 KIIM-AF>>	KLPX-F>>	KLPX-F>	3 KWFM-AF
4 KKLD-F>>	4 KLPX-F>>	4 KIIM-AF>>	4 KWFM-AF	4 KWFM-AF>	4 KIIM-AF	4 KWFM-AF	4 KRQQ-F	4 KWFM-AF>	4 KRQQ-F
5 KWFM-AF>	5 KWFM-AF	5 KWFM-AF	5 KLPX-F	5 KLPX-F	KWFM-AF	KKLD-F	5 KKLD-F>>	5 KKLD-F	5 KKLD-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	4 (1)	206 (2)	210 (3)	24.4	24.6
AOR/CLASSIC		111 (2)	111 (2)	12.9	12.4
AC/OLDIES/SOFT ROCK	10 (1)	138 (2)	148 (3)	17.2	12.9
MOR/VARIETY					
COUNTRY	12 (1)	135 (1)	147 (2)	17.1	13.0
BLACK/URBAN					
BEAUTIFUL/EASY		36 (1)	36 (1)	4.2	12.1
NEWS/TALK	60 (3)		60 (3)	7.0	9.2
NOSTALGIA	85 (2)		85 (2)	9.9	7.3
RELIGION/GOSPEL	9 (1)		9 (1)	1.0	0.7
SPANISH	52 (3)		52 (3)	6.0	5.7
CLASSICAL					
JAZZ/NEW AGE		4 (1)	4 (1)	0.5	1.9
UNKNOWN/OTHERS					
	232 (12)	630 (9)	862 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAWV-F	103.1	Oracle	0.4/2.7/ 4/ 148
KJYK	1490	Tucson	0.4/3.4/ 4/ 189
KVOI	690	Tucson	0.9/3.2/ 9/ 174
KOY -F	95.5	Phoenix	0.5/2.0/ 16/ 215

RADIO STATIONS

KCEE, 790, 5 KW/500 W (DA-2), SEE KWFM-F					
KGVY, 1080, 1 KW (DAYS) , NOSTALGIA	APR	, $ 20.00	(K & P)		Joe Crystall
KIIM, 1290, 1 KW , SEE KIIM-F					
KMRR, 1330, 2 KW/5 KW (DA-2) , NOSTALGIA		, $ 19.00	(Republic)		Laurie Nelson
KJYK, 1490, 1 KW (DA-1) , CONTEMP	NBC, UNISUP	, $ 15.00	(Christal)		Dick Stein
KNST, 940, 1 KW/250 W (DA-2), NEWS/TALK	ABC I, MBS	, $ 30.00	(McGuild)	Nationwide	Clancy Woods
KQTL, 1210, 10 KW/1 KW (DA-2) , HISPANIC		, $ 18.00	(Caballero)		Ernesto Portillo
KTKT, 990, 10 KW/1 KW (DA-N) , TALK	CNN, UNISUP	, $ 18.00	(HNWH)	Lotus	Mike Madigan
KTUC, 1400, 1 KW , TALK	CBS, CNN	, $ 17.00	(Roslin)		Tom Hessey
KXEW, 1600, 2.5 KW/1 KW (DA-2), HISPANIC	CRC	, $ 15.00	(Lotus)		Rable Ortiz
KAWV-F, 103.1, 900 W @ 610, JAZZ/NAC	SMN	, $ 17.00	(Republic)	(ORACLE)	Laure Nelson
KIIM-F, 99.5, 93 KW @ 2036, COUNTRY		, $ 60.00	(Katz)		Jim Slone
KKLD-F, 94.9, 95 KW @ 1952, EZ/SOFT AC	UNISUP	, $ 43.00	(Christal)	Duhossois	Dick Stein
KLPX-F, 96.1, 97 KW @ 1952, AOR		, $ 40.00	(HNWH)	Lotus	Mike Madigan
KQYT-F, 92.1, 1.8KW @ 406 , EZ/BTFL		, $ 16.00	(K & P)	(GREEN VALLEY)	Rick Robbin
KRQQ-F, 93.7, 94 KW @ 2032, CHR		, $ 75.00	(McGuild)	Nationwide	Clancy Woods
KWFM-F, 92.9, 93 KW @ 2036, OLDIES		, $ 50.00	(MMR)	American	Keven Mashek
KXMG-F, 98.3, 3 KW @ 202, HISPANIC		, $ 15.00	(Lotus)	(MARANA)	Pablo Ortiz

TULSA

Arbitron Rank/Pop (12+): 57/646,600

MSA Rank/Pop: 69/730,900
ADI # 58
Average Person Ratings: 16.8
Market TSL: 22.25 hours

Stations: 22/20
Diaries: 1138/568:1/57.4%
Sample Target: 1010
% Below Line: 0.7
% Not Listed: 10.8

1989 Revenue: $19,300,000
HH Inc.: $24,394
Retail $: 4.6 Bil
Pop per Station: 32,330
#1 Biller: KMOD-F $3,300,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KMOD-F	(AOR)	136/12.5	10.6	9.7	12.5	10.6	11.3	183/1945	1273/19.7	23.2	18.3		13.3	145	1529	KMOD-F
2.	KWEN-F	(C)	119/11.0	12.4	9.5	11.0	11.7	11.0	158/2063	1430/22.1	21.0	25.4		13.1	143	1381	KWEN-F
3.	KRMG	(MOR)	103/ 9.5	10.2	9.3	8.6	9.3	9.4	116/1461	1269/19.6	21.6	19.3		9.3	102	1338	KRMG
4.	KBEZ-F	(EZ)	89/ 8.2	6.5	8.9	7.1	8.2	7.7	115/1270	941/14.6	15.5	17.1		6.1	67	853	KBEZ-F
5.	KMYZ-F	(CHR)	84/ 7.7	6.8	9.0	7.3	6.3	7.7	134/1909	1297/20.1	21.2	17.5		11.4	124	1482	KMYZ-F
6.	KAYI-F	(CHR)	73/ 6.7	8.3	7.5	8.3	9.3	7.7	108/1666	1140/17.6	20.2	21.3		9.9	108	1392	KAYI-F
7.	KVOO	(C)	68/ 6.3	8.3	7.5	7.3	7.2	7.4	115/1557	860/13.3	12.6	15.8		3.2	35	746	KVOO
8.	KRAV-AF	(AC)	56/ 5.2	6.8	6.0	5.4	4.7	5.8	64/946	819/12.7	15.0	11.3		4.8	52	786	KRAV-AF
9.	KVLT-F	(O)	49/ 4.5	4.9	6.6	5.5	4.9	5.4	77/1133	740/11.4	13.5	12.1		4.9	54	855	KVLT-F
10.	KVOO-F	(C)	46/ 4.2	2.5	3.4	4.1	4.7	3.5	61/1150	798/12.3	10.4	10.6		2.7	29	572	KVOO-F
11.	KQMJ-F	(AC)	37/ 3.4	4.3	2.7	3.7	4.1	3.5	54/953	737/11.4	8.6	9.2		4.1	45	694	KQMJ-F
12.	KBLK	(B)	19/ 1.8	1.7	1.9	1.1	1.8	1.6	22/254	204/ 3.2	2.9	3.1		1.9	21	213	KBLK
13.	KTFX-F	(C)	18/ 1.7	3.0	1.3	3.3	2.5	2.3	44/675	330/ 5.1	5.2	7.0		1.9	21	357	KTFX-F
14.	KXOJ-F	(REL)	17/ 1.6	0.9	0.9	1.8	1.2	1.3	17/280	276/ 4.3	4.0	2.6		1.1	12	274	KXOJ-F
15.	KCMA-F	(CL)	15/ 1.4	1.4	0.7	1.0	0.8	1.1	16/181	166/ 2.6	3.9	2.3		1.1	12	225	KCMA-F

12+ FM SHARE (METRO): 78.62% (761 of 968) (SPG 89: 77.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KAYI-F>	1 KMOD-F>>	1 KMOD-F>	1 KMOD-F	1 KMOD-F	1 KRMG	1 KRMG	1 KMOD-F	1 KMOD-F	1 KMOD-F	1 KWEN-F
2 KMYZ-F>	2 KMYZ-F	2 KWEN-F>	2 KWEN-F>	2 KWEN-F>	2 KBEZ-F	2 KWEN-F	2 KWEN-F	2 KWEN-F	2 KAYI-F>	2 KRMG
3 KMOD-F	3 KWEN-F	3 KMYZ-F	3 KRAV-AF	3 KBEZ-F	3 KWEN-F<	3 KMOD-F>	3 KBEZ-F>	3 KMYZ-F	3 KMYZ-F	KMOD-F
4	4 KAYI-F>	4 KRAV-AF	4 KVLT-F<	4 KRAV-AF	4 KVOO >	4 KBEZ-F	4 KRMG	4 KBEZ-F<	4 KRMG <	4 KVOO
5	5 KRAV-AF	5 KAYI-F	5 KBEZ-F	5 KVLT-F<	5 KVLT-F	5 KVOO	KMYZ-F	5 KRMG	5 KWEN-F	KBEZ-F
6	6	6 KVLT-F	6 KMYZ-F	6 KRMG	6	6 KMYZ-F	6 KRAV-AF	6 KAYI-F	6	6
7	7	7	7	7	7	7 KRAV-AF	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMYZ-F>	1 KMYZ-F<	1 KRAV-AF	1 KWEN-F>	1 KWEN-F>		1 KAYI-F	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>>
2 KWEN-F	2 KWEN-F	KWEN-F	2 KMYZ-F	2 KRAV-AF		2 KMOD-F	2 KAYI-F	2 KWEN-F>	2 KWEN-F>	2 KWEN-F>
KMOD-F	3 KMOD-F	3 KMOD-F	3 KMOD-F<	3 KBEZ-F<		3 KMYZ-F>>	3 KMYZ-F	3 KVOO-F	3 KAYI-F	3 KRMG
4 KAYI-F>>	4 KRAV-AF>	4 KMYZ-F>	4 KRAV-AF>	4 KMOD-F		4 KWEN-F	4 KWEN-F>	KMYZ-F	4 KMYZ-F	4 KVLT-F
5 KRAV-AF>	5 KAYI-F	5 KXOJ-F	5 KBEZ-F	5 KMYZ-F		5 KVOO-F>	5 KVOO-F	KAYI-F>	5 KVLT-F	5 KBEZ-F
6 KVOO-F	6	KQMJ-F	6 KVLT-F	6 KVLT-F		6 KTOW-F	6	6 KVLT-F	6 KRMG	6 KVOO-F
7 KQMJ-F	7	7	7 KQMJ-F	KQMJ-F		KRMG >	7	KRMG	7	7
8	8	8	KAYI-F	8		8	8	8 KCMA-F>	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		157 (2)	157 (2)	16.2	17.5
AOR/CLASSIC		149 (2)	149 (2)	15.4	11.8
AC/OLDIES/SOFT ROCK	6 (2)	145 (4)	151 (6)	15.6	14.8
MOR/VARIETY	107 (2)		107 (2)	11.1	10.4
COUNTRY	68 (1)	189 (4)	257 (5)	26.5	30.5
BLACK/URBAN	19 (1)		19 (1)	2.0	2.1
BEAUTIFUL/EASY		89 (1)	89 (1)	9.2	9.2
NEWS/TALK					
NOSTALGIA					0.5
RELIGION/GOSPEL	7 (1)	17 (1)	24 (2)	2.5	2.4
SPANISH					
CLASSICAL		15 (1)	15 (1)	1.5	0.9
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	207 (7)	761 (15)	968 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAKC	1300	Tulsa	0.5/2.2/ 5/ 146
KCFO	970	Tulsa	0.6/2.7/ 9/ 251
KREK-F	104.9	Bristol	0.6/1.8/ 6/ 119
KTOW-F	102.3	Sand Springs	1.2/2.8/ 14/ 189
KGGF	690	Coffeyville	0.4/0.9/ 42/ 467
KWKL-F	106.5	Arkansas City	0.4/1.0/ 12/ 167

RADIO STATIONS

KBLK, 1550, 2.5 KW/350W (DA-2), BLACK		, $ 15.00 (—-)		Eddie Harris
KCFO, 970, 2.5 KW/1 KW (DA-2), RELIGION		, $ 12.00 (—-)	Salem	Ken Staley
KRMG, 740, 50 KW/25 KW (DA-2), MOR/FULL SER.	ABC I	, $ 56.00 (Katz)	NewCity	Rod Krebes
KVOO, 1170, 50 KW (DA-N) , COUNTRY		, $ 50.00 (Eastman)	Great Empire	Mike DeMarco
KAYI-F, 106.9, 100 KW @ 1005, CHR	ABC F	, $ 44.00 (Katz)	Naragansett (MUSKOGEE)	Mike Johnson
KBEZ-F, 92.9, 100 KW @ 1318, EZ	ABC D, UNIPWR	, $ 32.00 (Christal)	WIN/ML	Linda Taber
KCMA-F, 92.1, 2.3 KW @ 374, CLASSICAL		, $ 20.00 (CMBS)		Jim Fellows
KMOD-F, 97.5, 100 KW @ 1327, AOR		, $ 70.00 (Christal)	Clear Channel	Bill Paddock
KMYZ-F, 104.5, 70 KW @ 1130, CHR	ABC R	, $ 33.00 (Banner)	Shamrock-Lynette (PAYOR)	Rick Cohn
KQMJ-F, 99.5, 100 KW @ 981, AC		, $ 30.00 (Banner)	(HENRYETTA)	Gerry Swanson
KRAV-F, 96.5, 100 KW @ 1327, AC	UNISUP	, $ 37.00 (Republic)		Jim VanSickle
KTFX-F, 103.3, 100 KW @ 1278, COUNTRY	UNIPWR	, $ 26.00 (—-)		Bill Payne
KVLT-F, 106.1, 100 KW @ 1321, OLDIES		, $ 31.00 (Christal)	Federated (OWASSO)	Steve Nicholl
KVOO-F, 98.5, 100 KW @ 1226, COUNTRY	UNIULT	, $ N/A (Eastman)	Great Empire	Mike DeMarco
KWEN-F, 95.5, 100 KW @ 1327, COUNTRY		, $ 68.00 (Katz)	NewCity	Rod Krebes

Miscellaneous Comments: KVOO A/F sold by Stuart to Great Empire for $7,400,000 (E)

UTICA-ROME

Arbitron Rank/Pop (12+): 133/267,800
MSA Rank/Pop: 150/313,100
ADI # 159
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 23/16
Diaries: 625/428:1/55.9%
Sample Target: 660
% Below Line: 7.8
% Not Listed: 13.4

1989 Revenue: $7,500,000
HH Inc.: $26,117
Retail $: 2.0 Bil
Pop per Station: 16,737
#1 Biller: WOUR-F $1,300,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WOUR-F	(AOR)	56/12.5	9.9	13.7	——	12.5	——	64/777	647/24.2	20.2	22.5		12.1	51	572	WOUR-F
2.	WRCK-F	(CHR)	48/10.7	10.5	10.1	——	8.7	——	62/776	584/21.8	24.9	25.1		16.1	68	749	WRCK-F
3.	WFRG-AF	(C)	42/ 9.3	9.5	15.5	——	10.2	——	69/768	546/20.4	20.8	20.8		11.1	47	514	WFRG-AF
4.	WUUU-F	(O)	35/ 7.8	10.1	7.2	——	8.9	——	39/521	453/16.9	18.9	19.8		7.6	32	406	WUUU-F
5.	WKGW-F	(AC)	32/ 7.1	7.0	5.4	——	4.9	——	36/530	449/16.8	16.6	19.4		6.1	26	371	WKGW-F
	WIBX	(N/T)	32/ 7.1	8.8	8.1	——	11.8	——	34/560	513/19.2	21.1	18.1		5.7	26	375	WIBX
7.	WLZW-F	(SAC)	26/ 5.8	5.0	4.3	——	9.6	——	30/445	384/14.3	16.3	19.0		4.0	17	232	WLZW-F
8.	WKLL-F	(CL AOR)	23/ 5.1	——	——	——	——	——	25/469	393/14.7	0.0	0.0		11.1	47	541	WKLL-F
9.	WYUT-F	(BB)	15/ 3.3	4.2	4.3	——	2.9	——	15/266	244/ 7.6	9.3	9.5		0.2	1	31	WYUT-F
	WUTQ	(BB)	15/ 3.3	2.6	1.5	——	2.4	——	15/140	140/ 5.2	5.0	5.9		1.2	5	52	WUTQ
11.	WYYY-F	(AC)	10/ 2.2	1.1	1.3	——	1.3	——	16/214	133/ 5.0	4.6	5.3		1.7	7	140	WYYY-F
	WTLB	(O)	10/ 2.2	3.0	3.9	——	4.7	——	10/183	175/ 6.5	8.7	10.1		1.2	5	110	WTLB

12+ FM SHARE (METRO): 79.90% (310 of 388) (SPG 89: 76.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRCK-F>>	1 WOUR-F>>	1 WOUR-F>	1 WOUR-F<	1 WUUU-F	1 WFRG-AF<	1 WIBX	1 WOUR-F>	1 WOUR-F	1 WOUR-F	1 WFRG-F
2 WOUR-F	2 WRCK-F>	2 WRCK-F	2 WUUU-F	WOUR-F<	2 WIBX	2 WOUR-F<	2 WFRG-AF<	2 WRCK-F	2 WRCK-F>>	2 WYYY-F
3	3 WKLL-F	3 WFRG-AF<	3 WFRG-AF	3 WFRG-AF>	3 WUUU-F>	3 WRCK-F	3 WUUU-F	3 WFRG-AF<	3 WKGW-F	WIBX
4	4 WFRG-AF	4 WUUU-F	4 WRCK-F	4 WLZW-F	4 WLZW-F	4 WFRG-AF	4 WKGW-F	4 WUUU-F	4 WKLL-F	4
5	5 WKGW-F	5 WKGW-F	WKGW-F	5 WRCK-F	5 WKGW-F	5 WUUU-F	5 WLZW-F	5 WKGW-F	5	5
6	6	6	6 WLZW-F	WKGW-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRCK-F>>	1 WRCK-F>>	1 WRCK-F>>	1 WRCK-F	1 WUUU-F	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F
2 WOUR-F>	2 WOUR-F	2 WKGW-F	2 WUUU-F	2 WRCK-F	2 WRCK-F	2 WFRG-AF	2 WFRG-AF	2 WFRG-AF>	2 WFRG-AF>
3 WKGW-F>	WKGW-F>	3 WYYY-F	3 WKGW-F	3 WKGW-F	3 WFRG-AF>	3 WRCK-F	WKLL-F>>	3 WUUU-F	3 WUUU-F
4 WLZW-F	4 WUUU-F	WUUU-F	4 WLZW-F	4 WLZW-F	4 WKLL-F>	4 WKLL-F	4	4 WRCK-F	4 WLZW-F
WKLL-F<	WKLL-F	WOUR-F	WKLL-F	5 WFRG-AF	5 WYYY-F	5		WKLL-F	5 WKLL-F
6 WUUU-F>	6	WKLL-F	6 WFRG-AF	WKLL-F	WAQX-F>>	6		6	WKGW-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		53 (2)	53 (2)	13.7	17.2
AOR/CLASSIC		85 (4)	85 (4)	21.9	18.4
AC/OLDIES/SOFT ROCK	10 (1)	108 (6)	118 (7)	30.4	20.9
MOR/VARIETY	3 (1)		3 (1)	0.8	2.2
COUNTRY	12 (3)	40 (1)	52 (4)	13.4	20.9
BLACK/URBAN					
BEAUTIFUL/EASY		9 (1)	9 (1)	2.3	1.2
NEWS/TALK	32 (1)		32 (1)	8.2	9.2
NOSTALGIA	15 (1)	15 (1)	30 (2)	7.7	8.0
RELIGION/GOSPEL	6 (1)		6 (1)	1.5	1.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.0
	78 (8)	310 (15)	388 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBRV	900	Booneville	0.4/1.6/ 5/ 97
WIBQ-F	93.5	Remsen	0.7/2.7/ 4/ 84
WLFH	1230	Little Falls	1.8/5.9/ 11/ 202
WRUN	1150	Utica/Rome	1.3/5.0/ 6/ 134
WAQX-F	95.7	Manlius/Syracus	0.9/3.4/ 19/ 237
WKFM-F	104.7	Fulton/Syracuse	0.4/4.0/ 11/ 261
WNTQ-F	93.1	Syracuse	1.1/3.8/ 12/ 239
WRHP-F	107.9	Syracuse	2.0/4.9/ 21/ 205
WSHQ-F	103.5	Cobleskl	0.4/3.4/ 15/ 277
WSYR	570	Syracuse	0.7/4.0/ 16/ 222

RADIO STATIONS

WIBX,	950,	5 KW (DA-1)	, NEWS/TALK	BCS, MBS ,	$ 25.00	(McGuild)			Sherman Robbins
WTLB,	1310,	5 KW/500 W (DA-2)	, OLDIES	ABC D,UNIULT,	$ 14.00	(Eastman)	H & D		Bruce Sohigian
WUTQ,	1550,	1 KW/3 W	, EZ/NOST.	CNN, UNISUP,	$ 13.00	(Durpetti)	Premiere		Larry Goldberg
WFRG-F,	96.1,	7 KW @ 600,	COUNTRY	,	$ 28.00	(Christal)	Arrow		Dan Farr
WKGW-F,	104.3,	100 KW @ 500,	AC	UNIPWR,	$ 22.00	(Katz)	Peoples		Jack Altdoerffer
WKLL-F,	94.9,	50 KW @ 280,	CLASSIC AOR	,	$ 14.00	(——)		(FRANKFORT)	
WLZW-F,	98.7,	25 KW @ 660,	SOFT AC	,	$ 20.00	(McGuild)			Sherman Robbins
WOUR-F,	96.9,	16 KW @ 800,	AOR	ABC F,	$ 35.00	(Durpetti)	Premiere		Larry Goldberg
WRCK-F,	107.3,	50 KW @ 500,	CHR	ABC F,	$ 23.00	(Eastman)	H & D		Bruce Shoigian
WUUU-F,	102.5,	27 KW @ 650,	OLDIES	UNISUP, MBS,	$ 26.00	(HNWH)			Jack Moran
WYUT-F,	92.7,	3 KW @ 300,	NOSTALGIA	UNISUP,UNIULT,	$ 14.00	(K & P)		(HERKINER)	Elton Spitzer

Miscellaneous Comments: WNYZ-F changes to WLZW and format from CHR to SOFT AC...WUTQ, WOUR-F sold by Premier to Bendat for $13,500,000 (price also included sale of WABY, WKLI-F (Albany)...

WACO

Arbitron Rank/Pop (12+): 180/161,000

MSA Rank/Pop: 212/191,100
ADI # 97
Average Person Ratings: 17.3
Market TSL: 23.0 hours

Stations: 19/9
Diaries: 592/272:1/51.0%
Sample Target: 550
% Below Line: 21.5
% Not Listed: 20.4

1989 Revenue: $6,200,000
HH Inc.: $0
Retail $: 1.1 Bil
Pop per Station: 17,888
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KWTX-F	(CHR)	46/16.5	----	19.5	----	16.0	----	77/949	544/33.8		33.1					KWTX-F
2. WACO-F	(C)	27/ 9.7	----	5.3	----	5.1	----	30/470	344/21.4		16.5					WACO-F
3. KNFO-F	(C)	24/ 8.5	----	8.1	----	8.4	----	39/588	312/19.4		17.0					KNFO-F
4. KJNE-F	(C)	23/ 8.2	----	8.1	----	14.8	----	37/512	316/19.6		17.6					KJNE-F
5. KWTX	(BB)	20/ 7.2	----	9.3	----	7.2	----	22/285	238/14.8		15.0					KWTX
6. KKDA-F	(B)	18/ 6.5	----	8.9	----	10.1	----	27/278	177/11.0		12.9					KKDA-F
7. WBAP	(C)	14/ 5.0	----	2.8	----	5.1	----	59/638	194/12.0		10.6					WBAP
8. KZPS-F	(CL AOR)	10/ 3.6	----	1.2	----	2.1	----	13/193	101/ 6.3		7.2					KZPS-F
9. WACO	(C)	9/ 3.2	----	6.1	----	8.0	----	10/188	173/10.7		18.8					WACO
10. KBTS-F	(CHR)	7/ 2.5	----	2.0	----	2.1	----	67/992	175/10.9		9.7					KBTS-F
11. KRZI	(O)	6/ 2.2	----	1.2	----	1.3	----	6/101	101/ 6.3		8.1					KRZI
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 74.77% (166 of 222) (SPG 89: 69.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWTX-F>>	1 KWTX-F>>	1 KWTX-F>	1 KWTX	1 KWTX-F	1 KWTX	1 KWTX-F>	1 KWTX-F>	1 KWTX-F>	1 KWTX-F>	1 KWTX-F>>
2	2 WACO-F>	2 WACO-F	2 WACO	2 WACO-F	2 KNFO-F	2 KNFO-F	2 KJNE-F<	2 KJNE-F	2 KKDA-F	2 WBAP
3	3 KKDA-F	3 KJNE-F	3 KEYR-F	3 KJNE-F>	KJNE-F	3 WACO <	3 WACO-F	3 WACO-F	3 WBAP	KKDA-F
4	4 KZPS-F	4 KKDA-F	4 KKDA-F	4 KKDA-F	4 KWTX-F	4 WACO-F	4 KWTX	4 KNFO-F	4 WACO-F	4
5	KJNE-F	5 KNFO-F	5 KJNE-F	KNFO-F	5	KJNE-F	5	5 KWTX	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWTX-F>>	1 KWTX-F>>	1 KWTX-F	1 KWTX-F>>	1 KWTX-F>		1 KWTX-F>	1 KWTX-F	1 KZPS-F	1 KWTX-F>	1 KWTX-F
2 KKDA-F	2 WACO-F>	2 WACO-F>	2 WACO-F	2 WACO-F		2 WACO-F>	2 WACO-F>	WACO-F	2 WACO-F	2 WBAP
KBTS-F>	3 KJNE-F	3 KJNE-F>>	3 KJNE-F	KJNE-F>		3 KBTS-F	3 KZPS-F	KWTX-F>	3 KKDA-F	WACO-F
4	4 KKDA-F	4 KKDA-F>>	4 KNFO-F	4 KNFO-F		KNFO-F>	KKDA-F	4 KKDA-F>	4 WBAP	4 KZPS-F
5	5	5	5	5		5	5 KNFO-F	5 WBAP >>	KZPS-F	KKDA-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		53 (2)	53 (2)	23.9	26.1
AOR/CLASSIC		10 (1)	10 (1)	4.5	2.5
AC/OLDIES/SOFT ROCK	6 (1)	3 (2)	9 (3)	4.1	9.4
MOR/VARIETY					
COUNTRY	23 (2)	75 (4)	98 (6)	44.1	23.2
BLACK/URBAN		18 (1)	18 (1)	8.1	10.8
BEAUTIFUL/EASY					
NEWS/TALK	3 (1)		3 (1)	1.4	10.3
NOSTALGIA	20 (1)		20 (1)	9.0	11.3
RELIGION/GOSPEL	4 (1)	2 (1)	6 (2)	2.7	3.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		2 (1)	2 (1)	0.9	1.5
UNKNOWN/OTHERS		3 (1)	3 (1)	1.4	1.5
	56 (6)	166 (13)	222 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBBW	1010	Waco-Marlin	1.4/5.6/ 7/ 127
KEYR-F	92.9	Marlin/Waco	1.1/6.5/ 3/ 124
KKWM-F	97.9	Dallas	0.4/1.8/ 2/ 53
KLTY-F	94.1	Ft.Worth/Dallas	0.7/4.2/ 6/ 172
KLUV-F	98.7	Dallas/Ft.Worth	0.7/3.3/ 8/ 128
KOAI-F	106.1	Denton	0.7/2.8/ 2/ 45
KRLD	1080	Dallas	1.1/7.6/ 7/ 263
KSCS-F	96.3	Dallas/Ft.Worth	0.4/1.8/ 9/ 151

RADIO STATIONS

KRZI ,	1580,	1 KW/500 W	, Oldies	UNISUP UNIULT,	$10.00	(---)		Van Goodall
KWTX ,	1230,	1 KW	, Nostalgia/MOR	SMN,	$18.00	(Mc-Guild)		Vic Kaspar
WACO ,	1460,	1 KW (DA-N)	, Country	ABC E,	$14.00	(Christal)	Sun Group/Sage	Jerry Clemmons
KJNE-F,	102.5,	100 KW @ 550	, Country	,	$27.00	(Banner)	(HILLSBORO)	Dale Palmer
KNFO-F,	95.5,	85 KW @ 1073	, Country	UNIPWR,	$30.00	(Katz)		Dave South
KWTX-F,	97.5,	100 KW @ 1569	, CHR	,	$26.00	(Mc-Guild)		Vic Kaspar
WACO-F,	99.9,	100 KW @ 452	, Country	ABC E,	$27.00	(Christal)	Sun Group/Sage	Jerry Clemmons

Other ranked stations -- See Dallas or Austin

Misc. Comments: KTKS-F changes back to WACO-F and format to Country (Feb) . . .KJNE-F purchased from Moran to Hilliard...
49% of WACO, KTKS-F sold by Sage to Sungroup...49% of WGNE-F sold by Sage to Sungroup

WASHINGTON

Arbitron Rank/Pop (12+): 9/3,171,100
MSA Rank/Pop: 6/3,774,200
ADI # 9
Average Person Ratings: 16.9
Market TSL: 22.25 hours

Stations: 36/30
Diaries: 2500/1268:1/53.1%
Sample Target: 2150
% Below Line: 3.1
% Not Listed: 12.5

1989 Revenue: $144,400,000
HH Inc.: $41,825
Retail $: 31.5 Bil
Pop per Station: 105,703
#1 Biller: WMZQ-AF $14,500,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WGAY-F	(EZ)	381/ 7.1	6.2	7.7	7.1	6.0	7.0	443/4978	4473/14.1	15.8	13.8		4.5	250	3294	WGAY-F
2. WPGC-F	(CHR)	364/ 6.8	7.4	6.7	5.8	6.4	6.7	406/6196	5421/17.1	16.4	13.7		10.7	602	5846	WPGC-F
3. WMZQ-AF	(C)	339/ 6.3	5.8	6.6	6.4	6.1	6.3	416/5530	4472/14.1	14.3	12.9		5.8	324	3845	WMZQ-AF
4. WMAL	(MOR)	272/ 5.1	5.0	5.4	5.5	5.3	5.3	295/4000	3744/11.8	16.9	12.7		4.5	252	3678	WMAL
WAVA-F	(CHR)	272/ 5.1	4.0	4.8	5.3	4.7	4.8	316/6412	5432/17.1	16.1	16.2		5.7	321	5543	WAVA-F
6. WKYS-F	(B)	259/ 4.8	7.0	5.3	4.6	5.0	5.4	283/4411	3990/12.6	12.4	10.9		6.2	348	4658	WKYS-F
7. WASH-F	(AC)	223/ 4.2	4.5	3.3	3.6	4.0	3.9	245/4049	3597/11.3	10.5	11.3		2.4	136	2118	WASH-F
8. WHUR-F	(B)	208/ 3.9	3.9	3.8	4.1	3.7	3.9	225/4341	3860/12.2	12.5	11.6		4.1	229	3104	WHUR-F
WCXR-F	(CL AOR)	208/ 3.9	4.3	3.7	5.2	3.8	4.3	243/4134	3600/11.4	12.2	12.4		4.6	259	3721	WCXR-F
10. WTOP	(N)	205/ 3.8	3.9	3.7	4.5	4.1	4.0	235/5714	5060/16.0	15.7	15.7		3.3	184	4047	WTOP
11. WLTT-F	(AC)	178/ 3.3	3.1	3.7	3.1	3.3	3.3	203/3919	3463/10.9	11.7	10.6		3.4	192	2499	WLTT-F
12. WMMJ-F	(B)	176/ 3.3	3.2	2.4	3.3	2.9	3.0	177/2412	2391/ 7.5	6.3	4.4		3.2	177	1424	WMMJ-F
WGMS-F	(CL)	176/ 3.3	2.5	2.4	2.7	2.7	2.7	189/2874	2673/ 8.4	8.9	8.5		2.9	161	2088	WGMS-F
14. WRQX-F	(CHR)	171/ 3.2	3.4	4.0	4.7	4.2	3.8	207/5217	4200/13.2	13.5	14.2		3.9	221	4083	WRQX-F
15. WHFS-F	(AOR)	157/ 2.9	3.1	1.9	1.9	2.2	2.5	200/3126	2399/ 7.6	6.0	5.3		2.5	139	2344	WHFS-F
16. WWDC-F	(AOR)	156/ 2.9	2.5	3.1	2.8	3.8	2.8	280/5336	3537/11.2	13.1	14.2		4.5	251	4077	WWDC-F
17. WXTR-F	(O)	152/ 2.8	3.1	3.4	3.1	3.0	3.1	181/3584	3066/ 9.7	10.7	9.8		2.7	152	2821	WXTR-F
18. WWRC	(N/T)	117/ 2.2	1.8	2.4	2.8	2.5	2.3	122/2188	2012/ 6.3	5.6	6.7		2.7	149	1652	WWRC
19. WOL	(B)	107/ 2.0	2.1	1.0	1.2	2.0	1.6	108/1314	1290/ 4.1	3.5	2.8		1.2	67	753	WOL
20. WJFK-F	(CL AOR)	100/ 1.9	1.8	2.2	1.5	1.4	1.9	120/2842	2512/ 7.9	8.4	5.8		2.2	121	2260	WJFK-F
21. WYCB	(REL)	68/ 1.3	0.9	1.2	1.5	1.3	1.2	71/940	913/ 2.9	2.5	2.6		1.4	79	894	WYCB
22. WDJY-F	(B)	59/ 1.1	1.3	1.9	1.7	2.3	1.5	59/1742	1672/ 5.3	7.3	7.6		1.0	54	1399	WDJY-F
23.																
24.																
25.																

12+ FM SHARE (METRO): 80.92% (3795 of 4690) (SPG 89: 78.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPGC-F>	1 WPGC-F>	1 WPGC-F	1 WMZQ-AF	1 WMZQ-AF	1 WGAY-F>	1 WMAL	1 WGAY-F>	1 WGAY-F	1 WPGC-F	1 WPGC-F>
2 WAVA-F	2 WAVA-F<	2 WMZQ-AF	2 WKYS-F	2 WKYS-F	2 WMAL	2 WMZQ-AF<	2 WMZQ-AF	2 WPGC-F	2 WHUR-F	2 WWRC
3 WRQX-F>>	3 WKYS-F	3 WKYS-F	3 WASH-F<	3 WASH-F<	3 WMZQ-AF	3 WTOP <	3 WPGC-F	3 WMZQ-AF	3 WMMJ-F	WMAL
4	4 WMZQ-AF	4 WAVA-F	4 WPGC-F	4 WGAY-F	4 WTOP	4 WAVA-F<	4 WASH-F	4 WKYS-F<	4 WAVA-F	4 WTOP
5	5 WCXR-F<	5 WCXR-F	5 WLTT-F<	5 WPGC-F<	5 WASH-F<	5 WPGC-F<	5 WKYS-F	5 WAVA-F	5 WKYS-F	5 WAVA-F
6	6 WHFS-F	WASH-F	6 WHUR-F	6 WLTT-F	6 WGMS-F	6 WGAY-F<	6 WLTT-F<	6 WCXR-F	6 WRQX-F	6 WHUR-F<
7	7 WWDC-F	7 WHUR-F	WGAY-F	7 WHUR-F	7 WWRC	7 WKYS-F	7 WCXR-F	7 WMAL	7 WMAL	7 WMZQ-F
8	8	8 WLTT-F	WCXR-F	8 WCXR-F	8 WMMJ-F	8	8 WAVA-F	8 WASH-F	WGAY-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPGC-F>	1 WPGC-F>	1 WKYS-F	1 WPGC-F	1 WKYS-F
2 WRQX-F<	2 WKYS-F<	2 WPGC-F	2 WKYS-F	2 WASH-F
3 WAVA-F	3 WAVA-F>	3 WAVA-F<	3 WAVA-F	3 WMZQ-AF
4 WHFS-F>	4 WRQX-F<	4 WLTT-F	4 WASH-F<	4 WLTT-F<
5 WKYS-F	5 WLTT-F	5 WMZQ-AF	5 WMZQ-AF<	5 WPGC-F
WCXR-F	6 WMZQ-AF<	WASH-F	6 WLTT-F>	6 WGAY-F
7 WHUR-F	7 WCXR-F<	7 WCXR-F	7 WGAY-F	7 WAVA-F
8 WWDC-F	8 WHFS-F	8	8 WCXR-F	8 WXTR-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAVA-F	1 WMZQ-AF<	1 WMZQ-AF	1 WMZQ-AF	1 WMZQ-AF>
2 WPGC-F	2 WPGC-F	2 WHFS-F	2 WCXR-F	2 WHUR-F<
3 WWDC-F	3 WHFS-F	3 WCXR-F<	3 WPGC-F	3 WCXR-F<
4 WCXR-F>	WCXR-F	4 WPGC-F	WHUR-F<	4 WGAY-F<
5 WKYS-F	5 WAVA-F<	5 WHUR-F	5 WHFS-F	5 WTOP <
6 WJFK-F<	6 WWDC-F	6 WKYS-F	6 WWDC-F	6 WHFS-F
7 WMZQ-AF	7 WHUR-F<	7 WWDC-F	WKYS-F	7 WKYS-F
WIYY-F	8 WKYS-F	8 WJFK-F	8 WAVA-F	WGMS-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	22 (1)	829 (4)	851 (5)	18.1	18.3	WFMD	930	Frederick	0.5/1.1/ 35/ 501
AOR/CLASSIC		668 (5)	668 (5)	14.2	13.9	WFRE-F	99.9	Frederick	0.7/1.5/ 55/ 783
AC/OLDIES/SOFT ROCK		553 (3)	553 (3)	11.8	12.4	WGMS	570	Bethesda	0.2/1.0/ 12/ 339
MOR/VARIETY	297 (2)		297 (2)	6.3	6.6	WPGC	1580	Morningside	0.4/0.7/ 22/ 220
COUNTRY	8 (1)	396 (3)	404 (4)	8.6	7.0	WUST	1120	Washington	0.4/1.2/ 22/ 396
BLACK/URBAN	107 (1)	702 (4)	809 (5)	17.2	19.8	WWDC	1260	Washington	0.7/2.4/ 38/ 747
BEAUTIFUL/EASY		434 (3)	434 (3)	9.3	7.8	WZYQ-F	103.9	Braddck Hts/Frd	0.4/1.1/ 32/ 465
NEWS/TALK	322 (2)		322 (2)	6.9	7.7				
NOSTALGIA	38 (1)		38 (1)	0.8	1.1	WBQB-F	101.5	Fredericksburg	0.3/0.7/ 43/ 440
RELIGION/GOSPEL	90 (2)	19 (1)	109 (3)	2.3	1.5	WFLS-F	93.3	Fredericksburg	0.8/1.8/ 92/1107
SPANISH					0.4	WFSI-F	107.9	Annapolis	0.4/1.1/ 20/ 444
CLASSICAL	11 (1)	176 (1)	187 (2)	4.0	3.2	WIYY-F	97.9	Baltimore	0.9/2.8/128/2043
JAZZ/NEW AGE						WLIF-F	101.9	Baltimore	0.3/1.3/ 84/1288
UNKNOWN/OTHERS		18 (1)	18 (1)	0.4	0.4	WPOC-F	93.1	Baltimore	0.4/1.5/137/1547
	895 (11)	3795 (25)	4690 (36)						

RADIO STATIONS

AM STATIONS

WCPT,	730,	5 KW/20W (DA-1)	,	Black	,	$ 30.00	(Group W)	Westinghouse	Bill Sherard
WDCT,	1310,	5 KW/500 W	,	Religion	,	$ 28.00	(—)	Marsh	Dave Reeder
WFAX,	1220,	5 KW (DAYS)	,	Religion	,	$ 20.00	(—)		Mitch Miller
WMAL,	630,	5 KW (DA-2)	,	Full Service	ABC I,	$200.00	(Katz)	Cap Cities/ABC	Tom Bresnahan
WMDO,	1540,	5 KW (DAYS)	,	Hispanic	,	$ 35.00	(Katz Hisp.)		Antonio Guernica
WOL ,	1450,	1 KW	,	Black Talk	NBN UNIULT,	$ 49.00	(K & P)	Almic	Al Liggins
WTOP,	1500,	50 KW (DA-2)	,	News	CBS MBS,	$174.00	(CBS)	Chase	Michael Douglas
WWDC,	1260,	5 KW (DA-2)	,	Nostalgia	UNISUP UNIULT,	$ 44.00	(Christal)		Goff Lebhar
WWRC,	980,	5 KW (DA-N)	,	Talk	NBC MBS,	$ 60.00	(MMR)		Ted Dorf
WYCB,	1340,	1 KW	,	Gospel	SBN,	$ 40.00	(—)		Karen Jackson

FM STATIONS

WASH,	97.1,	26 KW @ 686	,	AC	UNISUP,	$111.00	(HNWH)	Chase	Michael Douglas
WAVA,	105.1,	41 KW @ 541	,	CHR	,	$158.00	(HNWH)	Emmis	Alan Goodman
WCXR,	105.9,	28 KW @ 648	,	Classic AOR	,	$164.00	(Group W)	Westinghouse	Bill Sherard
WDJY,	100.3,	50 KW @ 331	,	Black	APR,	$ 75.00	(Mc-Guild)	United	Gary Gross
WGAY,	99.5,	21 KW @ 770	,	EZ	,	$190.00	(MMR)	Greater Media	Ted Dorf
WGMS,	103.5,	46 KW @ 510	,	Classical	MBS,	$130.00	(Republic)	Verstandig	Cathy Meloy
WHFS,	99.1,	47 KW @ 360	,	AOR	APR,	$ 60.00	(Republic)	Duchossois (ANNAPOLIS)	Alan Hay
WHUR,	96.3,	24 KW @ 670	,	Black	,	$104.00	(Durpetti)	Howard Univ.	Millard Watkins
WJFK,	106.7,	22 KW @ 730	,	Classic AOR	ABC R,	$ 80.00	(Torbet)	Infinity	Ken Stevens
WKYS,	93.9,	25 KW @ 707	,	Black	,	$192.00	(Eastman)	Albimar	Skip Finley
WLTT,	94.7,	22 KW @ 744	,	AC	,	$164.00	(CBS)	CBS	Don Davis
WMMJ,	102.3,	1.4 KW @ 480	,	Black Oldies	ABC E MBS,	$ 70.00	(K & P)	Almic	Cathy Hughes
WMZQ,	98.7,	50 KW @ 490	,	Country	,	$255.00	(Christal)	Viacom	Paul Wilensky
WPGC,	95.5,	50 KW @ 500	,	CHR/Urban	,	$160.00	(Banner)	Cook Inlet	Ben Hill
WRQX,	107.3,	36 KW @ 590	,	CHR	ABC C,	$117.00	(Katz)	Cap Cities/ABC	Maureen Lesourd
WWDC,	101.1,	32 KW @ 760	,	AOR	UNIPWR,	$180.00	(Christal)		Goff Lebhar
WXTR,	104.1,	50 KW @ 500	,	Oldies	,	$140.00	(Mc-Guild)	Radio Ventures	Bob Longwell

FORMAT CODES

AC - Adult Contemporary
AOR - Album Oriented Rock
B - Black (audience predominately black - over 60%)
BB - Big Band, Nostalgia
C - Country
CHR - Contemporary Hit Radio, Top 40, Contemporary
CL - Classical
CL AOR - Classic AOR, Classic Rock
E - Ethnic
EZ - EZ Listening, Beautiful Music, Some Very soft AC
G - Gospel

J/NA - Jazz and New Age
M - Middle of Road, (MOR) Full Service
N - News
O - Oldies (1955 to near 1988)
R - Religion, Christian
SAC - Soft Adult Contemporary
SP - Hispanic/Spanish
T - Talk
U - Urban (majority of audience is non-white)
? - Others or Unknown

WATERLOO-CEDAR FALLS

Arbitron Rank/Pop (12+): 210/121,600
MSA Rank/Pop: 251/146,4
ADI # 81 (w/Dubuque & Ced. Rap)
Average Person Ratings: 14.8
Market TSL: 19.75 hours

Stations: 18/9
Diaries: 656/185:1/65.3%
Sample Target: 550
% Below Line: 13.9
% Not Listed: 20.0

1989 Revenue: $3,700,000
HH Inc.: $30,923
Retail $: .96 Bil
Pop per Station: 13,511
#1 Biller: KFMW-F $925,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KOEL-F	(C)	36/20.0	----	14.0	----	9.7	----	76/799	382/31.4		24.1		16.1	28	277	KOEL-F
2.	KFMW-F	(CHR)	31/17.2	----	19.2	----	19.9	----	75/1022	432/35.5		39.4		18.4	32	492	KFMW-F
3.	KOKZ-F	(CHR)	22/12.2	----	15.0	----	15.6	----	39/837	401/33.0		37.6		17.8	31	451	KOKZ-F
4.	KWLO	(AC)	11/ 6.1	----	8.9	----	13.4	----	14/308	244/20.1		23.2		8.6	15	174	KWLO
5.	WMT	(MOR)	9/ 5.0	----	2.3	----	5.4	----	42/634	112/ 9.2		8.5		2.3	4	115	WMT
	KXEL	(C)	9/ 5.0	----	3.3	----	3.2	----	21/319	123/10.1		9.7		4.0	7	129	KXEL
7.	KRNA-F	(AOR)	5/ 2.8	----	2.3	----	3.8	----	13/239	75/ 6.2		6.3		3.4	6	98	KRNA-F
8.	WHO	(MOR)	4/ 2.2	----	2.8	----	1.1	----	36/506	98/ 8.1		9.2		3.4	6	118	WHO
	KWAY-F	(AC)	4/ 2.2	----	3.7	----	4.3	----	6/152	131/10.8		7.8		2.3	4	110	KWAY-F
10.																	

12+ FM SHARE (METRO): 71.53% (103 of 144) (SPG 89: 67.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KOKZ-F	1 KFMW-F>>	1 KOEL-F<	1 KOEL-F	1 KOEL-F	1 KOEL-F>>	1 KOEL-F	1 KOEL-F	1 KFMW-F	1 KFMW-F	1 KOEL-F
2	2 KOEL-F>	2 KFMW-F>>	2 KFMW-F>>	2 KFMW-F>>	2 KXEL	2 KFMW-F	2 KFMW-F>>	2 KOEL-F>	2 KOKZ-F	2 KFMW-F>
3	3 KOKZ-F	3 KOKZ-F>	3 KOKZ-F	3 KWLO	3 KWLO	3 KOKZ-F	3 KOKZ-F	3 KOKZ-F	3 KOEL-F	3 KWAY-F
4	4	4 KWLO	4 KWLO	KOKZ-F	4	4 KWLO	4 KXEL	4	4	4
5	5	5	5	5 KXEL	5	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KFMW-F>>	1 KFMW-F>>	1 KFMW-F>>	1 KOEL-F	1 KOEL-F>	1 KFMW-F>>	1 KFMW-F>>	1 KFMW-F>	1 KFMW-F>	1 KOEL-F
2 KOEL-F	2 KOEL-F>	2 KOEL-F>>	KFMW-F>	2 KFMW-F>	2 KOKZ-F	2 KOEL-F>	2 KOEL-F>	2 KOEL-F>>	2 KFMW-F>
3 KOKZ-F>>	3 KOKZ-F	3 KOKZ-F>>	3 KOKZ-F>	3 KOKZ-F	KOEL-F>>	3 KRNA-F>	3 KRNA-F>	3 KRNA-F	3 KWLO >
4	4	4	4 KWAY	4 KXEL	4 KROC-F	4 KOKZ-F	4 KWLO >>	KWLO	4 KRNA-F
	5		5	5 KWLO	KRNA-F	5	5	KOKZ-F	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		54 (3)	54 (3)	37.5	41.8
AOR/CLASSIC		5 (1)	5 (1)	3.5	2.8
AC/OLDIES/SOFT ROCK	11 (1)	6 (3)	17 (4)	11.8	16.9
MOR/VARIETY	15 (3)		15 (3)	10.4	9.0
COUNTRY	12 (3)	37 (2)	49 (5)	34.0	28.2
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	3 (1)	1 (1)	4 (2)	2.8	1.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	41 (8)	103 (10)	144 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCFI	1250	Cedar Falls/Wtr	1.1/6.8/ 2/ 85
KWAY	1470	Waverly	0.6/2.4/ 3/ 35
KWOF	850	Waterloo	1.7/2.4/ 3/ 29
KKRQ-F	100.7	IA City/Cdr.Rps	0.6/6.3/ 13/ 256
KOEL	950	Oelwein	1.1/5.3/ 43/ 483
KROC-F	106.9	Rochester	0.6/2.4/ 9/ 171
KTOF-F	104.5	Cedar Rapids	0.6/2.4/ 3/ 64
KXIA-F	101.1	Marshallville	0.6/1.8/ 17/ 241
WMT -F	96.5	Cedar Rapids/IC	0.6/5.2/ 12/ 181

RADIO STATIONS

KCFI, 1250, 500 W (DA-2)	, COUNTRY	ABC D , $ 8.00 (Roslin)			Laurie McConnell
KWLO, 1330, 5 KW (DA-2)	, AC	NBC , $ 16.00 (McGuild)	Park		Don Morehead
KXEL, 1540, 50 KW (DA-N)	, COUNTRY	ABC I , $ 13.00 (Republic)	Bahakel		Fred Hendrickson
KFMW-F, 107.9, 100 KW @ 1804,	CHR	UNIPWR , $ 24.00 (McGuild)	Park		Don Morehead
KOEL-F, 92.3, 100 KW @ 1000,	COUNTRY	ABC E , $ 22.00 (Banner)		(OELWEIN)	Ray Leafstedt
KOKZ-F, 105.7, 100 KW @ 1403,	CHR	ABC C , $ 19.00 (Republic)	Bahakel		Fred Hendrickson
KWAY-F, 99.3, 3 KW @ 180,	AC	, $ 10.00 (---)		(WAVERLY)	Al Suhr

OTHER RANKED STATIONS — See Des Moines or Cedar Rapids

WEST PALM BEACH

Arbitron Rank/Pop (12+): 53/751,900

MSA Rank/Pop: 63/841,700
ADI # 50
Average Person Ratings: 17.4
Market TSL: 23.25 hours

Stations: 36/16
Diaries: 1077/698:1/51.3%
Sample Target: 1070
% Below Line: 27.4
% Not Listed: 11.0

1989 Revenue: $23,000,000
HH Inc.: $39,666
Retail $: 7.3 Bil
Pop per Station: 46,993
#1 Biller: WRMF-F $6,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WEAT-AF	(EZ)	211/16.2	16.8	19.3	18.7	17.5	17.8	314/3207	2020/26.9	28.9	27.4	11.2	125	1515	WEAT-AF
2. WRMF-F	(AC)	131/10.0	7.0	8.5	8.4	11.5	8.5	212/2189	1354/18.0	17.4	20.2	7.8	87	1004	WRMF-F
3. WIRK-F	(C)	90/ 6.9	3.7	5.4	5.3	5.4	5.3	111/1467	1041/13.8	10.9	9.9	3.9	44	482	WIRK-F
4. WJNO	(N/T)	88/ 6.7	6.2	6.7	6.9	5.0	6.6	95/1265	1043/13.9	14.9	12.7	5.8	65	866	WJNO
5. WOVV-F	(CHR)	60/ 4.6	5.2	4.4	3.6	3.9	4.4	119/1691	912/12.1	12.1	10.0	3.8	43	760	WOVV-F
6. WKGR-F	(AOR)	48/ 3.7	2.8	3.0	3.1	1.7	3.2	115/1371	701/ 9.3	8.4	7.3	3.9	44	636	WKGR-F
7. WHQT-F	(CHR)	47/ 3.6	6.0	5.9	4.7	4.5	5.1	155/1762	524/ 7.0	10.0	8.8	6.5	73	795	WHQT-F
WOLL-F	(O)	47/ 3.6	2.5	2.3	2.2	1.5	2.7	51/774	633/ 8.4	5.6	4.3	2.4	27	405	WOLL-F
9. WNGS-F	(SAC)	33/ 2.5	2.8	2.6	2.2	2.4	2.5	35/501	486/ 6.5	6.3	6.8	3.2	36	453	WNGS-F
10. WSHE-F	(AOR)	31/ 2.4	4.2	3.2	2.5	2.0	3.1	108/1530	500/ 6.6	8.3	7.6	4.9	55	655	WSHE-F
WIOD	(N/T)	31/ 2.4	2.0	2.3	2.1	2.0	2.2	122/1809	439/ 5.8	6.5	5.6	2.5	11	296	WIOD
12. WMXJ-F	(O)	27/ 2.1	2.0	1.8	2.4	2.3	2.1	122/1763	362/ 4.8	7.5	6.3	1.2	13	353	WMXJ-F
13. WZTA-F	(AOR)	24/ 1.8	1.8	1.8	1.5	2.4	1.7	90/1150	356/ 4.7	5.6	6.3	3.8	42	516	WZTA-F
WEDR-F	(B)	24/ 1.8	----	----	----	----	0.4	89/723	217/ 2.9	0.0	0.0				WEDR-F
15. WHYI-F	(CHR)	22/ 1.7	1.5	2.3	2.7	2.2	2.0	152/2380	565/ 7.5	9.4	9.9	2.0	22	626	WHYI-F
16. WPBR	(T)	20/ 1.5	0.6	1.2	0.7	2.1	1.0	21/288	257/ 3.4	4.8	5.1	1.7	19	260	WPBR

12+ FM SHARE (METRO): 77.86% (904 of 1161) (SPG 89: 79.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOVV-F>>	1 WRMF-F>	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>	1 WEAT-AF>>	1 WEAT-AF	1 WEAT-AF>	1 WEAT-AF	1 WEAT-AF>	1 WJNO
2 WHQT-F>	2 WKGR-F	2 WKGR-F	2 WKGR-F<	2 WIRK-F	2 WJNO	2 WRMF-F	2 WRMF-F>	2 WRMF-F>	2 WJNO	WEAT-F
3 WHYI-F	3 WOVV-F	3 WIRK-F	3 WIRK-F	3 WKGR-F	3 WIRK-F	3 WJNO	3 WIRK-F	3 WIRK-F<	3 WRMF-F	3 WIOD >>
4	4 WHQT-F	4 WOVV-F	4 WOLL-F	4 WOLL-F>	4 WRMF-F>	4 WIRK-F>	4 WJNO	4 WJNO	4 WOVV-F<	4 WPBR <
5	5 WSHE-F	WOLL-F	5	5 WEAT-AF	5 WOLL-F	5 WOVV-F	5 WKGR-F	5 WOVV-F	5 WEDR-F	5 WSHE-F
6	6	6	6	6	6	6 WIOD	6	6	6 WIRK-F	6 WRMF-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHQT-F	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WOVV-F>	1 WKGR-F	1 WKGR-F>	1 WRMF-F	1 WRMF-F
2 WRMF-F>	2 WHQT-F>	2 WIRK-F	2 WHQT-F	2 WIRK-F>	2 WEDR-F	2 WRMF-F	2 WRMF-F	2 WKGR-F>	2 WKGR-F
3 WOVV-F>	3 WOVV-F	3 WOVV-F	3 WIRK-F	3 WEAT-AF	3 WSHE-F<	3 WOVV-F	3 WZTA-F	3 WIRK-F	3 WIRK-F
4 WSHE-F	4 WIRK-F	WKGR-F	4 WOVV-F	WOLL-F>	4 WRMF-F>	4 WSHE-F	4 WSHE-F>	4 WSHE-F	4 WOLL-F
WEDR-F>	5 WKGR-F	5 WHQT-F	WOLL-F	5 WHQT-F	5 WQBA-F	5 WZTA-F	5 WOVV-F	WOVV-F	5 WZTA-F
6	6	WNGS-F>	6	6	WHQT-F	6	6 WMXJ-F	WOLL-F	6
7	7	7 WSHE-F	7	7	WKGR-F	7	WOLL-F>	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		151 (5)	151 (5)	13.0	8.1
AOR/CLASSIC		114 (4)	114 (4)	9.8	8.2
AC/OLDIES/SOFT ROCK		276 (7)	276 (7)	23.8	25.5
MOR/VARIETY	9 (1)		9 (1)	0.8	
COUNTRY		105 (2)	105 (2)	9.0	8.0
BLACK/URBAN	60 (4)	24 (1)	84 (5)	7.2	8.6
BEAUTIFUL/EASY	13 (1)	209 (2)	222 (3)	19.1	24.0
NEWS/TALK	175 (6)		175 (6)	15.1	12.3
NOSTALGIA					2.1
RELIGION/GOSPEL					0.9
SPANISH		8 (1)	8 (1)	0.7	
CLASSICAL		11 (1)	11 (1)	0.9	1.8
JAZZ/NEW AGE					
UNKNOWN/OTHERS		6 (1)	6 (1)	0.5	0.6
	257 (12)	904 (24)	1161 (36)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDBF	1420	Delray Bch/W.P.	0.7/1.7/ 9/ 172
WPOM	1600	Riviera Bch/WPl	1.1/3.5/ 14/ 261
WSBR	740	Boca Rtn/WPlmBc	0.9/3.2/ 17/ 457
WSWN	900	Belle Glade	1.2/2.9/ 22/ 354
WTRU-F	99.5	Jupiter	0.5/2.3/ 6/ 206
WYFX	1040	Boynton Bch/Mia	1.4/3.1/ 35/ 520
WPXY-F	105.9	Ft. Lauderdale	0.5/3.8/ 91/1672
WFLC-F	97.3	Miami/Ft.Laud.	0.8/3.7/ 62/1428
WINZ	940	Miami	1.0/3.1/105/1573
WJQY-F	106.7	Ft. Lauderdale	1.3/3.6/131/1582
WKIS-F	99.9	Boca Raton	1.1/4.3/158/1896
WLVE-F	93.9	Miami Beach	1.1/3.1/ 67/1179
WLYF-F	101.5	Miami	0.8/3.9/190/2251
WNWS	790	South Miami	0.8/2.0/ 66/1060
WPOW-F	96.5	Miami/Ft Ldrdle	1.3/4.6/ 98/1471
WQBA-F	107.5	Miami	0.6/1.0/ 17/ 229
WRBD	1470	Pompano Beach	0.9/1.3/ 23/ 365
WTMI-F	93.1	Miami/Ft Ldrdle	0.8/3.2/ 58/1216
WZZR-F	92.7	Stuart/PtStLuci	0.4/2.3/ 29/ 590

RADIO STATIONS

WEAT, 850, 5 KW/1 KW (DA-2)	, SEE WEAT-F	, $				
WJNO, 1230, 1 KW	, NEWS/TALK	CBS, ABC E, $	55.00 (Banner)	Fairbanks		George Mills
WPBR, 1340, 1 KW	, TALK	SOURCE, $	19.00 (Eastman)			Arnold Lampert
WPOM, 1600, 1 KW (DA-1)	, BLACK	, $	23.00 (Republic)			Steve Nettere
WYFX, 1040, 25 KW/1 KW (DA-2)	, BLACK	SBN, $	18.00 (K & P)			Gary Lewis
WEAT-F, 104.3, 56 KW @ 1250, EZ		, $	80.00 (Katz)	Taylor		Jim Connor
WIRK-F, 107.9, 100 KW @ 340, COUNTRY		, $	60.00 (HNWH)	Price		Alan Chapman
WKGR-F, 98.7, 100 KW @ 1380, AOR		UPI, $	43.00 (HNWH)		(FORT PIERCE)	Garrett Claney
WNGS-F, 92.1, 2.2 KW @ 378, SOFT AC		, $	30.00 (Eastman)			Marc Telsey
WOLL-F, 94.3, 1.4 KW @ 481, OLDIES		, $	37.00 (Republic)	Lappin		Martin Perrone
WOVV-F, 95.5, 100 KW @ 982, CHR		SOURCE, $	40.00 (McGuild)		(FORT PIERCE)	Mark Kanak
WRMF-F, 97.9, 100 KW @ 1350, AC		, $	115.00 (Banner)	Fairbanks		Gary Mills

OTHER RANKED STATIONS -- See Miami...NOTE: WPOM was determined by Arbitron to have engaged in a "special station activity. Basically WPOM used on-air, "write it down" announcements.
WIRA, WOVV-F sold by Roth to Ardman for $8,900,000 (Richards)...

WHEELING

Arbitron Rank/Pop (12+): 191/146,200
MSA Rank/Pop: 229/168,900
ADI # 137 (w/Steubenville)
Average Person Ratings: 16.5
Market TSL: 22.25 hours

Stations: 15/9
Diaries: 660/222:1/62.6%
Sample Target: 580
% Below Line: 6.2
% Not Listed: 10.8

1989 Revenue: $7,300,000
HH Inc.: $23,216
Retail $: 1.16 Bil
Pop per Station: 16,244
#1 Biller: WWVA/WOVK-F $2,700,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WOMP-F	(CHR)	45/18.7	----	23.6	----	25.8	----	88/1106	554/37.9		42.1		30.4	72	550	WOMP-F
2. WOVK-F	(C)	30/12.4	----	12.6	----	10.1	----	59/603	339/23.2		26.5		12.2	29	378	WOVK-F
3. WWVA	(C)	28/11.6	----	12.6	----	14.5	----	48/705	365/25.0		26.9		8.9	21	419	WWVA
4. WKWK-F	(AC)	26/10.8	----	8.9	----	10.1	----	37/434	285/19.5		16.8		9.7	23	263	WKWK-F
5. WEGW-F	(O)	24/10.0	----	8.5	----	12.5	----	38/511	309/21.1		19.1		16.9	40	464	WEGW-F
6. WHLX-F	(EZ)	21/ 8.7	----	0.4	----	1.6	----	27/294	210/14.4		6.7		1.3	3	99	WHLX-F
7. WBBD	(BB)	10/ 4.1	----	4.5	----	----	----	14/164	133/ 9.1		8.0		2.5	6	108	WBBD
8. WOMP	(N/T)	9/ 3.7	----	6.1	----	7.7	----	9/189	163/11.1		9.1		3.4	8	167	WOMP
9. WKWK	(O)	7/ 2.9	----	2.0	----	3.6	----	7/141	127/ 8.7		10.2		1.3	3	53	WKWK
10.																

12+ FM SHARE (METRO): 74.88% (161 of 215) (SPG 89: 68.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOMP-F>>	1 WOMP-F	1 WOMP-F>	1 WOMP-F	1 WOMP-F	1 WWVA	1 WOMP-F	1 WOMP-F	1 WOMP-F	1 WOMP-F>>	1 WOVK-F>
2 WEGW-F	2 WEGW-F>	2 WOVK-F	2 WKWK-F	2 WOVK-F	2 WHLX-F	2 WWVA	2 WWVA	2 WOVK-F	2 WOVK-F>	2 WKWK-F
3	3 WKWK-F	WKWK-F	3 WOVK-F	WKWK-F	3 WOVK-F>	3 WOVK-F	WOVK-F	3 WWVA	3 WEGW-F	3 WEGW-F
4	4 WOVK-F	4 WEGW-F	4 WEGW-F	4 WEGW-F	4 WOMP-F	4 WKWK-F	WKWK-F	4 WEGW-F	4 WKWK-F	4 WWVA
5	5	5	5 WWVA	5 WWVA	WKWK-F	5 WOMP	5 WEGW-F	5 WKWK-F	5	WOMP-F
6	6	6	6	6	6	6	6 WHLX-F	6 WHLX-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOMP-F>>	1 WOMP-F	1 WKWK-F	1 WOMP-F	1 WOMP-F	1 WOVK-F	1 WEGW-F	1 WEGW-F>>	1 WOMP-F	1 WOMP-F
2 WKWK-F	2 WKWK-F>	2 WOMP-F>	2 WKWK-F>	WKWK-F	WOMP-F>	2 WOMP-F>	2 WOMP-F>>	2 WEGW-F	2 WEGW-F
3 WOVK-F	3 WEGW-F	3 WEGW-F>	3 WOVK-F>	3 WOVK-F	3 WEGW-F>>	3 WOVK-F	3 WWVA	3 WOVK-F>>	3 WOVK-F>
WEGW-F>	4 WOVK-F	4 WOVK-F>	4 WEGW-F	4 WWVA >	4 WDVE-F	4	WOVK-F	4 WWVA	4 WWVA
5 WDVE-F>	5	5 WWVA >>	5	5 WEGW-F	5	5	WKWK-F>>	WKWK-F	5 WKWK-F
6 WWSW-F	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		47 (3)	47 (3)	21.9	37.4
AOR/CLASSIC		5 (1)	5 (1)	2.3	2.3
AC/OLDIES/SOFT ROCK	7 (1)	57 (4)	64 (5)	29.8	5.6
MOR/VARIETY					2.3
COUNTRY	28 (1)	30 (1)	58 (2)	27.0	29.0
BLACK/URBAN					
BEAUTIFUL/EASY		22 (2)	22 (2)	10.2	10.7
NEWS/TALK	9 (1)		9 (1)	4.2	7.0
NOSTALGIA	10 (1)		10 (1)	4.7	5.1
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.5
	54 (4)	161 (11)	215 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBZZ-F	93.7	Pittsburgh	0.4/1.7/ 7/ 193
WDVE-F	102.5	Pittsburgh	2.1/5.9/ 14/ 261
WLTJ-F	92.9	Pittsburgh	0.8/1.9/ 8/ 105
WRKY-F	103.5	Steubnvl/Whelng	0.4/5.5/ 23/ 489
WSHH-F	99.7	Pittsburgh	0.4/2.0/ 10/ 129
WWSW-F	94.5	Pittsburgh	2.1/4.2/ 24/ 295

RADIO STATIONS

WBBD, 1600, 5 KW/33 W	, NOSTALGIA	CBS, UNISUP, $	(Christal)	Burbach		Ben Bain
WKWK, 1400, 1 KW	, OLDIES	UNISUP, UNIULT, $	(HNWH)	CR		Ross Felton
WOMP, 1290, 1 KW/33 W	, NEWS/TALK	UNISUP, ABC T, $	(Katz)	Baum		Mike Alodi
WWVA, 1170, 50 KW (DA-N)	, COUNTRY	ABC I, $	(McGuild)	Osborn		Larry Anderson
WEGW-F, 107.5, 16 KW @ 879,	OLDIES	CBS, $	(Christal)	Burbach		Ben Bain
WHLX-F, 105.5, 3 KW @ 313,	EZ	, $	(----)		(BETHLEHEM)	Tom Schlosser
WKWK-F, 97.3, 50 KW @ 420,	AC	MBS, ABC I, $	(HNWH)	CR		Ross Felton
WOMP-F, 100.5, 48 KW @ 500,	CHR	UNIPWR, $	(Katz)	Baum		Mike Alodi
WOVK-F, 98.7, 50 KW @ 390,	COUNTRY	, $	(McGuild)	Osborn		Larry Anderson

Miscellaneous Comments: WEEL-F changes to WKWK-F and format from EZ to AC (Jan)...WZMM-F changes to WEGW-F and format from AC to OLDIES (Dec 89)...WHLX-F changed to EZ...

WICHITA

Arbitron Rank/Pop (12+): 87/396,100

MSA Rank/Pop: 102/484,400
ADI # 61
Average Person Ratings: 14.6
Market TSL: 19.50 hours

Stations: 17/17
Diaries: 744/532:1/54.5%
Sample Target: 790
% Below Line: 0.0
% Not Listed: 11.0

1989 Revenue: $17,000,000
HH Inc.: $30,955
Retail $: 3.2 Bil
Pop per Station: 23,300
#1 Biller: KFDI-AF $5,000,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KKRD-F	(CHR)	77/13.3	14.9	15.0	13.8	15.9	----	105/1519	1079/27.2	29.1	29.1		13.2	86	1034	KKRD-F
2. KFDI-F	(C)	64/11.0	9.9	8.6	9.5	12.6	----	83/1122	858/21.7	18.7	18.2		10.0	65	1066	KFDI-F
3. KZSN-F	(C)	50/ 8.6	9.7	9.3	11.6	7.6	----	99/1119	728/18.4	17.5	16.5		8.9	58	694	KZSN-F
4. KOEZ-F	(EZ)	46/ 7.9	6.5	6.9	5.5	5.7	----	56/608	441/11.1	11.3	12.9		3.4	22	293	KOEZ-F
5. KRBB-F	(AC)	41/ 7.1	3.7	1.8	1.3	1.9	----	49/571	462/11.7	7.0	5.7		6.5	42	426	KRBB-F
KICT-F	(AOR)	41/ 7.1	7.0	7.4	7.8	7.1	----	56/779	582/14.7	17.2	15.6		9.2	60	922	KICT-F
7. KFDI	(C)	39/ 6.7	7.9	5.8	7.6	7.4	----	59/922	633/16.0	16.5	14.6		6.0	39	564	KFDI
8. KEYN-F	(O)	38/ 6.6	5.4	6.2	7.5	7.3	----	44/802	658/16.6	15.1	22.2		4.9	32	539	KEYN-F
9. KRZZ-F	(CL AOR)	28/ 4.8	4.6	3.9	3.0	2.2	----	30/451	423/10.7	11.5	11.2		7.7	50	542	KRZZ-F
10. KXLK-F	(AC)	26/ 4.5	7.0	7.4	8.0	5.5	----	34/574	446/11.3	16.9	18.2		4.0	26	357	KXLK-F
11. KNSS	(N/T)	22/ 3.8	3.5	3.3	1.8	2.2	----	23/413	397/10.0	9.4	10.2		3.8	25	311	KNSS
12. KBUZ-F	(B)	16/ 2.8	2.4	0.4	1.3	2.4	----	17/305	274/ 6.9	6.3	1.4		9.1	59	590	KBUZ-F
13. KFH	(O)	9/ 1.6	1.3	0.4	1.0	4.8	----	14/277	199/ 5.0	4.9	1.8		1.1	7	276	KFH
14. KWKL-F	(O)	8/ 1.4	2.2	4.9	2.7	2.9	----	14/265	189/ 4.8	5.4	11.1		0.9	6	140	KWKL-F
15. KZSN	(C)	6/ 1.0	2.2	3.3	4.0	4.0	----	8/266	201/ 5.1	6.7	7.3		0.9	6	86	KZSN

12+ FM SHARE (METRO): 84.30% (435 of 516) (SPG 89: 80.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRD-F	1 KKRD-F<	1 KKRD-F	1 KZSN-F	1 KZSN-F	1 KFDI-F	1 KKRD-F	1 KFDI-F<	1 KKRD-F	1 KKRD-F>>	1 KFDI-F>
2	2 KICT-F>	2 KICT-F<	KRBB-F	2 KRBB-F<	2 KOEZ-F	2 KFDI-F	2 KRBB-F	2 KFDI-F	2 KFDI-F	2 KICT-F
3	3 KZSN-F	3 KZSN-F	3 KEYN-F	3 KFDI-F	3 KFDI	3 KFDI	KOEZ-F	3 KZSN-F	3 KICT-F	3 KKRD-F
4	4 KRZZ-F	KRBB-F	4 KFDI	4 KEYN-F	4 KZSN-F>	4 KOEZ-F	4 KKRD-F	4 KRBB-F	4 KZSN-F	4 KRZZ-F
5	5 KRBB-F	5 KEYN-F>	5 KKRD-F	5 KKRD-F	5 KRBB-F	5 KZSN-F	5 KZSN-F	5 KICT-F<	5 KRZZ-F<	5 KZSN-F
6	6 KEYN-F	6 KFDI-F	6 KXLK-F	6 KOEZ-F	6 KEYN-F	6 KICT-F	6 KEYN-F<	6 KEYN-F<	6 KOEZ-F	6
7	7	7	7	7 KXLK-F	7	7 KRBB-F	7 KICT-F	7 KOEZ-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRD-F>>	1 KKRD-F>	1 KRBB-F	1 KKRD-F	1 KZSN-F	1 KICT-F>>	1 KICT-F>>	1 KICT-F	1 KICT-F>	1 KEYN-F
2 KICT-F>	2 KRBB-F	2 KZSN-F>	2 KZSN-F	2 KRBB-F	2 KKRD-F	2 KRZZ-F	2 KZSN-F	2 KEYN-F	2 KFDI-F
3 KZSN-F	3 KZSN-F>	3 KRZZ-F	KRBB-F>	3 KKRD-F	3 KRZZ-F>>	KKRD-F	KXLK-F	3 KKRD-F	3 KZSN-F
KRBB-F	4 KRZZ-F	KKRD-F	4 KEYN-F	KFDI	4 KNSS >>	4 KZSN-F	KEYN-F	4 KZSN-F	4 KXLK-F
KEYN-F	KICT-F	KFDI-F>	5 KFDI-F	5 KOEZ-F	5 KZSN-F	KEYN-F	5 KRZZ-F	KRZZ-F	KRBB-F
KBUZ-F	6 KEYN-F	6 KXLK-F	6	6 KEYN-F	KEYN-F	6 KXLK-F	6 KKRD-F	KRBB-F	KICT-F
7	7	KEYN-F	7	7	KBUZ-F	7	KFDI-F	7 KXLK-F	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		77 (1)	77 (1)	14.9	23.9
AOR/CLASSIC		69 (2)	69 (2)	13.4	12.7
AC/OLDIES/SOFT ROCK	11 (2)	113 (4)	124 (6)	24.0	16.5
MOR/VARIETY					
COUNTRY	45 (2)	114 (2)	159 (4)	30.8	27.4
BLACK/URBAN		16 (1)	16 (1)	3.1	0.4
BEAUTIFUL/EASY		46 (1)	46 (1)	8.9	7.8
NEWS/TALK	22 (1)		22 (1)	4.3	3.8
NOSTALGIA					3.8
RELIGION/GOSPEL	3 (1)		3 (1)	0.6	1.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					2.0
UNKNOWN/OTHERS					
	81 (6)	435 (11)	516 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KQAM	1410	Wichita	0.3/4.8/ 7/ 207
KSGL	900	Wichita	0.5/3.1/ 4/ 151

RADIO STATIONS

KFDI, 1070,	10 KW/1 KW (DA-N),	COUNTRY	ABC E ,	$ 40.00	(Torbet)	Great Empire	Mike Lynch
KFH , 1330,	5 KW (DA-N) ,	OLDIES	CBS, MBS ,	$ 15.00	(Banner)	Midcontinent	Gary Dick
KNSS, 1240,	1 KW ,	TALK	MBS, ABC T,	$ 18.00	(Durpetti)		Mike Cutchell
KQAM, 1410,	5 KW/1 KW (DA-2),	OLDIES	UNISUP,UNIULT,	$ 16.00	(Eastman)		Lisa Allen
KBUZ-F, 99.1,	42 KW @ 515,	BLACK	SBN ,	$ 17.00	(---)	(EL DORARDO)	R. Wright
KFDI-F, 101.3,	100 KW @ 1140,	COUNTRY	CBS, MBS ,	$ 60.00	(Torbet)	Great Empire	Mike Oatmen
KICT-F, 95.1,	100 KW @ 1027,	AOR	ABC R ,	$ 38.00	(McGuild)	Lakoduk	Dick Hinshaw
KKRD-F, 107.3,	100 KW @ 860,	CHR	,	$ 47.00	(HNWH)		Ron Shannon
KOEZ-F, 92.3,	100 KW @ 640,	EZ	UNIULT ,	$ 26.00	(Roslin)	(NEWTON)	Gordon Anderson
KEYN-F, 103.7,	100 KW @ 1032,	OLDIES	,	$ 38.00	(Eastman)		Lisa Allen
KRBB-F, 97.9,	100 KW @ 993,	AC	,	$ 32.00	(Republic)		Gene Rump
KRZZ-F, 96.3,	50 KW @ 500,	CLASSIC AOR	,	$ 25.00	(Durpetti)	(DERBY)	Mike Cutchell
KWKL-F, 106.5,	100 KW @ 1280,	OLDIES	,	$ 18.00	(K & P)	(ARKANSAS CITY)	Mike Bell
KXLK-F, 105.3,	100 KW @ 993,	AC	APR ,	$ 40.00	(Banner)	Midcontinent	Gary Dick
KZSN-F, 102.1,	100 KW @ 1032,	COUNTRY	,	$ 44.00	(Katz)	Southern Skies (HUTCHINSON)	Jim Worthington

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 60/627,500
MSA Rank/Pop: 68/735,900
ADI # 54
Average Person Ratings: 18.5
Market TSL: 24.50 hours

Stations: 34/25
Diaries: 1173/535:1/61.1%
Sample Target: 1000
% Below Line: 6.8
% Not Listed: 14.2

1989 Revenue: $15,200,000
HH Inc.: $24,373
Retail $: 4.7 Bil
Pop per Station: 25,100
#1 Biller: WKRZ-F $2,800,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WKRZ-F	(CHR)	198/17.1	15.5	13.4	14.9	13.3	15.2	224/2492	2092/33.3	33.2	32.6		21.3	211	2241	WKRZ-F
2.	WEZX-F	(AOR)	87/ 7.5	7.9	8.0	6.1	7.1	7.4	100/864	735/11.7	14.8	14.7		8.1	80	916	WEZX-F
	WARM	(MOR)	87/ 7.5	6.4	5.5	7.6	5.8	6.8	88/1180	1141/18.2	17.5	17.3		5.6	56	799	WARM
4.	WNAK	(BB)	52/ 4.5	6.3	8.6	7.3	8.7	6.7	52/505	505/ 8.0	9.4	9.5		3.3	33	372	WNAK
5.	WMGS-F	(AC)	50/ 4.3	5.1	4.9	3.5	5.4	4.4	53/748	641/10.2	11.6	14.8		6.1	61	573	WMGS-F
6.	WWRB-F	(CHR)	42/ 3.6	3.3	2.9	4.6	3.3	3.6	42/682	682/10.9	11.3	14.0		3.9	39	858	WWRB-F
7.	WDLS-F	(C)	40/ 3.5	2.5	2.4	2.2	——	2.7	45/377	329/ 5.2	4.9	0.0		2.2	22	364	WDLS-F
8.	WEJL	(BB)	39/ 3.4	2.4	4.9	4.0	2.8	3.7	39/452	436/ 6.9	9.9	7.2		2.4	24	283	WEJL
9.	WWSH-F	(EZ)	36/ 3.1	3.2	5.3	4.0	5.4	3.9	42/694	537/ 8.6	10.2	12.3		3.4	34	378	WWSH-F
10.	WSGD-F	(O)	33/ 2.8	2.3	1.8	3.4	2.7	2.6	36/391	309/ 4.9	7.1	6.5		3.8	38	348	WSGD-F
11.	WHLM-F	(AC)	29/ 2.5	1.8	1.8	2.6	1.8	2.2	38/563	321/ 5.1	5.1	6.4		2.4	24	365	WHLM-F
	WEAY-F	(O)	29/ 2.5	2.3	1.8	2.0	2.2	2.2	31/395	381/ 6.1	4.7	6.6		1.2	12	258	WEAY-F
13.	WGBI-F	(AC)	28/ 2.4	2.5	2.8	2.6	2.9	2.6	33/613	497/ 7.9	10.2	9.5		2.3	23	319	WGBI-F
14.	WBAX	(BB)	27/ 2.3	1.4	1.8	1.1	2.1	1.6	27/274	274/ 4.4	4.4	4.0		1.1	11	179	WBAX
15.																	

12+ FM SHARE (METRO): 69.01% (686 of 994) (SPG 89: 65.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F>>	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>	1 WARM	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WARM >>
2 WWRB-F>>	2 WEZX-F>>	2 WEZX-F>>	2 WEZX-F>	2 WEZX-F>	2 WKRZ-F	2 WARM >	2 WEZX-F>	2 WEZX-F>	2 WEZX-F	2 WKRZ-F
3	3 WWRB-F	3 WMGS-F	3 WMGS-F	3 WMGS-F<	3 WNAK >	3 WEZX-F>	3 WARM <	3 WARM <	3 WARM <	3 WEZX-F>
4	4 WMGS-F	4 WSGD-F	4 WSGD-F	4 WARM	4 WEJL	4 WMGS-F	4 WNAK	4 WMGS-F	4 WWRB-F>	4
5	5	5 WWRB-F	5 WARM	5 WSGD-F	5 WWSH-F	5 WEJL	5 WMGS-F	5 WDLS-F	5 WICK	5
6	6	6	6 WEAY-F	6 WDLS-F	6 WDLS-F	6 WNAK	6 WEJL	6	WEAY-F	6
									WDLS-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F	1 WEZX-F>>	1 WEZX-F>>	1 WEZX-F>	1 WEZX-F>
2 WWRB-F	2 WEZX-F	2 WMGS-F>	2 WMGS-F>	2 WMGS-F	WEZX-F>>	2 WKRZ-F>>	2 WKRZ-F>>	2 WKRZ-F>	2 WKRZ-F
WEZX-F>	3 WMGS-F	3 WEZX-F	3 WEZX-F	3 WARM >	3 WZZO-F	3	3	3 WSGD-F>	3 WSGD-F>
4 WGBI-F>	4 WWRB-F	WEAY-F>	4 WWRB-F	4 WDLS-F	4 WWRB-F>	4	4	4 WZZO-F	4 WARM
5	5	5	5	5 WEAY-F	5	5	5	5 WWRB-F	5 WMGS-F
6	6	6	6	6	6	6	6	WARM	WDLS-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		266 (4)	266 (4)	26.8	24.0
AOR/CLASSIC		114 (4)	114 (4)	11.5	10.6
AC/OLDIES/SOFT ROCK		212 (9)	212 (9)	21.3	22.0
MOR/VARIETY	107 (3)		107 (3)	10.8	9.0
COUNTRY	17 (2)	48 (2)	65 (4)	6.5	4.3
BLACK/URBAN					
BEAUTIFUL/EASY	16 (1)	46 (2)	62 (3)	6.2	10.2
NEWS/TALK	40 (3)		40 (3)	4.0	3.1
NOSTALGIA	118 (3)		118 (3)	11.9	15.7
RELIGION/GOSPEL	10 (1)		10 (1)	1.0	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.1
	308 (13)	686 (21)	994 (34)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WARD	1550	Pittston	1.9/5.7/ 22/ 369
WCDL	1440	Carbondale	0.6/1.1/ 12/ 105
WCNR	930	Bloomsburg	0.5/1.5/ 7/ 118
WGBI	910	Scranton/Wl.Br.	0.9/2.9/ 12/ 206
WICK	1400	Scranton	1.4/3.0/ 16/ 200
WILK	980	Wilkes-Barre/Sc	1.0/5.2/ 12/ 366
WQEQ-F	103.1	Freeland/Hzlton	0.6/2.0/ 12/ 178
WSBG-F	93.5	Stroudsburg	1.3/3.8/ 17/ 273
WSCR	1320	Scranton	0.9/1.2/ 10/ 78
WVPO	840	Stroudsburg	1.1/1.8/ 13/ 113
WWDL-F	104.9	Scranton	1.6/3.8/ 20/ 246
WABC	770	New York	0.5/1.4/ 11/ 153
WFMZ-F	100.7	Allentown	0.9/2.8/ 16/ 291
WHXT-F	99.9	Easton/Allentwn	0.9/3.8/ 17/ 409
WILQ-F	105.1	Williamsport	0.7/1.8/ 26/ 345
WKSB-F	102.7	Williamsport	0.7/1.5/ 59/ 599
WLEV-F	96.1	Easton	0.8/2.8/ 16/ 310
WPDH-F	101.5	Poughkeepsie	0.5/1.4/ 7/ 130
WYSP-F	94.1	Philadelphia	0.3/1.2/ 5/ 151
WZZO-F	95.1	Bethlehem	1.5/4.3/ 46/ 551

RADIO STATIONS

WARD	1550	10 KW/500 W (DA-2)	Talk	APR ABC T	$13.00	(Savalli)		Jim Ward
WARM	590	5 KW (DA-2)	MOR/Full Service	NBC	$42.00	(Mc-Guild)	Susquehanna	Phil Condron
WBAX	1240	1 KW	Nostalgia	CNN UNISUP	$15.00	(Torbet)		Richard Maley
WEJL	630	500 W (DAYS)	Nostalgia/MOR	ABC I UNISUP	$19.00	(Christal)	Shamrock-Lynett	Jim Davey
WGBI	910	1 KW/500 W	Country	CBS	$13.00	(Torbet)		Madge Holcomb
WICK	1400	1 KW	EZ	ABC D	$13.00	(Roslin)		Doug Lane
WILK	980	5 KW/1 KW (DA-2)	Talk	CNN ABC E	$16.00	(Katz)	Keymarket	George Gilbert
WNAK	730	1 KW/38 W	Nostalgia	NBC	$25.00	(K & P)		Robert Neilson
WDLS-F	93.7	.8 KW @ 679	Country	CNN UNISUP	$15.00	(—)		Ron Schacht
WEAY-F	92.1	.7 KW @ 552	Oldies	CNN UNISUP	$17.00	(Torbet)		Bob Maley
WEZX-F	107.1	.2 KW @ 1267	AOR	ABC R	$37.00	(Christal)	Shamrock-Lynett	Jim Davey
WGBI-F	101.3	7 KW @ 1110	AC	RADRAD	$22.00	(Torbet)		Madge Holcomb
WHLM-F	106.5	36 KW @ 579	AC	UNIULT	$18.00	(Banner)	(BLOOMSBURG)	Bob Sweppenheiser
WKRZ-F	98.5	9 KW @ 1172	CHR		$65.00	(Katz)	Keymarket	Harry Strong
WMGS-F	92.9	5 KW @ 1383	AC		$42.00	(Mc-Guild)	Susquehanna	Phil Condron
WSBG-F	93.5	.6 KW @ 764	CHR	APR	$16.00	(Dome)	(STROUDSBERG)	Susan Larose
WSGD-F	94.3	.5 KW @ 770	Oldies		$17.00	(Republic)	Sage (CARBONDALE)	Michael Raymond
WWDL-F	104.9	.3 KW @ 1093	Soft AC	ABC D	$18.00	(Roslin)		Doug Lane
WWRB-F	102.3	3 KW @ 71	CHR	ABC C	$23.00	(Eastman)		Joe Nardone
WWSH-F	97.9	20 KW @ 729	EZ		$23.00	(—)	(HAZLETON)	Terry Renda

Miscellaneous Comments: WCDL, WSGD-F sold by Sage for $2,000,000 (Chaisson)...

WILMINGTON, DE

Arbitron Rank/Pop (12+): 77/473,200

MSA Rank/Pop: 89/576,600
Philadelphia
Average Person Ratings: 18.4
Market TSL: 25.25 hours

Stations: 32/7
Diaries: 891/531:1/49.4%
Sample Target: 860
% Below Line: 59.3
% Not Listed: 10.3

1989 Revenue: $10,000,000
HH Inc.: $33,085
Retail $: 4.4 Bil
Pop per Station: 67,600
#1 Biller: WJBR-AF $3,400,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WSTW-F	(CHR)	88/10.0	11.0	9.2	9.1	10.5	----	98/1250	1135/24.0	25.0	24.6					WSTW-F
2. WJBR-F	(AC)	80/ 9.0	9.4	7.8	8.8	10.0	----	92/993	834/17.6	22.3	21.2					WJBR-F
3. WUSL-F	(B)	65/ 7.5	5.0	7.5	7.3	7.3	----	69/731	633/13.4	9.4	13.7					WUSL-F
4. WMMR-F	(AOR)	61/ 6.9	5.8	8.8	9.7	7.3	----	64/931	863/18.2	15.6	19.8					WMMR-F
5. WXTU-F	(C)	45/ 5.1	3.9	5.0	3.6	3.2	----	46/544	540/11.4	7.5	11.6					WXTU-F
6. WIOQ-F	(CHR)	41/ 4.6	3.6	3.2	1.4	2.3	----	46/784	685/14.5	13.6	12.0					WIOQ-F
7. WDEL	(MOR)	37/ 4.2	6.5	6.4	6.2	6.5	----	40/754	721/15.2	14.7	15.0					WDEL
8. WEGX-F	(CHR)	35/ 4.0	3.0	4.0	4.6	3.8	----	38/721	675/14.3	13.7	13.2					WEGX-F
9. WYSP-F	(CL AOR)	33/ 3.7	4.9	3.4	3.8	4.7	----	0/763	639/13.5	14.4	13.9					WYSP-F
10. WILM	(N/T)	32/ 3.6	3.7	4.1	3.4	3.6	----	2/32	531/11.2	11.1	11.7					WILM

12+ FM SHARE (METRO): 84.49% (670 of 793) (SPG 89: 82.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F>	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WJBR-F	1 WSTW-F	1 WJBR-F	1 WSTW-F	1 WUSL-F>	1 WMMR-F
2 WUSL-F	2 WMMR-F	2 WJBR-F	2 WJBR-F>	2 WJBR-F>	2 WXTU-F	2 WJBR-F	2 WSTW-F>	2 WJBR-F	2 WIOQ-F	WDAS-F>
WEGX-F	3 WUSL-F	3 WUSL-F	3 WUSL-F	3 WUSL-F	3 WDEL	3 WUSL-F	3 WMMR-F>	3 WMMR-F	3 WEGX-F<	3 WPEN
4	4 WJBR-F	4 WMMR-F>	4 WMMR-F	4 WMMR-F	4 WSTW-F	WMMR-F	4 WUSL-F	4 WUSL-F	4 WSTW-F	4
5	5 WYSP-F	5 WYSP-F	5	5 WXTU-F	WILM	5 WDEL	5 WXTU-F	5 WIOQ-F	5 WMMR-F	5
6	6	6	6	6	6	6 WILM >	6	6	6 WDEL	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIOQ-F>	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WSTW-F<		1 WMMR-F>	1 WMMR-F	1 WSTW-F	1 WSTW-F	1 WSTW-F
2 WSTW-F	2 WUSL-F	2 WJBR-F	2 WJBR-F	2 WJBR-F>		2 WYSP-F	2 WSTW-F>	2 WMMR-F>	2 WMMR-F	2 WJBR-F
3 WUSL-F	3 WJBR-F	3 WUSL-F>	3 WUSL-F>	3 WUSL-F>		WUSL-F>	3 WYSP-F	3 WJBR-F	3 WJBR-F	3 WMMR-F>
4 WMMR-F	4 WIOQ-F	4 WKSZ-F	4 WIOQ-F	4 WKSZ-F		4 WSTW-F>	4 WUSL-F>	4 WYSP-F	4 WUSL-F	4 WXTU-F
5 WEGX-F	5 WEGX-F	WEGX-F	5 WEGX-F	5 WXTU-F		5 WIOQ-F>	5 WJBR-F	5 WUSL-F>	5 WYSP-F	WUSL-F
WJBR-F>	6 WMMR-F	6	6 WMMR-F	6		6	6	6	6	6 WYSP-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		179 (4)	179 (4)	22.6	19.9
AOR/CLASSIC		102 (3)	102 (3)	12.9	14.4
AC/OLDIES/SOFT ROCK	8 (2)	148 (6)	156 (8)	19.7	19.4
MOR/VARIETY	37 (1)		37 (1)	4.7	7.1
COUNTRY		94 (4)	94 (4)	11.9	10.4
BLACK/URBAN		83 (2)	83 (2)	10.5	10.3
BEAUTIFUL/EASY	1 (1)	28 (2)	29 (3)	3.7	3.6
NEWS/TALK	51 (4)	17 (1)	68 (5)	8.6	10.8
NOSTALGIA	26 (1)		26 (1)	3.3	1.3
RELIGION/GOSPEL					0.5
SPANISH					
CLASSICAL		19 (1)	19 (1)	2.4	2.3
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	123 (9)	670 (23)	793 (32)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAMS	1380	Wilmington	0.8/3.0/ 7/ 144
WDSD-F	94.7	Dover/Wlmngton	2.7/6.3/ 48/ 491
WJBR	1290	Wilmington	0.1/1.2/ 1/ 59
KYW	1060	Philadelphia	0.5/3.6/ 4/ 178
WBSB-F	104.3	Baltimore	1.7/4.7/ 30/ 372
WCAU	1210	Philadelphia	1.0/4.6/ 9/ 238
WDAS-F	105.3	Philadelphia	2.0/7.3/ 18/ 350
WEAZ	560	Philadelphia	0.1/0.7/ 1/ 46
WEAZ-F	101.1	Philadelphia	2.4/6.8/ 27/ 377
WFLN-F	95.7	Philadelphia	2.1/5.6/ 19/ 265
WIP	610	Philadelphia	0.7/3.2/ 6/ 160
WIYY-F	97.9	Baltimore	0.9/2.7/ 8/ 127
WKSZ-F	100.3	Media	3.4/10.4/ 32/ 530
WLIF-F	101.9	Baltimore	0.8/1.4/ 8/ 72
WMGK-F	102.9	Philadelphia	1.1/5.2/ 10/ 282
WOGL-F	98.1	Philadelphia	2.3/9.3/ 24/ 464
WPEN	950	Philadelphia	2.9/5.1/ 28/ 259
WPOC-F	93.1	Baltimore	1.4/2.7/ 12/ 133
WQSR-F	105.7	Catonsville	0.5/2.5/ 6/ 171
WSNI-F	104.5	Philadelphia	0.5/4.2/ 4/ 205
WWDB-F	96.5	Philadelphia	1.9/4.6/ 17/ 232
WXCY-F	103.7	Havre de Grace	1.5/3.5/ 13/ 170

RADIO STATIONS

WAMS, 1380,	5 KW/1 KW	, OLDIES	ABC D	, $ 11.00	(K & P)			Joe Farley
WDEL, 1150,	5 KW (DA-2)	, MOR/FULL SER.	APR	, $ 36.00	(Eastman)			Bob Taylor
WILM, 1450,	1 KW	, NEWS/TALK	CBS, MBS	, $ 30.00	(Savalli)			Sally Hawkins
WJBR-F, 99.5,	50 KW @ 500,	AC	APR, UNIPWR	, $ 75.00	(Katz)	CRB		Chris Walus
WSTW-F, 93.7,	50 KW @ 490,	CHR		, $ 71.00	(Eastman)			Bob Taylor
WDMD-F, 94.7,	50 KW @ 492,	COUNTRY		, $ 24.00	(Roslin)		(DOVER)	Tom Barney

WILMINGTON, NC

Arbitron Rank/Pop (12+): 192/143,500

MSA Rank/Pop: 296/119,500
ADI # 146
Average Person Ratings: 17.4
Market TSL: 23.5 hours

Stations: 15/11
Diaries: 508/282:1/45.6%
Sample Target: 550
% Below Line: 14.4
% Not Listed: 16.8

1989 Revenue: $4,100,000
HH Inc.: $22,054
Retail $: 1.16 Bil
Pop per Station: 13,045
#1 Biller: WGNI-F $975,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WWQQ-F	(C)	34/13.6	——	11.3	——	9.0	——	37/376	323/22.5		18.1					WWQQ-F
2.	WGNI-F	(AC)	31/12.4	——	10.9	——	10.9	——	34/403	321/22.4		24.6					WGNI-F
3.	WVBS-F	(CHR)	26/10.4	——	14.2	——	9.5	——	38/622	444/30.9		30.3					WVBS-F
4.	WSFM-F	(CL AOR)	24/ 9.6	——	13.4	——	14.4	——	26/306	270/18.8		21.4					WSFM-F
5.	WZFX-F	(B)	22/ 8.8	——	8.4	——	4.5	——	43/508	243/16.9		17.2					WZFX-F
6.	WMFD-F	(AC)	15/ 6.0	——	6.7	——	8.0	——	15/175	157/10.9		15.9					WMFD-F
7.	WKOO-F	(O)	12/ 4.8	——	0.8	——	——	——	18/299	234/16.3		7.7					WKOO-F
8.	WAAV	(MOR)	11/ 4.4	——	3.3	——	6.0	——	11/143	135/ 9.4		10.6					WAAV
9.	WBMS	(B)	10/ 4.0	——	8.4	——	5.5	——	12/169	153/10.7		12.6					WBMS
10.	WMFD	(EZ)	7/ 2.8	——	0.4	——	3.0	——	7/28	28/ 2.0		4.7					WMFD
	WDZD-F	(C)	7/ 2.8	——	5.0	——	4.5	——	9/158	118/ 8.2		7.7					WDZD-F
12.																	
13.																	
14.																	
15.																	

12+ FM SHARE (METRO): 83.65% (174 of 208) (SPG 89: 85.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVBS-F>>	1 WSFM-F<	1 WGNI-F	1 WGNI-F>	1 WGNI-F	1 WWQQ-F>	1 WGNI-F<	1 WWQQ-F	1 WWQQ-F<	1 WVBS-F	1 WVBS-F
2	2 WGNI-F	2 WSFM-F	2 WWQQ-F	2 WWQQ-F	2 WGNI-F	2 WWQQ-F>	2 WGNI-F	2 WGNI-F	2 WZFX-F	2 WWQQ-F
3	3 WVBS-F	3 WWQQ-F<	WSFM-F>	3 WSFM-F>	3 WMFD-F	3 WVBS-F<	3 WSFM-F>	3 WVBS-F<	3 WWQQ-F	3 WBMS
4	4 WWQQ-F	4 WVBS-F	4 WKOO-F	4 WKOO-F	4 WKOO-F	4 WSFM-F	4 WVBS-F	4 WSFM-F	4 WMFD-F	4 WZFX-F
5	5 WZFX-F	5 WZFX-F	WVBS-F	5	5	5	5	5	5 WSFM-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZFX-F	1 WVBS-F	1 WGNI-F>	1 WGNI-F	1 WGNI-F>		1 WZFX-F	1 WSFM-F	1 WWQQ-F	1 WSFM-F	1 WGNI-F
WVBS-F>>	2 WGNI-F	2 WVBS-F	2 WVBS-F	2 WWQQ-F>		WVBS-F>	2 WWQQ-F	WGNI-F	2 WGNI-F	2 WWQQ-F
3 WSFM-F	3 WSFM-F	WSFM-F>	3 WZFX-F<	3 WKOO-F		3 WSFM-F	WGNI-F>	3 WSFM-F>>	3 WWQQ-F>	WSFM-F>
WBMS >	4 WZFX-F	4 WWQQ-F>	4 WWQQ-F	WVBS-F		4	4 WVBS-F	4	4 WZFX-F	4 WMFD-F
5	5	5	WSFM-F	5		5	5 WZFX-F	5	WVBS-F	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		28 (3)	28 (3)	13.5	25.2
AOR/CLASSIC		24 (1)	24 (1)	11.5	15.8
AC/OLDIES/SOFT ROCK		59 (4)	59 (4)	28.4	13.9
MOR/VARIETY	11 (1)		11 (1)	5.3	4.0
COUNTRY		41 (2)	41 (2)	19.7	20.3
BLACK/URBAN	10 (1)	22 (1)	32 (2)	15.4	20.8
BEAUTIFUL/EASY	7 (1)		7 (1)	3.4	
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	6 (1)		6 (1)	2.9	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	34 (4)	174 (11)	208 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WPGO-F	106.3	Shallotte/Wlmng	0.4/1.9/ 1/ 27
WWIL	1490	Wilmington	2.4/7.2/ 7/ 111
WBPR-F	97.7	Georgetown/Mrtl	0.4/2.2/ 3/ 59
WYAV-F	104.1	Conway/Mrtl Bch	0.4/2.7/ 1/ 72

RADIO STATIONS

WAAV ,	980,	5 KW (DA-N)	, MOR/Talk	NBC, $12.00	(Katz)	(LELAND)	Donn Ansell
WBMS ,	1340,	1 KW	, Black	NBN, $10.00	(Roslin)		Tonye Gray
WMFD ,	630,	1 KW (DA-2)	, EZ (?)	CBS, $ 8.00	(Banner)		Chuck Langley
WWIL ,	1490,	1 KW	, Gospel	SBN, $ 8.00	(——)		James Gray
WDZD-F,	93.5,	3 KW @ 300	, Country	MBS, $12.00	(——)	(SHALLOTTE)	Bill Jennings
WGNI-F,	102.7,	100 KW @ 981	, AC	, $27.00	(Katz)	Cape Fear	Hannah Gage
WMFD-F,	97.3,	100 KW @ 600	, AC	CBS, $17.00	(banner)		Chuck Langley
WSFM-F,	107.5,	50 KW @ 482	, Classic AOR	, $21.00	(Mc-Guild)	(SOUTHPORT)	Dennis Dawson
WVBS-F,	99.9,	100 KW @ 510	, CHR	MBS, $19.00	(Christal)	Jones-Eastern (BURGAW)	John Kappes
WWQQ-F,	101.3,	40 KW @ 545	, Country	ABC D, $23.00	(——)	HVS	Sandra Franklin

WKOO — See Grenville, NC

WORCESTER

Arbitron Rank/Pop (12+): 100/352,300

MSA Rank/Pop: 113/415,100
Boston ADI
Average Person Ratings: 18.2
Market TSL: 24.00 hours

Stations: 32/8
Diaries: 798/441:1/50.3%
Sample Target: 740
% Below Line: 43.6
% Not Listed: 12.2

1989 Revenue: $11,400,000
HH Inc.: $31,703
Retail $: 2.7 Bil
Pop per Station: 44,037
#1 Biller: WAAF-F $4,000,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WSRS-F	(EZ)	76/11.9	13.1	11.2	13.8	12.7	——	115/1435	887/25.2	28.5	24.2					WSRS-F
2.	WAAF-F	(AOR)	69/10.8	10.8	14.9	12.1	12.5	——	135/1587	872/24.8	24.0	28.4					WAAF-F
3.	WTAG	(MOR)	54/ 8.4	7.9	7.4	8.5	7.5	——	58/751	694/19.7	21.1	21.8					WTAG
4.	WZOU-F	(CHR)	46/ 7.2	7.4	6.1	7.7	6.1	——	71/1098	710/20.2	19.8	16.2					WZOU-F
5.	WXLO-F	(AC)	36/ 5.6	8.0	4.1	5.5	6.4	——	74/1009	573/16.3	19.1	12.6					WXLO-F
6.	WZLX-F	(CL AOR)	28/ 4.4	2.0	3.1	3.4	2.5	——	35/442	350/ 9.9	7.9	8.4					WZLX-F
	WBZ	(MOR)	28/ 4.4	3.3	4.5	4.7	3.2	——	52/719	384/10.9	11.1	11.4					WBZ
8.	WNEB	(BB)	26/ 4.1	5.0	4.0	4.2	3.8	——	26/253	253/ 7.2	9.8	7.6					WNEB
9.	WODS-F	(O)	21/ 3.3	4.2	5.0	4.5	5.5	——	35/596	380/10.8	11.4	13.8					WODS-F
10.	WROR-F	(AC)	15/ 2.3	1.4	2.6	3.1	2.7	——	35/558	315/ 8.9	6.3	9.8					WROR-F
	WJIB-F	(EZ)	15/ 2.3	1.4	1.2	1.3	2.1	——	32/455	240/ 6.8	4.1	3.5					WJIB-F
12.	WXKS-F	(CHR)	14/ 2.2	2.4	2.1	1.4	1.6	——	33/490	264/ 7.5	7.8	8.3					WXKS-F
	WFTQ	(AC)	14/ 2.2	4.2	3.1	2.6	5.2	——	14/224	224/ 6.4	12.1	9.6					WFTQ
14.																	
15.																	

12+ FM SHARE (METRO): 74.02% (416 of 562) (SPG 89: 70.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAAF-F	1 WAAF-F>	1 WAAF-F	1 WSRS-F	1 WSRS-F>	1 WSRS-F	1 WSRS-F	1 WSRS-F>	1 WAAF-F	1 WTAG	1 WBZ
2 WZOU-F	2 WZOU-F	2 WSRS-F	2 WXLO-F	2 WXLO-F	2 WTAG >	2 WTAG	2 WAAF-F	2 WSRS-F>	2 WAAF-F	2 WTAG >>
3	3 WZLX-F	3 WXLO-F	3 WAAF-F>	3 WAAF-F>	3 WNEB	3 WAAF-F>	3 WTAG	3 WZOU-F	3 WSRS-F	3 WSRS-F>
4	4 WXLO-F	4 WZOU-F	4 WZLX-F	4 WZLX-F	4 WBZ	4 WBZ <	4 WZOU-F	4 WXLO-F	4 WZOU-F	4 WAAF-F
5	5 WSRS-F	5 WZLX-F	WODS-F	5 WODS-F	5	5 WZOU-F<	WXLO-F	5 WTAG	5 WBZ	5
6	6	6	6	6	6	6 WXLO-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZOU-F>>	1 WZOU-F>	1 WSRS-F	1 WSRS-F	1 WSRS-F>	1 WAAF-F>>	1 WAAF-F>	1 WAAF-F>	1 WAAF-F>	1 WXLO-F>>
2 WAAF-F>	2 WAAF-F	2 WXLO-F	2 WZOU-F	2 WXLO-F>	2 WZLX-F>>	2 WZLX-F>	2 WZLX-F	2 WZLX-F>	2 WAAF-F
3 WXLO-F>	3 WXLO-F	3 WZOU-F	WXLO-F>	3 WODS-F	3 WZOU-F	3 WZOU-F	3 WXLO-F>	3 WXLO-F	3 WSRS-F>
4 WSRS-F>	WSRS-F	4 WAAF-F	4 WAAF-F>	4 WZOU-F	4 WODS-F	4 WXLO-F	4 WZOU-F>	4 WSRS-F	4 WZLX-F
5 WXKS-F>	5	5 WZLX-F	5 WODS-F	5 WROR-F	5 WBCN-F>	5 WBCN-F	5	5 WZOU-F	5 WTAG
6	6	WXKS-F>	6	6	6 WXKS-F	6		6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		68 (3)	68 (3)	12.1	10.0
AOR/CLASSIC		131 (8)	131 (8)	23.3	25.1
AC/OLDIES/SOFT ROCK	14 (1)	90 (7)	104 (8)	18.5	20.8
MOR/VARIETY	87 (4)		87 (4)	15.5	15.4
COUNTRY	6 (1)	17 (2)	23 (3)	4.1	5.6
BLACK/URBAN					
BEAUTIFUL/EASY		91 (2)	91 (2)	16.2	14.7
NEWS/TALK	13 (1)		13 (1)	2.3	3.0
NOSTALGIA	26 (1)	10 (1)	36 (2)	6.4	4.5
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		9 (1)	9 (1)	1.6	0.9
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	146 (8)	416 (24)	562 (32)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGFP	940	Webster	0.3/1.5/ 3/ 78
WORC	1310	Worcester	0.9/4.1/ 6/ 166
WAQY-F	102.1	Springfield	0.6/2.0/ 12/ 243
WBCN-F	104.1	Boston	1.9/7.6/ 31/ 470
WBOS-F	92.9	Brookline/Bston	1.6/3.8/ 13/ 225
WBRU-F	95.5	Providence	0.3/2.0/ 7/ 116
WCRB-F	102.5	Waltham/Boston	1.4/2.9/ 19/ 219
WCTK-F	98.1	New Bedford	0.6/2.4/ 4/ 103
WESO	970	Southbridge	0.5/1.3/ 7/ 109
WHJY-F	94.1	Providence	0.6/4.1/ 10/ 271
WMJX-F	106.7	Boston	0.9/3.9/ 11/ 273
WPLM-F	99.1	Plymouth/Bos.	1.6/3.0/ 10/ 158
WPRO-F	92.3	Providence	1.3/4.7/ 15/ 268
WQVR-F	100.1	Southbridge	2.0/3.5/ 21/ 286
WRKO	680	Boston	2.0/5.7/ 18/ 300
WSSH-F	99.5	Lowell/Boston	0.8/3.9/ 13/ 287
WVBF-F	105.7	Framingham/Bstn	0.8/3.3/ 5/ 151
WWBB-F	101.5	Providence	0.3/2.4/ 10/ 178
WWRX-F	103.7	Westerly	0.3/1.3/ 11/ 184

RADIO STATIONS

WFTQ, 1440,	5 KW (DA-2)	, AC	ABC I, UNIWPR ,	$ 28.00	(Katz)	Zapis	John Sutherland
WNEB, 1230,	1 KW	, NOSTALGIA	CBS, MBS,	$ 19.00	(Savalli)		Todd Campbell
WORC, 1310,	5 KW/1 KW (DA-2)	, OLDIES	CNN, UNISUP,	$ 14.00	(Kettell)		Don Fitzgivens
WTAG, 580,	5 KW (DA-2)	, MOR/FULL S.	NBC, TALKNT ,	$ 42.00	(Banner)	Knight	Nicholas Paras
WAAF-F, 107.3,	19 KW @ 823,	AOR/CHR	UNIFWR ,	$ 95.00	(Katz)	Zapis	John Sutherland
WSRS-F, 96.1,	17 KW @ 863,	EZ/SOFT AC	,	$ 75.00	(Banner)	Knight	John Flynn
WXLO-F, 104.5,	37 KW @ 670,	AC	APR ,	$ 45.00	(McGuild)		Michael Cohen

OTHER RANKED STATIONS — See Boston

YORK

Arbitron Rank/Pop (12+): 104/340,200
MSA Rank/Pop: 114/412,300
ADI # 45 (w/Harrisburg & Lancaster)
Average Person Ratings: 18.4
Market TSL: 24.00 hours

Stations: 31/11
Diaries: 739/460:1/63.5%
Sample Target: 730
% Below Line: 34.7
% Not Listed: 10.2

1989 Revenue: $12,300,000
HH Inc.: $29,429
Retail $: 2.3 Bil
Pop per Station: 30,927
#1 Biller: WARM-F $3,400,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WYCR-F	(CHR)	74/11.8	7.9	12.4	12.8	12.8	11.2	90/1509	1000/29.4	29.1	27.1		11.1	64	932	WYCR-F
2. WARM-F	(SAC)	68/10.9	10.1	10.3	9.2	10.4	10.1	135/1570	762/22.4	21.0	21.9		8.9	51	514	WARM-F
3. WGTY-F	(C)	64/10.2	8.7	7.9	7.0	5.6	8.4	74/636	513/15.1	14.4	13.1		5.6	32	528	WGTY-F
4. WSBA	(MOR)	51/ 8.2	7.9	8.8	9.7	5.6	8.6	56/731	625/18.4	18.3	14.9		9.2	53	650	WSBA
5. WQXA-F	(CHR)	41/ 6.6	8.7	5.8	5.3	6.5	6.6	110/1770	612/18.0	16.9	22.2		10.1	58	640	WQXA-F
6. WRKZ-F	(C)	38/ 6.1	6.6	8.1	9.2	7.8	7.5	130/1567	491/14.4	15.0	17.4		5.0	29	488	WRKZ-F
7. WNCE-F	(EZ)	37/ 5.9	6.8	6.5	7.5	8.7	6.7	174/1788	470/13.8	13.9	15.5		5.4	31	334	WNCE-F
8. WTPA-F	(AOR)	28/ 4.5	3.6	1.7	2.0	1.6	3.0	111/1134	260/ 7.6	4.3	5.1		4.2	24	424	WTPA-F
9. WGRX-F	(AOR)	26/ 4.2	2.8	3.8	3.6	5.1	3.6	35/641	427/12.6	10.9	13.1		5.4	31	507	WGRX-F
10. WWKL-F	(O)	17/ 2.7	1.3	1.5	1.0	0.8	1.6	91/1127	220/ 6.5	4.0	2.7		1.7	10	160	WWKL-F
11. WHTF-F	(AOR)	15/ 2.4	2.8	4.0	2.9	3.1	3.0	56/906	284/ 8.3	9.4	10.2		4.0	23	389	WHTF-F

12+ FM SHARE (METRO): 83.42% (468 of 561) (SPG 89: 86.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>	1 WYCR-F>	1 WARM-F	1 WARM-F>	1 WARM-F	1 WSBA	1 WSBA	1 WARM-F>	1 WYCR-F	1 WYCR-F>	1 WGTY-F>
2 WQXA-F	2 WARM-F	2 WYCR-F>	2 WGTY-F	2 WGTY-F	2 WGTY-F<	2 WARM-F<	2 WGTY-F	2 WARM-F	2 WQXA-F	2 WGRX-F
3	3 WQXA-F	3 WGTY-F	3 WYCR-F>	3 WYCR-F>	3 WARM-F	3 WGTY-F	3 WYCR-F>	3 WGTY-F	3 WGTY-F	3 WYCR-F
4	4 WTPA-F	4 WQXA-F	4 WTPA-F	4 WRKZ-F	4 WNCE-F	4 WYCR-F>	4 WNCE-F	4 WSBA <	4 WSBA	WARM-F
5	WGTY-F	5 WTPA-F	WQXA-F	5 WTPA-F	5	5 WQXA-F	5 WTPA-F	5 WQXA-F	5 WARM-F	5
6	6 WGRX-F	6 WGRX-F	6 WGRX-F	WQXA-F	6	6 WRKZ-F	6 WRKZ-F<	6 WNCE-F	6	6
7	7	7	7	7	7	7	7 WSBA	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYCR-F>	1 WYCR-F	1 WARM-F>	1 WARM-F>	1 WARM-F>>	1 WYCR-F>	1 WTPA-F	1 WGTY-F	1 WTPA-F	1 WGTY-F
2 WQXA-F	WARM-F>	2 WYCR-F>	2 WYCR-F>	2 WYCR-F	2 WTPA-F>	WYCR-F	2 WTPA-F>	2 WYCR-F	2 WTPA-F
WARM-F>	3 WQXA-F>>	3 WQXA-F>>	3 WQXA-F	3 WGTY-F>	3 WHTF-F	3 WGTY-F>	3 WYCR-F	WGTY-F>	3 WRKZ-F
4 WGRX-F>>	4 WGRX-F	4	4 WGTY-F>	4 WQXA-F	4 WRKZ-F	4 WGRX-F	4 WQXA-F	4 WGRX-F	4 WYCR-F
5 WGTY-F>>	5		5 WGRX-F	5	WGRX-F>	WQXA-F	5 WGRX-F>	5 WRKZ-F	5 WARM-F
6	6		6	6	6	6 WHTF-F	6	6 WARM-F	6 WGRX-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		133 (5)	133 (5)	23.7	25.4
AOR/CLASSIC		80 (4)	80 (4)	14.3	11.6
AC/OLDIES/SOFT ROCK		96 (5)	96 (5)	17.1	13.8
MOR/VARIETY	81 (5)		81 (5)	14.4	11.6
COUNTRY	5 (1)	108 (4)	113 (5)	20.1	19.2
BLACK/URBAN					0.4
BEAUTIFUL/EASY		43 (3)	43 (3)	7.7	13.9
NEWS/TALK	4 (1)		4 (1)	0.7	
NOSTALGIA	3 (1)		3 (1)	0.5	1.2
RELIGION/GOSPEL		8 (2)	8 (2)	1.4	1.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.9
	93 (8)	468 (23)	561 (31)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGCB-F	96.1	Red Lion	0.5/2.1/ 6/ 180
WGET	1320	Gettysburg	1.6/3.5/ 10/ 119
WHVR	1280	Hanover	1.3/3.9/ 8/ 133
WOYK	1350	York	0.8/2.5/ 5/ 85
WXKU	1250	York	0.8/2.1/ 6/ 76
WBAL	1090	Baltimore	0.6/2.6/ 4/ 110
WBSB-F	104.3	Baltimore	0.3/1.6/ 3/ 102
WDAC-F	94.5	Lancaster	0.8/2.2/ 56/ 759
WHP	580	Harrisburg	1.1/2.5/ 66/ 849
WHYL	960	Carlisle/Hrsbrg	0.5/1.7/ 42/ 434
WIMX-F	99.3	Harrisburg	2.0/2.6/ 32/ 700
WIOV-F	105.1	Ephrata/Lancast	0.3/2.6/ 67/ 797
WIYY-F	97.9	Baltimore	1.8/3.9/ 11/ 171
WLAN-F	96.9	Lancaster	1.0/4.3/ 61/1190
WLIF-F	101.9	Baltimore	0.3/1.9/ 2/ 100
WNNK-F	104.1	Harrisburg	1.6/6.0/165/2031
WPOC-F	93.1	Baltimore	0.6/2.4/ 5/ 101
WWMD-F	104.7	Hagerstown	0.6/2.4/ 4/ 115
WWMX-F	106.5	Baltimore	0.8/2.0/ 5/ 69
WXBB-F	97.3	Harrisburg	0.6/2.4/ 32/ 792

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2), MOR	MBS , $ 14.00 (—-)		(GETTYSBURG)	Rod Burnham
WHVR, 1280, 5 KW/500 W (DA-2), MOR	NBC , $ 10.00 (HNWH)			Joanne McAnell
WSBA, 910, 5 KW/1 KW (DA-2) , MOR/FULL SER.	, $ 48.00 (Eastman)	Susquehanna		Chris Huber
WARM-F, 103.3, 6 KW @ 1306, SOFT AC	, $ 66.00 (Eastman)	Susquehanna		Chris Huber
WGTY-F, 107.7, 16 KW @ 829, COUNTRY	MBS , $ 30.00 (—-)		(GETTYSBURG)	Rod Burnham
WHTF-F, 92.7, .7 KW @ 700, CLASSIC AOR	SOURCE , $ 28.00 (Banner)			Doug George
WQXA-F, 105.7, 25 KW @ 704, CHR	, $ 32.00 (Katz)			Karen Luft
WYCR-F, 98.5, 11 KW @ 926, CHR	, $ 43.00 (HNWH)			Rick McCauslin

OTHER RANKED STATIONS — See Harrisburg, Lancaster and Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 83/419,000

MSA Rank/Pop: 99/498,900
ADI # 89
Average Person Ratings: 18.7
Market TSL: 24.25 hours

Stations: 27/15
Diaries: 888/472:1/57.4%
Sample Target: 850
% Below Line: 8.3
% Not Listed: 12.1

1989 Revenue: $10,200,000
HH Inc.: $27,240
Retail $: 3.0 Bil
Pop per Station: 27,933
#1 Biller: NA

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WKBN	(N/T)	103/13.2	11.6	7.9	10.2	8.0	10.7	135/1347	900/21.5	18.9	17.3		9.3	70	720	WKBN
2. WHOT-F	(CHR)	87/11.1	12.9	12.8	14.5	14.4	12.8	163/2264	1357/32.4	34.5	33.8		16.9	128	1657	WHOT-F
3. WQXK-F	(C)	83/10.6	9.0	9.7	8.3	10.9	9.4	132/1281	720/17.2	17.1	17.7		9.4	71	578	WQXK-F
4. WNCD-F	(AOR)	71/ 9.1	7.6	5.2	5.6	5.2	6.9	81/795	663/15.8	13.2	14.1		6.5	49	708	WNCD-F
5. WBBG-F	(O)	69/ 8.8	10.8	8.5	8.8	8.7	9.2	91/1168	860/20.5	19.7	18.5		8.2	62	793	WBBG-F
6. WKBN-F	(EZ)	67/ 8.6	8.4	8.2	9.0	10.6	8.6	95/1402	930/22.2	20.2	22.4		7.4	56	664	WKBN-F
7. WYFM-F	(AC)	48/ 6.1	5.5	7.0	6.6	4.9	6.3	93/1091	641/15.3	16.3	15.1		5.6	42	585	WYFM-F
8. WBBW	(T)	31/ 4.0	3.6	3.9	4.0	3.9	3.9	34/519	480/11.5	11.5	13.3		2.8	21	400	WBBW
9. WHOT	(BB)	22/ 2.8	0.6	——	1.4	0.2	1.2	25/377	331/ 7.9	2.5	0.0		4.1	31	294	WHOT
10. WSOM	(MOR)	13/ 1.7	1.1	1.5	2.0	0.6	1.6	25/335	213/ 5.1	3.4	1.9		0.8	6	87	WSOM

12+ FM SHARE (METRO): 71.37% (491 of 688) (SPG 89: 75.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOT-F	1 WNCD-F>	1 WNCD-F	1 WBBG-F>	1 WBBG-F>	1 WKBN >	1 WKBN >	1 WKBN	1 WKBN	1 WKBN <	1 WNCD-F
2	2 WHOT-F	2 WBBG-F<	2 WQXK-F	2 WQXK-F	2 WQXK-F	2 WHOT-F	2 WQXK-F<	2 WHOT-F<	2 WHOT-F<	WKBN >
3	3 WBBG-F<	3 WHOT-F	3 WHOT-F	3 WHOT-F	3 WKBN-F>	3 WQXK-F	3 WKBN-F	3 WNCD-F<	3 WNCD-F>	3 WBBG-F
4	4 WQXK-F	4 WQXK-F	4 WNCD-F>	4 WNCD-F	4 WBBG-F	4 WKBN-F	4 WHOT-F	4 WQXK-F	4 WBBG-F	4 WKBN-F
5	5 WYFM-F	5 WYFM-F	5 WKBN-F	WKBN-F>	5 WHOT-F	5 WNCD-F<	WBBG-F	5 WBBG-F	5 WQXK-F	5 WYFM-F
6	6	6 WKBN-F	6 WYFM-F	6 WKBN	6	6 WBBG-F	6 WNCD-F	6 WKBN-F	6 WYFM-F	WQXK-F
				7 WYFM-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHOT-F>	1 WHOT-F>	1 WBBG-F	1 WHOT-F>	1 WHOT-F	1 WNCD-F>>	1 WNCD-F>>	1 WNCD-F	1 WNCD-F>	1 WBBG-F>
2 WYFM-F	2 WYFM-F	2 WHOT-F>	2 WBBG-F<	2 WBBG-F	2 WQXK-F	2 WQXK-F	2 WBBG-F	2 WBBG-F>	2 WNCD-F
3 WNCD-F>>	3 WNCD-F	3 WQXK-F>	3 WQXK-F	3 WQXK-F	WHOT-F	3 WBBG-F>	3 WQXK-F>>	3 WQXK-F>	3 WQXK-F>
4 WKBN-F>	4 WBBG-F	4 WYFM-F	WKBN-F	4 WKBN-F>	4 WYFM-F>>	4 WYFM-F	4 WYFM-F	4 WHOT-F	4 WKBN-F
5 WPHR-F>>	5 WKBN-F	WNCD-F	5 WYFM-F	5 WKBN	5	5 WHOT-F	WKBN	5 WYFM-F	5 WYFM-F
6	6 WQXK-F	WKBN-F	6 WNCD-F	6 WYFM-F	6	6 WKBN	6 WKBN-F	6	WKBN
									WHOT-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		104 (3)	104 (3)	15.1	22.7
AOR/CLASSIC		95 (5)	95 (5)	13.8	12.0
AC/OLDIES/SOFT ROCK		124 (4)	124 (4)	18.0	16.2
MOR/VARIETY	18 (2)		18 (2)	2.6	11.0
COUNTRY	3 (1)	84 (2)	87 (3)	12.6	12.5
BLACK/URBAN		4 (1)	4 (1)	0.6	
BEAUTIFUL/EASY		72 (2)	72 (2)	10.5	12.0
NEWS/TALK	141 (3)	5 (1)	146 (4)	21.2	6.2
NOSTALGIA	28 (2)		28 (2)	4.1	5.1
RELIGION/GOSPEL	7 (1)	3 (1)	10 (2)	1.5	2.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	197 (9)	491 (19)	688 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGFT	1500	Youngstown	0.9/1.9/ 8/ 91
WOJY-F	95.9	Sharpsville	0.4/2.7/ 7/ 156
WRKU-F	95.1	Grove City	1.1/3.7/ 26/ 337
WRRO	1440	Warren	0.8/5.1/ 7/ 222
WDJQ-F	92.5	Alliance/Canton	0.6/2.6/ 10/ 208
WDVE-F	102.5	Pittsburgh	0.8/2.9/ 32/ 372
WHBC-F	94.1	Canton/Akron	0.6/2.0/ 8/ 115
WMJI-F	105.7	Cleveland	0.5/3.7/ 5/ 181
WMMS-F	100.7	Cleveland	0.5/4.0/ 8/ 225
WNIR-F	100.1	Kent/Akron	0.6/1.6/ 6/ 76
WONE-F	97.5	Arkon/Cleveland	0.6/2.1/ 7/ 129
WPHR-F	107.9	Cleveland	1.5/7.2/ 14/ 348
WPIC	790	Sharon	0.6/2.6/ 18/ 335
WTOF-F	98.1	Canton/Akron	0.4/2.6/ 8/ 181
WWWE	1100	Cleveland	0.9/4.2/ 8/ 213
WZAK-F	93.1	Cleveland	0.5/1.3/ 4/ 53

RADIO STATIONS

WBBW ,	1240,	1 KW (DA-1) ,	Talk	ABC I ABC T, $23.00	(Republic)	H & D	Larry Weiss
WHOT ,	1390,	5 KW/1 KW (DA-2) ,	Nostalgia	, $19.00	(Eastman)	Myron Jones	Bill Glover
WKBN ,	570,	5 KW (DA-N) ,	News/Talk	CBS, $35.00	(Katz)		Bill Kelly
WBBG-F,	93.3,	50 KW @ 280 ,	Oldies	ABC E, $45.00	(Republic)	H & D	Larry Weiss
WHOT-F,	101.1,	24 KW @ 711 ,	CHR	, $61.00	(Eastman)	Myron Jones	Bill Glover
WKBN-F,	98.9,	6 KW @ 1370 ,	EZ/Soft AC	UNISUP, $39.00	(Katz)	Bill Kelly	
WNCD-F,	106.1,	3 KW @ 328 ,	Classic AOR	, $34.00	(Torbet)	(NILES)	Don Baragona
WQXK-F,	105.1,	88 KW @ 430 ,	Country	UNIULT, $42.00	(Mc-Guild)	Legend (SALEM)	Mike Mahone
WYFM-F,	102.9,	26 KW @ 455 ,	AC	ABC C, $36.00	(Durpetti)	Regional (SHARON)	Tom Klein

Miscellaneous Comments: WHOT sold by Myron Jones for $290,000...

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AMERICAN RADIO

1990 SMALL MARKET EDITION

Compiled and Edited by:

JAMES H. DUNCAN, JR.

DUNCAN'S AMERICAN RADIO, INC
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INTRODUCTION

I am pleased to present the seventh edition of AMERICAN RADIO -SMALL MARKET EDITION. This book is designed to complement the primary edition of American Radio by providing expanded coverage of over 100 small radio markets in the United States.

The Small Market Edition is issued every September.

Your support of my work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at this address:

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Every effort has been made to make this book as accurate as is humanly possible -- well, this human anyway. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

Special thanks to Beth Barnhorst for her excellent help in the preparation of this edition.

TABLE OF CONTENTS

SECTION A: Arbitron Condensed Radio Markets (in alphabetical order):

Abilene, TX
Albany, GA
Albany, OR
Alexandria, LA
Augusta, ME
Bangor, ME
Battle Creek, MI
Beckley, WV
Biloxi-Gulfport, MS
Bismarck, ND

Bozeman, MT
Bryan-Coll. Station, TX
Burlington, VT
Cape Cod, MA
Cape May, NJ
Champaign, IL
Charlottesville, VA
Cheyenne, WY
Chico, CA
Columbia, MO

Danbury, CT
Danville, IL
Dothan, AL
Dubuque, IA
Eau Claire, WI
Fayetteville, AR
Florence, SC
Ft. Myers, FL
Ft. Pierce, FL

Ft. Smith, AR
Ft. Walton Beach, FL
Frederick, MD
Gainesville, FL
Grand Forks, ND
Grand Junction, CO
Great Falls, MT
Hagerstown, MD
Harrisonburg, VA
Ithaca, NY

Joplin, MO
Kileen-Temple, TX
LaCrosse, WI
Lafayette, IN
Lake Charles, LA
Laurel, MS
Lawton, OK
Longview-Marshall, TX
Lufkin, TX
Medford-Ashland, OR

Meridian, MS
Minot, ND
Monroe, LA
Morristown, NJ
Muskegon, MI
Myrtle Beach, SC
Naples, FL
New Bedford, MA
New London, CT

Nwburg-Middltwn, NY
Northwest Michigan
Odessa-Midland, TX
Owensboro, KY
Palm Springs, CA
Panama City, FL
Parkersburg, WV
Pascagoula, MS
Poughkeepsie, NY
Rapid City, SD

Reading, PA
Redding, CA
Rochester, MN
St. Cloud, MN
San Angelo, TX
Santa Barbara, CA
Santa Fe, NM
Santa Rosa, CA
Sioux City, IA
Springfield, IL

Stamford-Norwalk, CT
Texarkana, TX
Trenton, NJ
Tri-Cities, WA
Tuscaloosa, AL
Tyler, TX
Victoria, TX
Waterbury, CT
Watertown, NY
Wichita Falls, TX
Williamsport, PA
Yakima, WA

SECTION B: Birch Non-Monthly Markets:

Bangor, ME
Benton Harbor, MI
Bluefield, WV
Central Upper Michigan
Elkhart/Goshen, IN
Fairbanks, AK
Florence, AL
Ft. Collins/Greeley/Lvland, CO
Glens Falls, NY

Gregg County, TX
Idaho Falls, ID
Iowa City, IA
Jackson, TN
Jefferson City, MO
Laredo, TX
Lima, OH
Middletown, NY
Morgantown, WV

Northeastern MI
Pocatello, ID
San Luis Obispo, CA
Sierra Vista, AZ
South Lake Tahoe, CA
Stauton/Waynesboro, VA
Steuben County, IN
Sumter, SC
Wausau, WI
Yuma, AZ

LEADING STATIONS IN ARBITRON CONDENSED MARKETS *

	STATION	MARKET	SHARE	FORMAT	GROUP OWNER
1.	WBKR-F	Owensboro, KY	37.0	Country	
2.	WJIZ-F	Albany, GA	35.6	Black	
3.	KKYR-F	Texarkana, TX-AR	33.5	Country	
4.	WTNJ-F	Beckley, WV	33.0	Country	
	KZEU-F	Victoria, TX	33.0	Country	Osborn/Reynolds
6.	KGKL-F	San Angelo, TX	32.1	Country	
7.	KBOZ-F	Bozeman, MT	30.9	Contemp	Citadel
8.	KLUR-F	Wichita Falls, TX	28.4	Country	
9.	WSTO-F	Owensboro, KY	27.7	CHR	
10.	KIXY-F	San Angelo, TX	27.0	CHR	
11.	KYYY-F	Bismarck, ND	26.8	CHR	Meyer
12.	WTNY-F	Watertown, NY	26.5	CHR	
	KYEA-F	Monroe, LA	26.5	Black	
14.	WCIR-F	Beckley, WV	25.0	AC/Contemp	
	KBOZ-F	Bozeman, MT	25.0	Country	Citadel
16.	KIXQ-F	Joplin, MO	24.9	Country	
17.	KHHT-F	Minot, ND	24.7	CHR	
18.	WAXX-F	Eau Claire, WI	24.6	Country	
19.	KLAW-F	Lawton, OK	24.4	Country	
20.	KVIC-F	Victoria, TX	24.2	CHR	Mayes
21.	WZMP-F	Meridian, MS	24.1	Black	
22.	KEKB-F	Grand Junction, CO	23.8	Country	
23.	KRRV-F	Alexandria, LA	23.6	Country	
24.	WILQ-F	Williamsport, PA	23.5	Country	
25.	KKIX-F	Fayetteville-Springdale, AR	23.4	Country	Noalmark
	WQPO-F	Harrisonburg, VA	23.4	CHR	VerStandig
27.	KIOK-F	Tri Cities, WA	23.0	CHR	Sterling
28.	WIAL-F	Eau Claire, WI	22.7	AC	
29.	KYKZ-F	Lake Charles, LA	22.7	Country	
30.	WPAP-F	Panama City, FL	22.5	Country	
31.	WZBQ-F	Tuscaloosa, AL	22.4	CHR	
32.	KMGZ-F	Lawton, OK	22.2	CHR	
33.	KGLI-F	Sioux City, IA	22.1	CHR	
34.	WQRC-F	Cape Cod, MA	22.0	EZ	
35.	WKMX-F	Dothan, AL	21.8	CHR	
36.	KYKX-F	Longview-Marshall, TX	21.6	Country	Sun Group
	KEAN-F	Abilene, TX	21.6	Country	Sun Group
38.	WLRW-F	Champaign, IL	21.2	CHR	Saga
39.	WSNX-F	Muskegon, MI	20.6	CHR	Goodrich
40.	KGGG-F	Rapid City, SD	20.4	CHR	Ingstad
41.	KYKS-F	Lufkin-Nacogdoches, TX	20.3	Country	
42.	KAAK-F	Great Falls, MT	20.2	AC	Sunbrook
	KCJB	Minot, ND	20.2	Country	
44.	KFMZ-F	Columbia, MO	20.0	AOR	Contemp Media

* Based on 12+ Metro Share, 1/4 Hr Avg, Mon-Sun, 6A-Mid.

SECTION A

ARBITRON CONDENSED RADIO REPORTS

Arbitron's Condensed reports differ greatly from the standard market reports. Much of the data available in the standard book is not available in the Condensed. However, we have made do with what data is available.

The data for each station is read from left to right across the entire page. The methodology is the same as in the regular edition of American Radio.

ABILENE, TX

MSA Rank/Pop: 292/122,300
ARB Rank/Pcp: 200/129,200
Market TSL: 21.5
Average Person Rating: 15.8

Diaries: 399/324:1
Sample Target: 330
% Below Line: 0.0
% Not Listed: 29.4

Retail $: 1.3 Bil
FM Share: 93.06%
Stations: 12/12

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. KEAN-F	44/21.6		18.9		15.7	457	35.4	38.9	26.7			
2. KFQX-F	24/11.8		10.6		7.3	334	25.9	25.3	17.1			
3. KORQ-F	18/ 8.8		9.7		13.1	274	21.2	26.3	27.5			
4. KEYJ-F	13/ 6.4		7.8		11.5	177	13.7	18.9	22.9			
5. KTLC-F	12/ 5.9		4.1		5.8	160	12.4	13.2	14.8			
6. KWZD-F	9/ 4.4		6.9		13.6	187	14.5	14.8	19.8			
7. KHXS-F	7/ 3.4		----		----	118	9.1	----	----			
8. KNTS	6/ 2.9		.5		4.2	65	5.0	7.5	10.0			
9. KVRP-F	4/ 2.0		----		1.0	42	3.3	4.0	4.5			

12+ AMD

1. KEAN-F>>
2. KFQX-F<
3. KORQ-F>

12+ MID

1. KEAN-F>>
2. KFQX-F
   KORQ-F
4. KEYJ-F

12+ PMD

1. KEAN-F>>
2. KFQX-F
3. KORQ-F
4. KEYJ-F

12+ EVE

1. KFQX-F
2. KEAN-F>>
3. KORQ-F
4. KEYJ-F

ADULTS 18-34

1. KEAN-F<
2. KFQX-F
3. KORQ-F>
4. KEYJ-F
   KTLC-F

ADULTS 25-54

1. KEAN-F>>
2. KORQ-F
3. KEYJ-F
4. KFQX-F

ADULTS 35-64

1. KEAN-F>>
2. KWZD-F>

MEN 25-54

1. KEAN-F>>
2. KEYJ-F
3. KORQ-F
4. KNTS

WOMEN 25-54

1. KEAN-F>>
2. KORQ-F
3. KFQX-F
4. KTLC-F
   KWZD-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEAN	1280	Abilene	1.5/6.5
KEYJ	1560	Abilene	.5/3.1
KKHR-F	98.1	Anson/Abilene	1.5/4.0

RADIO STATIONS

KNTS,	1470,	5 KW/1 KW (DA-1),	Talk	MBS, $10.00	(Republic)			D. Fox
KEAN-F,	105.1,	100 KW @ 808 ,	Country	ABC I, $28.00	(Mc-Guild)	SunGroup		L. Murray
KEYJ-F,	107.9,	25 KW @ 667 ,	AOR	, $14.00	(----)			L. Mynatt
KFQX-F,	102.7,	66 KW @ 1200 ,	CHR	, $18.00	(Republic)		(MERKEL)	D. Fox
KHXS-F,	106.3,	3 KW @ 200 ,	Country	, $11.00	(Durpetti)			
KORQ-F,	100.7,	100 KW @ 1260 ,	AC	UNIPWR, $13.00	(Banner)			G. Boos
KTLC-F,	99.7,	100 KW @ 744 ,	AC	CBS, $11.00	(Roslin)		(TYE)	D. Palmer
KVRP-F,	95.5,	100 KW @ 550 ,	Country	APR, $10.00	(Banner)		(HASKELL)	G. Barrett
KWZD-F,	103.7,	100 KW @ 985 ,	Country	, $11.00	(katz)		(HAMLIN)	J. Martin

ALBANY, GA

MSA Rank/Pop: 304/118,000
ARB Rank/Pop: 238/93,400
Market TSL: 20.75
Average Person Rating: 15.6

Diaries: 324/288:1
Sample Target: 270
% Below Line: 1.6
% Not Listed: 13.0

Retail $: 0.8 Bil
FM Share: 90.55%
Stations: 11/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. WJIZ-F	52/35.6		29.5		39.6	353	37.8	37.3	39.0			
2. WJAD-F	21/14.4		12.0		16.0	214	22.9	30.9	31.2			
3. WIKX-F	13/ 8.9		----		----	134	14.3	----	----			
4. WKAK-F	12/ 8.2		15.1		13.2	193	20.7	27.0	25.4			
5. WJYZ	11/ 7.5		6.0		1.4	111	11.9	11.2	8.6			
6. WSGY-F	7/ 4.8		9.0		10.4	150	16.1	19.8	23.4			
7. WGPC-F	5/ 3.4		5.4		3.5	135	14.5	12.1	10.2			
8. WAZE-F	3/ 2.1		3.6		.7	44	4.7	7.8	7.4			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WJIZ-F>>	1. WJIZ-F>>	1. WJIZ-F>>	1. WJIZ-F>>
2. WKAK-F	2. WJAD-F	2. WJAD-F>	
3. WJAD-F	3. WIKX-F	3. WIKX-F	
4. WIKX-F	4. WJYZ	4. WKAK-F	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WJIZ-F>>	1. WJIZ-F>>	1. WJIZ-F<	1. WJIZ-F>	1. WJIZ-F>>
2. WJAD-F>>	2. WIKX-F	2. WKAK-F>	2. WIKX-F	2. WIKX-F
3. WIKX-F	3. WJAD-F	3. WIKX-F	WKAK-F	3. WJYZ
4. WSGY-F	WKAK-F	4. WJYZ	4. WJAD-F	4. WJAD-F
	5. WJYZ			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WANL	1250	Albany	.7/6.
WQVE	105.5	Camilla	.7/5.6
WVRK	102.9	Columbus	.7/7.3

RADIO STATIONS

WJYZ,	960,	5 KW (DAYS, DA) ,	Gospel	MBS,	$10.00	(HNWH)		D. Suttles
WAZE-F,	92.1,	3 KW @ 300 ,	AC	,	$10.00	(Roslin)	(DAWSON)	
WGPC-F,	104.5,	100 KW @ 980 ,	EZ/Nost.	CBS,	$11.00	(Southern)		L. George
WIKX-F,	103.7,	3.6 KW @ 400 ,	Country (??)	CNN,	$ NA	(---)	(LEESBURG)	
WJAD-F,	97.3,	100 KW @ 1000 ,	CHR	ABC C,	$19.00	(Banner)	(BAINBRIDGE)	J. Williams
WJIZ-F,	96.3,	100 KW @ 470 ,	Black	SBN,	$22.00	(HNWH)		D. Suttles
WKAK-F,	101.7,	3 KW @ 300 ,	Country	ABC E,	$15.00	(Republic)		R. Segers
WSGY-F,	100.3,	97 KW @ 550 ,	AC	,	$12.00	(---)	(TIFTON)	R. Dunns

ALBANY - CORVALIS - LEBANON, OR

MSA Rank/Pop: NA
ARB Rank/Pop: 202/128,800
Market TSL: 20.5
Average Person Rating: 15.5

Diaries: 347/371:1
Sample Target: 340
% Below Line: 49.3
% Not Listed: 26.6

Retail $: 0.8 Bil
FM Share: 76.03%
Stations: 25/11

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. KXYQ-F	18/9.0		11.5		19.5	325	25.2	24.8	29.6			
2. KFAT-F	17/8.5		5.0		4.7	211	16.4	14.2	7.6			
3. KIQY-F	13/6.5		6.5		7.0	258	20.0	16.4	14.6			
4. KRKT-F	12/6.0		11.0		8.6	183	14.2	17.5	12.7			
KLCX-F	12/6.0		8.5		3.9	192	14.9	10.2	5.9			
6. KFIR	10/5.0		2.5		6.3	61	4.7	4.0	3.0			
KMGE-F	10/5.0		.5		.8	111	8.6	5.8	3.3			
8. KEX	7/3.5		---		---	127	9.9	---	---			

12+ AMD

1. KXYQ-F
2. KRKT-F
3. KIQY-F<
4. KFAT-F

12+ MID

1. KFAT-F>
2. KRKT-F
   KLCX-F<
4. KMGE-F
   KXYQ-F

12+ PMD

1. KXYQ-F<
2. KFAT-F
3. KIQY-F
4. KLCX-F
5. KRKT-F
   KMGE-F

12+ EVE

1. KFAT-F
2. KIQY-F
3. KEX
4. KLCX-F
   KXYQ-F

ADULTS 18-34

1. KXYQ-F
2. KLCX-F<
3. KMGE-F
4. KFAT-F

ADULTS 25-54

1. KMGE-F
2. KFAT-F
   KXYQ-F
4. KRKT-F

ADULTS 35-64

1. KFAT-F
   KRKT-F>
3. KXYQ-F
4. KFIR

MEN 25-54

1. KLCX-F
2. KFAT-F
   KRKT-F
   KMGE-F

WOMEN 25-54

1. KXYQ-F
2. KMGE-F
3. KFAT-F
4. KRKT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEJO-F	101.5	Corvallis	2.5/9.6
KFLY	1240	Corvallis	1.0/5.3
KGAL	920	Lebanon/Albany	2.0/10.9
KHPE-F	107.9	Albany	2.0/5.7
KLOO	1340	Corvallis	1.0/4.3
KRKT	990	Albany/Corvallis	1.5/4.0
KWIL	790	Albany	1.0/3.0
KGON-F	92.3	Portland	1.0/5.1
KKCW-F	103.3	Beaverton	2.5/4.0
KKSN-F	97.1	Portland	.5/3.4
KPNW-F	99.1	Eugene/Springfield	2.5/7.3
KSND-F	93.1	Springfield/Eugene	.5/4.4
KUGN	590	Eugene/Springfield	.5/2.9
KUGN-F	97.9	Eugene/Springfield	1.5/2.6
KXL	750	Portland	2.0/5.3
KXL-F	95.5	Portland	1.0/3.7
KZEL-F	96.1	Eugene	.5/5.6

RADIO STATIONS

KFIR,	1370,	1 KW (DAYS) ,	Country	ABC E, $ 9.00	(Tacher)	(SWEET HOME)	B. Ratter
KEJO-F,	101.5,	28 KW @ 250 ,	AC	ABC FM, $11.00	(Mc-Guild)	(CORVALLIS)	B. Holt
KFAT-F,	106.1,	100 KW @ 1140 ,	Country	CBS, $13.00	(Gillis)	(CORVALLIS)	L. Blair
KHPE-F,	107.9,	100 KW @ 1100 ,	Religion	, $ 8.00	(Sand-Glenn)	(ALBANY)	D. Winchester
KIQY-F,	103.7,	100 KW @ 515 ,	CHR	, $15.00	(Tacher)	(LEBANON)	D. Schimmin
KRKT-F,	99.9,	100 KW @ 1075 ,	Country	ABC I, $15.00	(Mc-Guild)	(ALBANY)	G. Grossman

Other ranked stations — see Portland or Eugene in Spring 90 edition

ALEXANDRIA, LA

MSA Rank/Pop: 262/138,800
ARB Rank/Pop: 206/126,600
Market TSL: 20.5
Average Person Rating: 15.1

Diaries: 313/404:1
Sample Target: 320
% Below Line: 0.6
% Not Listed: 18.3

Retail $: 0.8 Bil
FM Share: 82.69%
Stations: 10/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. KRRV-F	45/23.6		26.0		20.1	515	40.7	38.4	31.9	16.2	32	372
2. KBCE-F	37/19.4		22.0		25.8	341	26.9	22.7	23.3	29.9	59	347
3. KQID-F	26/13.6		10.5		17.0	373	29.5	24.5	32.8	13.7	27	333
4. KZMZ-F	18/ 9.4		10.5		10.3	282	22.3	20.4	18.7	15.2	30	349
5. KALB	11/ 5.8		5.0		3.6	177	14.0	12.3	13.7	5.1	10	217
6. KSYL	10/ 5.2		2.5		2.6	138	10.9	6.9	8.4	2.0	4	72
7. KRRV	4/ 2.1		2.5		1.0	87	6.9	5.5	3.7			44
8. KLAA-F	2/ 1.0		5.0		6.7	71	5.6	14.2	13.4	4.6	9	97
KWDF	2/ 1.0		1.5		2.6	62	4.9	3.9	3.8	1.5	3	36

12+ AMD

1. KRRV-F>
2. KBCE-F>
3. KQID-F
4. KZMZ-F

12+ MID

1. KRRV-F>
2. KBCE-F
3. KQID-F
4. KZMZ-F

12+ PMD

1. KRRV-F>
2. KBCE-F>
3. KQID-F<
4. KZMZ-F

12+ EVE

1. KBCE-F
2. KQID-F
3. KRRV-F>
4. KALB

ADULTS 18-34

1. KQID-F
2. KBCE-F
3. KRRV-F
   KZMZ-F

ADULTS 25-54

1. KRRV-F
2. KBCE-F>
3. KZMZ-F
4. KQID-F

ADULTS 35-64

1. KRRV-F>>
2. KBCE-F>>
3. KSYL
   KZMZ-F

MEN 25-54

1. KRRV-F
2. KBCE-F>
3. KZMZ-F
4. KQID-F
   KALB

WOMEN 25-54

1. KRRV-F
2. KBCE-F>
3. KZMZ-F
4. KQID-F
   KSYL

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDBH-F	97.7	Natchitoches	.5/3.3

RADIO STATIONS

KALB,	580, 5 KW/1 KW (DA-N)	,	Oldies	SMN, $11.00	(Katz)	B. Lynch
KSYL,	970, 1 KW (DA-N)	,	EZ	SMN UNISUP, $10.00	(Torbet)	T. Thompson
KBCE-F,	102.3, 3 KW @ 290	,	Black	SBN, $23.00	(HNWH)	G. Lewis
KLAA-F,	98.3, 3 KW @ 300	,	Country	MBS, $ 9.00	(HNWH)	R. Cavendish
KQID-F,	93.1, 100 KW @ 1000	,	CHR	ABC C UNISUP, $19.00	(Torbet)	M. Jeffries
KRRV-F,	100.3, 100 KW @ 1100	,	Country	ABC E, $29.00	(Republic)	J. Karst
KZMZ-F,	96.9, 100 KW @ 1450	,	CHR	ABC FM, $15.00	(Katz)	R. Reynolds

AUGUSTA - WATERVILLE, ME

MSA Rank/Pop:	NA	Diaries:	315/307:1	Retail $:	0.9 Bil
ARB Rank/Pop:	234/96,700	Sample Target:	280	FM Share:	97.79%
Market TSL:	23.25	% Below Line:	41.9	Stations:	14/6
Average Person Rating:	17.7	% Not Listed:	20.5		

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	89	89	88	88	CUME	S90	S89	S88	SHR	AQH	CUME
1. WMME-F	28/16.4		21.2		27.1	315	32.6	37.7	43.4			
2. WKCG-F	19/11.1		6.6		13.5	216	22.3	15.0	20.0			
3. WTOS-F	14/ 8.2		6.0		3.9	149	15.4	13.7	10.0			
4. WBLM-F	13/ 7.6		6.6		5.2	182	18.8	13.3	15.2			
WHOM-F	13/ 7.6		6.6		6.5	140	14.5	13.9	11.3			
WXGL-F	13/ 7.6		4.6		2.6	173	17.9	10.2	10.1			
7. WQCB-F	11/ 6.4		9.9		1.3	117	12.1	10.6	5.5			
8. WTVL-F	9/ 5.3		4.0		1.9	137	14.2	14.1	9.1			
9. WABK-F	7/ 4.1		6.6		11.0	144	14.9	17.1	23.8			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKCG-F<	1. WKCG-F	1. WMME-F>	1. WMME-F>>
2. WMME-F	WMME-F	2. WKCG-F	2. WKCG-F
3. WXGL-F	3. WTOS-F	3. WTOS-F	3. WBLM-F
4. WBLM-F	4. WXGL-F	4. WBLM-F	4. WTOS-F
	5. WQCB-F	5. WHOM-F	WHOM-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WMME-F>>	1. WKCG-F	1. WKCG-F>	1. WTOS-F	1. WMME-F
2. WTOS-F<	2. WMME-F	2. WHOM-F	WXGL-F	2. WFAU >
3. WBLM-F>	3. WTOS-F	3. WQCB-F	3. WKCG-F	3. WABK-F
4. WXGL-F	WXGL-F	WXGL-F	4. WBLM-F	WHOM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFAU	1340	Augusta	1.2/4.6
WKZS-F	99.9	Auburn	1.2/8.8
WPOR	1490	Portland	.6/1.0
WTHT-F	107.5	Lewiston	.6/6.1
WYOU-F	97.1	Bangor	1.8/4.7

RADIO STATIONS

WABK-F,	104.3,	50 KW @ 400 ,	AC	ABC I, $17.00	(Eastman)	(GARDINER)	S. Carroll
WKCG-F,	101.3,	50 KW @ 320 ,	Country	CBS, $21.00	(K & P)		W. Devine
WMME-F,	92.3,	50 KW @ 500 ,	CHR	SOURCE, $26.00	(Republic)		J. Mann
WTOS-F,	105.1,	50 KW @ 2420 ,	AOR	UNISUP UNIPWR, $14.00	(Roslin)	(SHOWHEGAN)	A. Anderson
WTVL-F,	98.5,	50 KW @ 373 ,	Soft AC/Oldies	ABC E, $15.00	(—)	(WATERVILLE)	D. Warner

Other ranked stations -- see Bangor in this edition or Portland in Spring 90 edition

BANGOR, ME

MSA Rank/Pop: 338/84,900
ARB Rank/Pop: 253/72,300
Market TSL: 22.0
Average Person Rating: 16.5

Diaries: 276/262:1
Sample Target: 250
% Below Line: 5.0
% Not Listed: 16.0

Retail $: 0.7 Bil
FM Share: 93.00%
Stations: 9/8

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. WQCB-F	22/18.5		20.9		7.0	195	27.0	28.7	16.2			
2. WWFX-F	17/14.3		10.0		16.0	211	29.2	24.2	32.1			
3. WPBC-F	12/10.1		6.4		13.0	128	17.7	16.9	21.4			
4. WKSQ-F	11/ 9.2		10.0		11.0	187	25.9	25.9	27.7			
5. WYOU-F	10/ 8.4		5.5		9.0	103	14.2	15.0	11.9			
6. WKIT-F	9/ 7.6		1.8		8.0	99	13.7	13.5	16.5			
7. WABI	7/ 5.9		4.5		9.0	127	17.6	16.8	20.5			
WWMJ-F	7/ 5.9		9.1		9.0	109	15.1	21.7	24.7			
9. WTOS-F	5/ 4.2		7.3		5.0	108	14.9	12.5	14.3			

12+ AMD

1. WQCB-F>
2. WWFX-F
3. WKSQ-F
4. WABI
   WYOU-F

12+ MID

1. WQCB-F>
2. WKSQ-F<
3. WPBC-F<
4. WWFX-F

12+ PMD

1. WWFX-F<
2. WQCB-F
3. WPBC-F
   WYOU-F
5. WKSQ-F

12+ EVE

1. WWFX-F>
2. WABI
3. WQCB-F
4. WKSQ-F
   WPBC-F
   WTOS-F

ADULTS 18-34

1. WWFX-F
2. WKIT-F
3. WKSQ-F
4. WPBC-F
5. WQCB-F

ADULTS 25-54

1. WQCB-F
2. WKSQ-F
   WPBC-F
4. WWMJ-F

ADULTS 35-64

1. WQCB-F>>
2. WPBC-F
   WYOU-F
4. WABI
   WWMJ-F

MEN 25-54

1. WQCB-F
2. WWMJ-F
3. WKIT-F
   WPBC-F
5. WKSQ-F

WOMEN 25-54

1. WKSQ-F
2. WPBC-F
   WQCB-F
4. WYOU-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

WABI,	910,	5 KW (DA-N) ,	Oldies	ABC I, $14.00	(Torbet)		G. Gonyar
WKIT-F,	100.3,	16 KW @ 860 ,	AC	, $13.00	(K & P)	(BREWER)	J. Pineaux
WKSQ-F,	94.5,	12 KW @ 1030 ,	AC	, $16.00	(Christal)	(ELLSWORTH)	N. Knox
WPBC-F,	92.9,	20 KW @ 780 ,	Soft AC	UNISUP, $18.00	(Republic)		J. Goff
WQCB-F,	106.5,	98 KW @ 1080 ,	Country	SMN, $26.00	(Mc-Guild)	(BREWER)	K. Dolley
WWFX-F,	104.7,	10 KW @ 1080 ,	CHR	, $22.00	(Republic)	(BELFAST)	B. Darling
WWMJ-F,	95.7,	8 KW @ 1029 ,	AC	, $15.00	(HNWH)	(ELLSWORTH)	H. Dudman
WYOU-F,	97.1,	5 KW @ 1228 ,	Country	ABC E UNISUP, $17.00	(Torbet)		G. Gonyar

WTOS — see Augusta, ME

BATTLE CREEK, MI

MSA Rank/Pop: 264/137,700
ARB Rank/Pop: 219/113,900
Market TSL: 23.25
Average Person Rating: 17.5

Diaries: 340/335:1
Sample Target: 310
% Below Line: 63.3
% Not Listed: 19.1

Retail $: 0.9 Bil
FM Share: 87.99%
Stations: 14/3

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. WBXX-F	30/15.1		2.3		5.2	301	26.4	11.4	17.7			
2. WNWN-F	28/14.1		12.6		13.5	280	24.6	22.6	23.7			
3. WBCK	25/12.6		16.1		13.5	271	23.8	29.5	28.1			
4. WKFR-F	22/11.1		17.8		21.9	315	27.7	33.0	36.9			
5. WRKR-F	18/ 9.0		8.0		----	140	12.3	12.3	----			
6. WOOD-F	11/ 5.5		4.6		5.2	151	13.3	10.1	13.4			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WBCK >	1. WNWN-F<	1. WNWN-F	1. WBXX-F>
2. WBXX-F<	2. WBXX-F<	2. WBXX-F	2. WBCK
3. WNWN-F	3. WKFR-F<	3. WKFR-F	WKFR-F<
4. WKFR-F	4. WBCK <	4. WRKR-F	4. WNWN-F
	5. WRKR-F		

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WBXX-F<	1. WNWN-F>	1. WNWN-F	1. WNWN-F	1. WNWN-F>
2. WKFR-F	2. WKFR-F	2. WBCK >>	2. WKFR-F>	2. WBCK
WRKR-F>	3. WBCK	3. WOOD-F	3. WRKR-F>	3. WBXX-F
4. WNWN-F	WRKR-F	4. WRKR-F		4. WKFR-F
	5. WBXX-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WELL-F	104.9	Marshall	2.0/4.6
WGRD-F	97.9	Grand Rapids	.5/3.1
WIBM-F	94.1	Jackson	1.5/10.4
WJR	760	Detroit	2.0/7.6
WJXQ-F	106.1	Jackson	2.0/7.6
WCDJ-F	107.3	Greenville	1.5/4.7
WQLR-F	106.5	Kalamazoo/BtlCrk	1.5/7.7
WVIC-F	94.9	East Lansing	2.5/7.2

RADIO STATIONS

WBCK, 930, 5 KW/1 KW (DA-2) , MOR/Full Service NBC TALKNT, $18.00 (Republic) Liggett B. Hennes

WBXX-F, 95.3, 3 KW @ 285 , CHR , $19.00 (Republic) Liggett B. Hennes

Other ranked stations -- see Kalamazoo or Grand Rapids in Spring 90 edition

BECKLEY, WV

MSA Rank/Pop: NA
ARB Rank/Pop: 255/67,900
Market TSL: 20.25
Average Person Rating: 14.7

Diaries: 285/238:1
Sample Target: 250
% Below Line: 3.5
% Not Listed: 14.0

Retail $: 0.5 Bil
FM Share: 90.70%
Stations: 9/7

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. WTNJ-F	33/33.0		25.0		18.0	249	36.7	32.1	28.9			
2. WCIR-F	25/25.0		20.5		30.0	307	45.2	43.2	44.6			
3. WJLS-F	12/12.0		6.3		6.0	141	20.8	13.8	18.6			
4. WJLS	6/ 6.0		18.8		20.0	118	17.4	36.2	32.7			
5. WHAJ-F	5/ 5.0		2.7		5.0	99	14.6	14.6	7.9			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WTNJ-F>>	1. WTNJ-F	1. WTNJ-F>>	1. WCIR-F
2. WCIR-F>	2. WCIR-F>>	2. WCIR-F>>	2. WTNJ-F>>
3. WJLS-F>	3. WJLS-F		
4. WJLS			

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WCIR-F>>	1. WTNJ-F>	1. WTNJ-F>>	1. WTNJ-F>>	1. WTNJ-F>
2. WTNJ-F>>	2. WCIR-F>>	2. WJLS-F>>	2. WCIR-F>>	2. WCIR-F>>
3. WHAJ-F	3. WJLS-F	3. WCIR-F	3. WJLS WJLS-F	3. WJLS-F
	4. WJLS			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOAY	860	Oak Hill	1.0/5.7
WWNR	620	Beckley	1.0/12.7
WKLC-F	105.1	St. Albans	1.0/5.3
WLZT-F	107.3	Miami/Charleston	2.0/3.2

RADIO STATIONS

WJLS,	560,	5 KW/500 W (DA-N) ,	Religion	MBS, $ 7.00	(Savalli)		B. O'Brien
WCIR-F,	103.7,	5 KW @ 1485 ,	AC/Contemp	NBC UNIULT, $20.00	(K & P)		S. Southern
WHAJ-F,	104.5,	100 KW @ 1197 ,	CHR	UNIPWR, $10.00	(—)	Adventure (BLUEFIELD)	M. Shott
WJLS-F,	99.5,	34 KW @ 1050 ,	Country	MBS, $14.00	(Savalli)		B. O'Brien
WTNJ-F,	105.9,	50 KW @ 500 ,	Country	ABC E UNISUP, $23.00	(Roslin)	(MT HOPE)	T. Gonzalez

BILOXI-GULFPORT, MS

MSA Rank/Pop: 202/209,600
ARB Rank/Pop: 173/166,900
Market TSL: 21.5
Average Person Rating: 16.1

Diaries: 471/354:1
Sample Target: 380
% Below Line: 22.4
% Not Listed: 17.1

Retail $: 1.2 Bil
FM Share: 86.55%
Stations: 18/10

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AOH	CUME
1. WKNN-F	36/13.4		16.0		10.4	442	26.5	25.8	19.2			
2. WZKX-F	29/10.8		13.5		18.5	434	26.0	27.4	33.1			
3. WGCM-F	27/10.0		8.2		6.5	266	15.9	14.1	11.8			
WQFX-F	27/10.0		4.6		12.3	268	16.1	15.0	14.3			
5. WQID-F	22/ 8.2		10.3		8.1	379	22.7	27.7	21.0			
6. WVMI	15/ 5.6		5.0		7.3	122	7.3	7.9	12.9			
7. WBLX-F	12/ 4.5		1.4		1.9	113	6.8	4.5	6.9			
8. WRNO-F	11/ 4.1		.7		2.7	141	8.4	4.0	6.9			
9. WXLS-F	10/ 3.7		7.8		6.9	203	12.2	15.3	16.2			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKNN-F	1. WKNN-F	1. WKNN-F	1. WQFX-F<
2. WZKX-F	2. WZKX-F<	2. WGCM-F<	2. WKNN-F<
3. WGCM-F	3. WGCM-F>	3. WZKX-F<	3. WQID-F>
4. WQFX-F	4. WVMI	4. WQFX-F	4. WZKX-F
5. WQID-F WVMI	5. WXLS-F	5. WQID-F	5. WGCM-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WQFX-F WZKX-F	1. WGCM-F	1. WKNN-F<	1. WGCM-F	1. WKNN-F
3. WQID-F<	2. WKNN-F	2. WGCM-F>>	2. WQFX-F>	2. WGCM-F
4. WKNN-F	3. WQFX-F<	3. WVMI	3. WKNN-F	3. WZKX-F
	4. WZKX-F	4. WZKX-F	4. WZKX-F	4. WQFX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCM	1240	Gulfport/Biloxi	1.5/4.3
WQFX	1130	Gulfport/Biloxi	.7/1.7
WROA	1390	Gulfport	.4/4.3
KQLD-F	106.7	Pt Sulphur	1.9/5.0
WKKY-F	104.9	Moss Pt/Pascagoula	.4/2.5
WLTS-F	105.3	Slidell	.7/3.4
WNOE-F	101.1	New Orleans	2.6/4.7
WOSM-F	103.1	Ocean Springs	1.5/4.0
WWL	870	New Orleans	3.0/8.7

RADIO STATIONS

WVMI,	570,	5 KW/1 KW (DA-2) ,	Country	ABC E, $17.00	(Mc-Guild)	Family		T. Holter
WGCM-F,	102.3,	6 KW @ 300 ,	Oldies	, $15.00	(Banner)			L. Moxlan
WKNN-F,	99.1,	99 KW @ 984 ,	Country	ABC I, $24.00	(Mc-Guild)	So. Starr	(PASCAGOULA)	B. Lima
WQFX-F,	96.7,	2 KW @ 384 ,	Black	SBN MBS, $17.00	(Roslin)			D. Steere
WQID-F,	93.7,	100 KW @ 984 ,	CHR	ABC FM, $19.00	(Mc-Guild)	Family		T. Holter
WXLS-F,	107.1,	2 KW @ 393 ,	AC	, $13.00	(Torbet)			G. Michiels
WZKX-F,	107.9,	100 KW @ 400 ,	CHR	, $20.00	(Republic)			M. Dowdy

WBLX -- See Mobile
WRNO -- See New Orleans

BISMARCK, ND

MSA Rank/Pop: 334/87,300
ARB Rank/Pop: 252/72,700
Market TSL: 22.25
Average Person Rating: 16.9

Diaries: 301/241:1
Sample Target: 250
% Below Line: 0.0
% Not Listed: 12.2

Retail $: 0.6 Bil
FM Share: 61.11%
Stations: 7/7

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	89	89	88	88	CUME	S90	S89	S88	SHR	AOH	CUME
1. KYYY-F	33/26.8		30.9		22.4	288	39.6	46.4	39.3			
2. KFYR	22/17.9		13.8		19.0	316	43.5	40.2	43.7			
3. KBYZ-F	17/13.8		10.6		18.1	202	27.8	28.6	28.0			
4. KQDY-F	12/ 9.8		14.6		10.3	159	21.9	29.1	19.9			
5. KBMR	10/ 8.1		10.6		10.3	143	19.7	17.5	15.1			
KLXX	10/ 8.1		5.7		4.3	135	18.6	12.9	14.9			
7. KNDR-F	4/ 3.3		1.6		7.8	93	12.8	5.3	11.6			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KFYR	1. KYYY-F>	1. KYYY-F>>	1. KYYY-F>>
2. KYYY-F>	2. KFYR	2. KBYZ-F	
3. KBYZ-F	3. KBYZ-F	3. KQDY-F	
4. KBMR <	4. KLXX <	4. KFYR	
5. KQDY-F	5. KQDY-F	KLXX	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KYYY-F>>	1. KYYY-F>	1. KBMR	1. KBYZ-F	1. KYYY-F>>
2. KBYZ-F>	2. KBYZ-F	KFYR <	KYYY-F	2. KFYR
3. KFYR	KFYR	3. KYYY-F>	3. KFYR >	KQDY-F
KQDY-F	4. KQDY-F	4. KBYZ-F	4. KQDY-F	4. KBYZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KBMR,	1130,	50 KW (DAYS) ,	Country	NBC UNISUP, $15.00	(Mc-Guild)	A. Anderson
KFYR,	550,	5 KW (DA-N) ,	AC/Full Service	ABC I, $28.00	(Banner) Meyer	D. Brannan
KLXX,	1270,	1 KW/250 W ,	Oldies	, $12.00	(Torbet) LaKoduk	M. Seminary
KBYZ-F,	96.5,	100 KW @ 1000 ,	AC	UNIPWR, $17.00	(Torbet) LaKoduk	M. Seminary
KNDR-F,	104.7,	100 KW @ 853 ,	Religion	, $ 7.00	(---)	B. Bales
KQDY-F,	94.5,	100 KW @ 1120 ,	Country	CNN UNISUP, $19.00	(Mc-Guild)	A. Anderson
KYYY-F,	92.9,	100 KW @ 1180 ,	CHR	ABC C, $27.00	(Banner) Meyer	B. Denver

BOZEMAN, MT

MSA Rank/Pop: NA
ARB Rank/Pop: 262/41,800
Market TSL: 21.5
Average Person Rating: 16.3

Diaries: 321/130:1
Sample Target: 250
% Below Line: 0.0
% Not Listed: 25.0

Retail $: 0.4 Bil
FM Share: 64.71%
Stations: 5/5

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. KBOZ-F	21/30.9		26.1		31.9	231	55.3	50.7	53.6			
2. KBOZ	17/25.0		18.8		22.2	151	36.1	38.9	35.1			
3. KUUB-F	10/14.7		14.5		15.3	143	34.2	33.4	38.6			
4. KGVW-F	2/ 2.9		----		5.6	26	6.7	7.3	7.2			
5. KGVW	1/ 1.5		7.2		----	28	6.2	13.5	----			

12+ AMD

1. KBOZ-F
2. KBOZ >>
3. KUUB-F

12+ MID

1. KBOZ <
2. KBOZ-F>>
3. KUUB-F

12+ PMD

1. KBOZ-F
2. KBOZ >>
3. KUUB-F

12+ EVE

1. KBOZ-F>>
2. KUUB-F>
3. KBOZ

ADULTS 18-34

1. KBOZ-F>
2. KUUB-F>>
3. KBOZ>

ADULTS 25-54

1. KBOZ <
2. KBOZ-F>>

ADULTS 35-64

1. KBOZ >>
2. KBOZ-F>>
3. KGVW-F

MEN 25-54

1. KBOZ
2. KBOZ-F>>
3. KUUB-F>

WOMEN 25-54

1. KBOZ
   KBOZ-F>>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KBOZ,	1090,	5 KW (DA-N)	,	Country	ABC I UNISUP,	$18.00	(Moore)	Citadel		J. Brandt
KGVW,	640,	10 KW/1 KW (DA-1)	,	Religion	,	$ 7.00	(---)	Enterprise	(BELGRADE)	M. Brashear
KBMN,	1230,	1 KW (DA-2)	,	EZ	,	$10.00	(Eastman)			L. Kehl
KBOZ-F,	93.7,	100 KW @ 248	,	Contemp	,	$23.00	(Moore)	Citadel		J. Brandt
KGVW-F,	96.7,	3 KW @ 200	,	EZ	,	$ 9.00	(---)	Enterprise	(BELGRADE)	M. Brashear
KUUB-F,	95.1,	100 KW @ 780	,	CHR	ABC C,	$16.00	(---)			L. Heinrich

BRYAN-COLLEGE STATION, TX

MSA Rank/Pop: 302/118,200
ARB Rank/Pop: 224/108,200
Market TSL: 19.5
Average Person Rating: 14.1

Diaries: 355/305:1
Sample Target: 300
% Below Line: 23.0
% Not Listed: 26.1

Retail $: 0.9 Bil
FM Share: 88.50%
Stations: 15/7

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	89	89	88	88	CUME	S90	S89	S88	SHR	AOH	CUME
1. KORA-F	28/18.3		18.7		23.7	397	36.7	36.7	27.9			
2. KKYS-F	26/17.0		17.5		13.7	413	38.2	42.2	35.9			
3. KAGG-F	12/ 7.8		----		----	199	18.4	----	----			
4. KTSR-F	10/ 6.5		9.6		9.9	267	24.7	27.5	28.8			
5. KHRN-F	7/ 4.6		1.8		4.6	112	10.4	11.0	8.2			
KLOL-F	7/ 4.6		9.0		3.8	95	8.8	16.5	13.0			
7. KTAM	4/ 2.6		10.8		6.9	162	15.0	26.1	17.0			
WTAW	4/ 2.6		3.6		3.8	77	7.1	8.1	8.2			
KMJQ-F	4/ 2.6		----		5.3	84	7.8	----	7.2			
10 KAGC	3/ 2.0		3.6		1.5	53	4.9	6.8	4.5			

12+ AMD

1. KORA-F<
2. KKYS-F>>
3. KAGG-F
   KTSR-F

12+ MID

1. KORA-F<
2. KKYS-F>
3. KAGG-F>
4. KTSR-F

12+ PMD

1. KKYS-F<
2. KORA-F>
3. KAGG-F>
4. KTSR-F
   KLOL-F

12+ EVE

1. KORA-F
2. KKYS-F>>

ADULTS 18-34

1. KORA-F<
2. KKYS-F>
3. KAGG-F
4. KTSR-F

ADULTS 25-54

1. KORA-F>
2. KKYS-F
3. KTSR-F
4. KAGG-F

ADULTS 35-64

1. KORA-F>>
2. KAGG-F
   KKYS-F

MEN 25-54

1. KORA-F>
2. KAGG-F
   KKYS-F
   KTSR-F

WOMEN 25-54

1. KORA-F>>
2. KKYS-F
3. KAGC
   KTSR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KIKK-F	95.7	Houston	.7/4.8
KNRJ-F	96.5	Houston	1.3/4.4
KODA-F	99.1	Houston	1.3/3.0
KRBE-F	104.1	Houston	.7/5.7
KTRH	740	Houston	1.3/4.0

RADIO STATIONS

KAGC,	1510,	500 W (DAYS) ,	Religion	,	$ 8.00	(Republic)		B. Bell
KTAM,	1240,	1 KW ,	Oldies	ABC C,	$11.00	(---)	Clear Channel	S. Jones
WTAW,	1150,	1 KW/500 W (DA-N),	Country	CBS,	$10.00	(Katz)	Hicks	N. Martinez
KAGG-F,	96.1,	40 KW @ 560 ,	Oldies (?)	,	$ NA	(Eastman)	(MADISONVILLE)	
KKYS-F,	104.7,	50 KW @ 285 ,	CHR	,	$22.00	(Republic)	Sun Group	J. Reeder
KORA-F,	98.3,	.9 KW @ 528 ,	Country	ABC I,	$24.00	(---)	Clear Channel	S. Jones
KTSR-F,	92.1,	3 KW @ 276 ,	AC	,	$14.00	(Katz)	Hicks	N. Martinez
KHRN-F,	94.3,	3 KW @ 300 ,	Black	,	$ 9.00	(---)	(HEARN)	P. Walker

Other ranked stations — see Houston in Spring 90 edition

BURLINGTON, VT

MSA Rank/Pop: 275/130,800
ARB Rank/Pop: 218/114,000
Market TSL: 22.0
Average Person Rating: 17.0

Diaries: 295/386:1
Sample Target: 300
% Below Line: 10.3
% Not Listed: 25.3

Retail $: 1.2 Bil
FM Share: 82.76%
Stations: 12/10

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. WIZN-F	31/16.0	12.4	21.5	15.2	16.9	359	31.5	32.1	28.1	21.8	39	495
2. WXXX-F	29/14.9	18.3	16.1	14.6	19.8	432	37.9	38.6	35.3	21.2	38	458
3. WEZF-F	27/13.9	14.0	17.2	15.2	14.1	398	34.9	32.5	30.5	14.5	26	337
4. WDOT	9/ 4.6	6.5	4.3	3.5	5.1	80	7.0	10.9	11.1	7.8	14	125
WOKO-F	9/ 4.6	10.2	7.5	8.8	9.6	159	13.9	29.2	27.7	6.7	12	227
6. WVMT	8/ 4.1	4.3	1.6	5.8	7.3	157	13.8	12.2	15.1	3.9	7	188
WGFB-F	8/ 4.1	----	3.2	2.9	2.8	181	15.9	12.6	12.1	1.7	3	88
8 WSBH-F	7/ 3.6					84	7.4					
9. WLFE-F	6/ 3.1	4.3	3.2	5.3	3.4	76	6.7	8.1	7.3	.6	1	48
10. WKDR	5/ 2.6	4.3	---	1.2	---	36	3.2	----	----	.6	1	56

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WXXX-F	1. WIZN-F	1. WIZN-F	1. WXXX-F
2. WIZN-F<	2. WXXX-F<	2. WXXX-F>	2. WEZF-F
3. WEZF-F>	3. WEZF-F>>	3. WEZF-F	3. WIZN-F>
		4. WDOT	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WIZN-F	1. WEZF-F	1. WEZF-F>>	1. WIZN-F>	1. WEZF-F>
2. WXXX-F>>	WIZN-F	2. WVMT	2. WXXX-F	2. WXXX-F
3. WEZF-F	3. WXXX-F>	3. WDOT	WVMT	3. WIZN-F>
4. WGFB-F	4. WOKO-F	WOKO-F	WEZF-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGLY-F	103.1	Waterbury	1.5/5.1
WJOY	1230	Burlington	1.5/10.0

RADIO STATIONS

WDOT,	1390,	5 KW (DA-1) ,	Oldies	, $11.00	(Republic)		D. Tweedy
WJOY,	1230,	1 KW ,	News/Talk	UNISUP CNN, $13.00	(Christal)	Hall	D. Dubonnet
WKDR,	1070,	5 KW (DAYS) ,	MOR/Full Service	ABC T ABC I, $12.00	(NE Spot)	(PLATTSBURGH)	R. Black
WVMT,	620,	5 KW (DA-2) ,	Oldies	ABC D, $13.00	(Mc-Guild)	Goldman	P. Goldman
WEZF-F,	92.9,	46 KW @ 2703 ,	Soft AC	UNISUP, $25.00	(Banner)	Knight	T. Pierce
WIZN-F,	106.7,	50 KW @ 496 ,	AOR	, $24.00	(Katz)	(VERGENES)	S. McGrory
WLFE-F,	102.3,	.4 KW @ 800 ,	Country	MBS, $15.00	(Republic)	(ST. ALBANS)	P. Knight
WOKO-F,	98.9,	100 KW @ 310 ,	Country	UNISUP, $13.00	(Christal)	Hall	D. Dubonnet
WXXX-F,	95.3,	3 KW @ 300 ,	CHR	, $22.00	(Republic)	Atlantic Ventures	D. Tweedy
WGFB-F,	99.9,	100 KW @ 1800 ,	AC	UNISUP UNIULT, $15.00	(K & P)	(PLATTSBURGH)	J. Bissell

CAPE COD, MA

MSA Rank/Pop: NA
ARB Rank/Pop: 175/162,800
Market TSL: 25.5
Average Person Rating: 19.2

Diaries: 408/399:1
Sample Target: 360
% Below Line: 22.5
% Not Listed: 16.3

Retail $: 2.0 Bil
FM Share: 89.69%
Stations: 22/12

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. WQRC-F	69/22.0	21.7	20.7	17.2	20.5	543	33.4	34.4	31.9	11.1	33	447
2. WPXC-F	30/ 9.6	12.7	8.9	9.1	12.1	258	15.8	21.6	20.9	13.9	41	414
3. WKPE-F	27/ 8.6	7.3	8.9	10.2	7.2	338	20.8	22.9	20.1	10.5	31	429
4. WRKO	18/ 5.8	3.3	3.0	2.8	3.8	194	11.9	9.3	8.5	6.8	20	220
5. WCOD-F	15/ 4.8	4.7	4.9	6.0	4.5	242	14.9	17.6	14.4	4.4	13	305
6. WFCC-F	13/ 4.2	5.7	5.6	3.9	4.9	175	10.7	13.7	8.9	5.1	15	185
7. WPLM-F	12/ 3.8	6.0	4.3	4.9	4.2	220	13.5	11.1	14.4	2.4	7	159
8. WCTK-F	11/ 3.5	2.3	1.3	----	.4	123	7.6	4.6	5.2	3.4	10	167
9. WCIB-F	9/ 2.9	5.0	8.2	6.0	6.4	176	10.8	17.7	15.7	4.1	12	245
10. WFXR-F	8/ 2.6	1.7	---	---	---	79	4.9	----	----	2.0	6	124
WMVY-F	8/ 2.6	2.7	2.3	2.5	3.8	74	4.5	3.9	6.4	3.4	10	171
WNTX-F	8/ 2.6	2.7	3.9	2.8	2.7	103	6.3	10.0	6.4	.7	2	118
WOCB-F	8/ 2.6	2.3	3.0	4.6	3.4	150	9.2	9.3	10.8	2.7	8	170
14. WFAL-F	7/ 2.2	.3	2.0	3.9	.8	148	9.1	9.3	4.6	3.7	11	206

12+ AMD

1. WQRC-F>>
2. WPXC-F
3. WRKO
4. WKPE-F

12+ MID

1. WQRC-F>
2. WPXC-F>
3. WKPE-F<
4. WRKO
5. WFCC-F

12+ PMD

1. WQRC-F>
2. WPXC-F
3. WKPE-F>
4. WFCC-F<
5. WRKO

12+ EVE

1. WKPE-F
2. WQRC-F>
3. WRKO
4. WPXC-F
5. WFCC-F
   WOCB-F

ADULTS 18-34

1. WPXC-F>>
2. WKPE-F
3. WCOD-F>
4. WMVY-F
5. WCTK-F

ADULTS 25-54

1. WPXC-F>
2. WQRC-F<
3. WCOD-F
   WKPE-F
5. WFXR-F

ADULTS 35-64

1. WQRC-F>>
2. WRKO
3. WPXC-F
4. WCIB-F
   WFXR-F
   WKPE-F

MEN 25-54

1. WPXC-F>>
2. WQRC-F
3. WNTX-F
   WCTK-F

WOMEN 25-54

1. WCOD-F
   WKPE-F
3. WQRC-F
4. WPXC-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOCB	1240	West Yarmouth	.3/2.7
WBCN-F	104.1	Boston	1.6/7.1
WEEI	590	Boston	1.6/8.4
WHDH	850	Boston	.6/4.1
WHJY-F	94.1	Providence	.6/4.3
WODS-F	103.3	Boston	.6/3.3
WROL	950	Boston	.3/2.3
WZOU-F	94.5	Boston	.3/5.7

RADIO STATIONS

WCIB-F,	101.9,	50 KW @ 280,	Soft AC	ABC D,	$25.00	(Katz)	Justice	(FALMOUTH)	B. Frisch
WCOD-F,	106.1,	50 KW @ 450,	AC	APR,	$35.00	(Banner)	Taylor	(HYANNIS)	B. McCarthy
WFAL-F,	101.1,	3.7 KW @ 251,	CHR	APR,	$18.00	(Torbet)		(FALMOUTH)	L. Baines
WFCC-F,	107.5,	50 KW @ 341,	Classical	APR,	$26.00	(CMBS)		(CHATHAM)	J. Ryan
WFXR-F,	93.5,	3 KW @ 340,	Soft AC	UNISUP,	$17.00	(Republic)		(HARWICH PORT)	R. Nelson
WKPE-F,	104.7,	50 KW @ 500,	CHR	,	$38.00	(Mc-Guild)	Roth	(ORLEANS)	W. Files
WMVY-F,	92.7,	3 KW @ 300,	AOR	APR,	$21.00	(---)		(TISBURY)	L. Forrester
WNTX-F,	96.3,	50 KW @ 400,	Oldies	UNISUP UNIULT,	$16.00	(Torbet)		(NANTUCKET)	L. DeHaan
WOCB-F,	94.9,	50 KW @ 300,	EZ	NBC TALKNT,	$24.00	(---)		(W YARMOUTH)	K. Patch
WPXC-F,	102.9,	6 KW @ 328,	AOR	,	$35.00	(Eastman)		(HYANNIS)	A. Makkay
WQRC-F,	99.9,	50 KW @ 445,	EZ	UPI,	$45.00	(Christal)		(BARNSTABLE)	S. Colella

WCTK -- see New Bedford
Other ranked stations -- see Boston in Spring 90 edition

CAPE MAY, NJ

MSA Rank/Pop: NA
ARB Rank/Pop: 241/86,900
Market TSL: 29.0
Average Person Rating: 21.7

Diaries: 301/289:1
Sample Target: 260
% Below Line: 37.2
% Not Listed: 17.5

Retail $: 0.9 Bil
FM Share: 79.49%
Stations: 19/8

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AOH	CUME
1. WBNJ-F	25/13.2		6.1		10.9	149	17.1	13.3	19.2			
2. WZXL-F	21/11.1		12.8		15.6	203	23.4	26.9	25.0			
3. WCMC	15/ 7.9		7.8		4.1	146	16.8	14.7	11.1			
4. WSLT-F	13/ 6.9		2.2		4.8	132	15.2	9.4	11.3			
5. WLQE-F	10/ 5.3		----		----	65	7.5	----	----			
WAYV-F	10/ 5.3		1.1		5.4	92	10.6	5.4	9.6			
WFPG-F	10/ 5.3		5.6		8.2	116	13.3	12.9	13.0			
WMGM-F	10/ 5.3		4.4		2.7	148	17.0	17.6	13.1			
9. WWOC-F	7/ 3.7		3.9		10.2	82	9.4	13.5	21.0			
WMID	7/ 3.7		4.4		2.0	94	10.8	8.0	8.1			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WBNJ-F<	1. WBNJ-F	1. WBNJ-F	1. WLST-F
2. WZXL-F	2. WZXL-F	2. WSLT-F<	WMGM-F
3. WCMC	3. WCMC	3. WZXL-F	3. WBSS-F
4. WSLT-F	4. WFPG-F	4. WCMC	4. WZXL-F
		WFPG-F	WMID

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WZXL-F>	1. WBNJ-F>	1. WBNJ-F>>	1. WZXL-F>>	1. WBNJ-F>
2. WAYV-F<	2. WZXL-F	2. WLQE-F	2. WBNJ-F	2. WAYV-F>
3. WBNJ-F>	3. WAYV-F	WSLT-F	WFPG-F	3. WLQE-F
4. WMGM-F	4. WLQE-F	WFPG-F	4. WLQE-F	4. WZXL-F
	5. WFPG-F	5. WZXL-F	WSLT-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKTU-F	98.3	Ocean City	2.6/11.4
WSJL-F	102.3	Cape May	1.1/ 3.1
KYW	1060	Philadelphia	1.1/ 6.1
WBSS-F	97.3	Millville/Vinelnd	3.2/11.5
WCALL	1210	Philadelphia	1.6/ 5.2
WIP	610	Philadelphia	1.6/ 4.7
WMMR-F	93.3	Philadelphia	1.6/ 8.6
WOND	1400	Plsntvl/Atl City	1.1/ 6.4
WXTU-F	92.5	Philadelphia	1.1/ 4.6

RADIO STATIONS

WCMC,	1230,	1 KW	, Nostalgia	SMN,	$11.00	(Durpetti)	Ragan Henry	(WILDWOOD)	R. Martin
WBNJ-F,	105.5,	3 KW @ 296	, Soft AC	UNISUP,	$19.00	(K & P)		(COURT MAY)	M. Strauss
WKTU-F,	98.3,	3 KW @ 328	, AC	,	$13.00	(---)		(OCEAN CITY)	D. Minock
WLQE-F,	98.7,	3 KW @ 292	, ??	,	$12.00	(---)	Great Scott	(VILLAS)	
WWOC-F,	94.3,	3 KW @ 300	, EZ	APR,	$14.00	(Roslin)		(AVALON)	P. Sellikan
WZXL-F,	100.7,	38 KW @ 330	, AOR	,	$24.00	(Durpetti)	Ragan Henry	(WILDWOOD)	R. Martin

Other ranked stations -- see Atlantic City in Spring 90 edition

CHAMPAIGN, IL

MSA Rank/Pop: 227/173,900
ARB Rank/Pop: 190/147,600
Market TSL: 20.5
Average Person Ratings: 15.3

Diaries: 632/234:1
Sample Target: 350
% Below Line: 16.9
% Not Listed: 23.9

Retail $: 1.23 Bil
FM Share: 79.65%
Stations: 15/7

12+ METRO	1/4/SHARE	SPG 89	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. WLRW-F	48/21.2	---	---	613	41.5	---	---	22.9	93	1042
2. WKIO-F	35/15.5	---	---	418	28.3	---	---	8.6	35	457
3. WDWS	23/10.2	---	---	316	21.4	---	---	5.9	24	539
4. WPGU-F	15/ 6.6	---	---	283	19.2	---	---	5.4	22	377
5. WIAI-F	11/ 4.9	---	---	142	9.6	---	---	7.4	30	468
6. WZNF-F	10/ 4.4	---	---	224	15.2	---	---	5.7	23	392
WHMS-F	10/ 4.4	---	---	171	11.6	---	---	6.4	26	301

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WLRW-F>	1. WLRW-F	1. WLRW-F>	1. WLRW-F>>
2. WKIO-F	2. WKIO-F>	2. WKIO-F>>	2. WZNF-F
3. WDWS >>	3. WDWS >>	3. WDWS	3. WKIO-F
4.	4. WPGU-F	4. WZNF-F	4. WPGU-F
5.	5. WHMS-F	5. WPGU-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WLRW-F>>	1. WKIO-F>	1. WKIO-F>>	1. WKIO-F>	1. WKIO-F
2. WKIO-F	2. WLRW-F>>	2. WDWS >>	2. WLRW-F	2. WLRW-F>>
3. WPGU-F>	3. WDWS	3. WLRW-F	3. WDWS >	3. WHMS-F
4. WZNF-F	4. WIAI-F	WHMS-F	4. WZNF-F	4. WIAI-F
5.	5.	WIAI-F	WIAI-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBCP	1580	Urbana	.9/ 2.2
WDNL-F	102.1	Danville/Chmpgn	1.3/ 6.0
WGN	720	Chicago	1.8/ 6.3
WLS	890	Chicago	1.3/ 5.8
WLUP	1000	Chicago	1.3/ 3.3
WPXN-F	104.9	Paxton	.4/ 3.2
WSOY-F	102.9	Decatur	.4/ 3.0
WZRO-F	98.3	Farmer City/Chmpgn	1.3/ 3.5

RADIO STATIONS

WDWS ,	1400,	1 KW ,	MOR/Full Service	CBS, $29.00	(Christal)		J. Turpin
WHMS-F,	97.5,	50 KW @ 424 ,	EZ/Btfl	CBS, $18.00	(Christal)		J. Turpin
WKIO-F,	103.9,	2 KW @ 378 ,	AC/Oldies	UNIPWR, $36.00	(Republic)		J. Balding
WLRW-F,	94.5,	50 KW @ 400 ,	CHR	ABC FM, $45.00	(Katz)	Sags	P. Hoover
WPGU-F,	107.1,	3 KW @ 235 ,	AOR	SOURCE, $22.00	(Roslin)		T. Nolan
WZNF-F,	95.3,	2 KW @ 413 ,	Classic AOR	IND, $18.00	(Banner)		M. Rollings

WIAI-F -- See Danville, IL

CHARLOTTESVILLE, VA

MSA Rank/Pop: 283/126,300
ARB Rank/Pop: 223/109,400
Market TSL: 21.5
Average Person Rating: 15.9

Diaries: 296/370:1
Sample Target: 300
% Below Line: 11.3
% Not Listed: 28.7

Retail $: 1.1 Bil
FM Share: 62.90%
Stations: 12/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AOH	CUME
1. WINA	31/17.8		12.0		17.8	295	27.0	25.5	27.3			
2. WWWV-F	29/16.7		16.7		16.3	362	33.1	32.8	28.7			
3. WQMZ-F	14/ 8.0		8.0		6.7	196	17.9	15.7	13.8			
WUVA-F	14/ 8.0		16.0		12.6	254	23.2	33.3	25.2			
5. WKAV	11/ 6.3		6.0		7.4	115	10.5	11.2	12.1			
6. WVGO-F	7/ 4.0		----		----	85	7.8	----	----			
7. WPLC-F	6/ 3.4		----		----	98	9.0	----	----			
8. WCHV	4/ 2.3		4.0		6.7	111	10.1	14.6	11.3			
WCKY-F	4/ 2.3		4.7		4.4	72	6.6	11.8	13.6			

12+ AMD

1. WINA >>
2. WWWV-F>
3. WQMZ-F
4. WUVA-F

12+ MID

1. WINA
   WWWV-F
3. WQMZ-F
4. WKAV

12+ PMD

1. WWWV-F>
2. WINA
3. WQMZ-F
   WUVA-F

12+ EVE

1. WWWV-F<
2. WUVA-F>>
3. WINA
4. WCHV

ADULTS 18-34

1. WWWV-F>>
2. WUVA-F
3. WPLC-F
4. WQMZ-F

ADULTS 25-54

1. WWWV-F
2. WINA <
3. WQMZ-F<
4. WKAV

ADULTS 35-64

1. WINA >>
2. WKAV <
3. WQMZ-F

MEN 25-54

1. WKAV
   WWWV-F
3. WVGO-F
4. WQMZ-F

WOMEN 25-54

1. WINA
2. WWWV-F
3. WQMZ-F>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLSA-F	105.5	Louisa	.6/5.5
WXZY-F	92.1	Ruckrsvl/Chrltsvl	1.1/3.8
WMJR-F	107.7	Warrenton	.6/3.7

RADIO STATIONS

WCHV,	1260,	5 KW/2.5 KW (DA-2),	MOR	ABC D, $14.00	(Republic)	Eure		B. Eure
WINA,	1070,	5 KW (DA-N) ,	AC (?)	CBS, $21.00	(Savalli)			C. Rosse
WKAV,	1400,	1 KW ,	Country	MBS, $10.00	(——)			M. Wilson
WCYK-F,	102.3,	2 KW @ 360 ,	Country	NBC UNISUP, $13.00	(Savalli)		(CROZET)	F. Aye
WQMZ-F,	95.3,	3 KW @ 145 ,	EZ	CBS, $15.00	(Market 4)			C. Ros
WUVA-F,	92.7,	3 KW @ 900 ,	CHR	SOURCE, $14.00	(——)			E. Cheri
WWWV-F,	97.5,	50 KW @ 450 ,	AOR	, $26.00	(Republic)	Eure		B. Eure

WVGO -- See Richmond in Spring 90 edition

CHEYENNE, WY

MSA Rank/Pop: 345/75,600
ARB Rank/Pop: 258/61,400
Market TSL: 24.5
Average Person Rating: 18.2

Diaries: 281/218:1
Sample Target: 250
% Below Line: 11.0
% Not Listed: 26.8

Retail $: 0.6 Bil
FM Share: 54.88%
Stations: 13/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	METRO CUME RATING S89	METRO CUME RATING S88	BIRCH SHR	BIRCH AQH	BIRCH CUME
1. KFBQ-F	13/11.6		22.8		22.0	182	29.6	42.7	33.9			
2. KUUY	12/10.7		13.9		16.5	121	19.7	19.8	24.5			
3. KFBC	11/ 9.8		4.0		7.7	115	18.7	10.8	21.1			
4. KKAZ-F	9/ 8.0		7.9		4.4	165	26.9	18.5	22.0			
5. KLEN-F	8/ 7.1		11.9		17.6	86	14.0	19.3	25.5			
6. KCGY-F	7/ 6.3		3.0		3.3	106	17.3	14.5	11.3			
7. KRAE	6/ 5.4		6.9		5.5	83	13.5	13.5	13.5			
8. KRQU-F	5/ 4.5		4.0		1.1	82	13.4	9.2	9.2			

12+ AMD

1. KFBC <
2. KUUY
3. KFBQ-F
4. KKAZ-F<
5. KRAE

12+ MID

1. KFBC
2. KUUY
3. KKAZ-F<
4. KFBQ-F

12+ PMD

1. KFBQ-F
2. KUUY
3. KKAZ-F
   KLEN-F
5. KCGY-F

12+ EVE

1. KFBQ-F>>
2. KCGY-F
   KKAZ-F
   KLEN-F
   KRQU-F

ADULTS 18-34

1. KFBQ-F>
2. KKAZ-F
   KRQU-F
4. KUUY

ADULTS 25-54

1. KUUY
2. KFBQ-F
3. KKAZ-F
4. KRAE

ADULTS 35-64

1. KFBC
2. KUUY
3. KLEN-F
   KRAE

MEN 25-54

1. KUUY
2. KRAE
3. KFBQ-F
   KKAZ-F
   KYGO-F

WOMEN 25-54

1. KUUY
   KFBQ-F
3. KCGY-F
   KFBC
   KKAZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KSHY	1370	Cheyenne	1.8/ 3.6
KLZ	560	Denver	2.7/ 6.0
KSQI-F	96.1	Greeley/Ft. Collins	.9/ 4.4
KXKL-F	105.1	Denver/Boulder	1.8/10.9
KYGO	950	Denver	2.7/ 3.6

RADIO STATIONS

KFBC,	1240,	1 KW ,	MOR	,	$15.00	(Eastman)			J. Shideler
KRAE,	1480,	1 KW/65 W ,	Nost/Oldies	CBS SMN,	$10.00	(Tacher)			T. Bauman
KUUY,	650,	8 KW/1 KW (DA-N) ,	Country	UNIULT NBC,	$18.00	(Torbet)			R. Lijedahl
KCGY-F,	95.1,	100 KW @ 1070 ,	Country	UNISUP UNIULT,	$14.00	(Keystone)	Gowdy	(LARAMIE)	A. Hoefer
KFBQ-F,	97.9,	100 KW @ 580 ,	CHR	ABC C,	$18.00	(Eastman)			J. Shideler
KKAZ-F,	100.7,	100 KW @ 490 ,	AOR	RADRAD UNISUP,	$16.00	(Torbet)			R. Lijedahl
KLEN-F,	106.3,	3 KW @ - 4 ,	EZ	,	$12.00	(Republic)			P. Noble
KRQU-F,	102.9,	100 KW @ 1221 ,	AOR	SOURCE UNISUP,	$11.00	(---)		(LARAMIE)	K. Krywanek

CHICO, CA

MSA Rank/Pop: 223/175,600
ARB Rank/Pop: 185/153,600
Market TSL: 19.25
Average Person Rating: 13.9

Diaries: 373/412:1
Sample Target: 360
% Below Line: 19.2
% Not Listed: 27.1

Retail $: 1.1 Bil
FM Share: 73.08%
Stations: 18/12

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. KFMF-F	19/8.9	16.5	13.3	11.2	16.4	261	17.0	21.7	24.3	19.1	47	474
2. KPAY-F	16/7.5	9.3	6.0	4.9	4.3	256	16.7	20.0	14.3	3.7	9	226
KTMX-F	16/7.5	5.1	4.0	1.8	.9	135	8.8	11.8	7.2	4.1	10	220
4. KCEZ-F	14/6.5	4.6	5.6	6.3	3.9	304	19.8	15.8	8.0	7.3	18	237
5. KRFD-F	13/6.1	3.4	8.4	4.5	10.8	299	19.5	22.4	23.0	6.5	16	389
6. KEWE-F	12/5.6	6.3	4.4	4.9	4.3	144	9.4	7.6	6.2	2.8	7	117
7. KHSL	11/5.1	2.5	3.6	8.5	4.7	190	12.4	12.5	10.9	2.0	5	178
KFBK	11/5.1	5.9	5.2	7.1	5.6	185	12.0	11.8	9.6	5.3	13	279
9. KPAY	9/4.2	2.5	4.0	2.7	2.2	196	12.8	12.2	9.2	.4	1	88
10. KALF-F	8/3.7	5.9	4.8	6.3	7.8	151	9.8	11.1	16.3	8.1	20	308

12+ AMD

1. KFMF-F
KFBK
3. KCEZ-F
KPAY-F
5. KHSL <
6. KPAY

12+ MID

1. KFMF-F<
2. KPAY-F
3. KEWE-F
KTMX-F
5. KPAY
KFBK

12+ PMD

1. KFMF-F<
2. KPAY-F
KTMX-F
4. KCEZ-F
5. KEWE-F

12+ EVE

1. KTMX-F
2. KFMF-F
3. KCEZ-F
KPAY
KRFD-F
KNBR

ADULTS 18-34

1. KFMF-F>
2. KRFD-F
3. KPAY-F>
4. KCEZ-F
5. KALF-F

ADULTS 25-54

1. KFMF-F<
2. KCEZ-F
KPAY-F>
4. KALF-F
KTMX-F
KFBK

ADULTS 35-64

1. KCEZ-F
2. KEWE-F
KPAY-F
KFBK
5. KHSL

MEN 25-54

1. KFMF-F>
2. KCEZ-F
3. KFBK
4. KPAY-F

WOMEN 25-54

1. KPAY-F
2. KCEZ-F>
3. KALF-F
4. KFMF-F
KTMX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCHH-F	92.7	Paradise/Chico	1.9/8.4
KNVR-F	96.7	Paradise/Chico	1.4/6.7
KORV	1340	Oroville	.5/2.9
KGO	810	San Francisco	1.9/7.7
KNBR	680	San Francisco	2.8/4.7
KNCQ-F	97.3	Redding	1.4/3.7
KSFM-F	102.5	Woodland	1.4/5.9
KSHA-F	104.3	Redding	1.4/3.1

RADIO STATIONS

KPAY,	1060,	10 KW (DA-2)	,	MOR	MBS UNISUP,	$15.00	(Katz)		M. Ivey
KHSL,	1270,	5 KW (DA-N)	,	Country	CBS,	$16.00	(Torbet)		D. Shore
KALF-F,	95.7,	7 KW @ 1265	,	Country	ABC D,	$17.00	(K & P)	(RED BLUFF)	G. Herron
KCEZ-F,	100.7,	50 KW @ 290	,	Oldies	UNISUP UNIULT,	$17.00	(–––)	(CORNING)	J. Randall
KEWE-F,	97.7,	3 KW @ 159	,	Nostalgia	ABC E,	$14.00	(Sand-Glenn)	(OROVILLE)	V. Uecker
KFMF-F,	93.3,	2 KW @ 1096	,	AOR	,	$26.00	(Torbet) Fuller-Jeffrey		J. Kragel
KPAY-F,	95.1,	9 KW @ 1170	,	EZ/Soft AC	UNISUP,	$16.00	(Katz)		M. Ivey
KRFD-F,	99.9,	2 KW @ 2000	,	CHR	ABC R,	$17.00	(Mc-Guild)	(MARYSVILLE)	J. Leary
KTMX-F,	107.5,	28 KW @ 650	,	CHR	,	$15.00	(–––)	(COLUSA)	M. Marquardt

KFBK –– see Sacramento

COLUMBIA, MO

MSA Rank/Pop: 313/109,500
ARB Rank/Pop: 236/95,800
Market TSL: 20.25
Average Person Rating: 15.7

Diaries: 307/312:1
Sample Target: 280
% Below Line: 17.2
% Not Listed: 22.7

Retail $: 0.6 Bil
FM Share: 84.48%
Stations: 11/7

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	89	89	88	88	CUME	S90	S89	S88	SHR	AQH	CUME
1. KFMZ-F	30/20.0		20.8		21.8	326	34.0	36.8	35.6			
2. KARO-F	25/16.7		19.5		19.7	310	32.4	34.5	29.1			
3. KCMQ-F	16/10.7		8.8		14.8	277	28.9	25.9	28.4			
4. KWWR-F	13/ 8.7		10.7		4.9	195	8.7	10.7	4.9			
5. KFRU	12/ 8.0		5.7		11.3	208	21.7	16.2	27.5			
6. KTXY-F	9/ 6.0		8.2		2.8	217	22.7	23.4	14.0			

12+ AMD

1. KFMZ-F
2. KARO-F<
3. KFRU
4. KWWR-F

12+ MID

1. KFMZ-F<
2. KARO-F>
3. KFRU
4. KCMQ-F<
5. KWWR-F

12+ PMD

1. KFMZ-F
2. KARO-F>
3. KCMQ-F

12+ EVE

1. KCMQ-F<
2. KFMZ-F>
3. KTXY-F
4. KARO-F

ADULTS 18-34

1. KFMZ-F>>
2. KARO-F
3. KCMQ-F>
4. KWWR-F

ADULTS 25-54

1. KARO-F
2. KFMZ-F>
3. KWWR-F

ADULTS 35-64

1. KARO-F>>
2. KWWR-F
3. KFRU
4. KFMZ-F

MEN 25-54

1. KFMZ-F
2. KARO-F>>
3. KWWR-F
4. KFRU

WOMEN 25-54

1. KARO-F>>
2. KFMZ-F
   KWWR-F>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMFC-F	92.1	Centralia/Columbia	.7/4.1
KTGR	1580	Columbia	2.0/7.2
KJMO-F	100.1	Jefferson City	.7/5.2
KLIK	950	Jefferson City	2.0/3.3
KRES-F	104.7	Moberly	2.0/7.5

RADIO STATIONS

KFRU,	1400,	1 KW	,	MOR/Full Service	ABC I, $16.00	(——)			B. Weaver
KARO-F,	101.7,	3 KW @ 300	,	AC	, $17.00	(Roslin)			D. Baugher
KCMQ-F,	96.7,	3 KW @ 150	,	CHR	ABC FM UNIPWR, $15.00	(K & P)			R. Wright
KFMZ-F,	98.3,	2.6 KW @ 350	,	AOR	ABC R, $28.00	(Christal)	Contemp. Media		S. Boltz
KTXY-F,	106.9,	100 KW @ 600	,	CHR	, $14.00	(Mc-Guild)	Brill	(JEFF CITY)	T. Thies
KWWR-F,	95.7,	100 KW @ 992	,	Country	MBS, $15.00	(——)		(MEXICO)	J. Johnson

DANBURY, CT

MSA Rank/Pop: 207/193,800	Diaries: 381/419:1	Retail $: 1.79 Bil
ARB Rank/Pop: 181/159,600	Sample Target: 370	FM Share: 70.13%
Market TSL: 23.25	% Below Line: 61.9	Stations: 23/5
Average Person Ratings: 17.6	% Not Listed: 17.8	

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88
1. WKCI-F	34/12.1	7.0	13.0	6.0	9.8	408	25.6	25.0	21.1
2. WDAQ-F	30/10.7	6.6	7.2	8.3	11.3	347	21.7	18.6	22.6
3. WRKI-F	27/ 9.6	12.9	13.4	11.0	11.3	459	28.8	29.0	23.9
4. WEZN-F	25/ 8.9	7.4	7.9	8.0	5.3	317	19.9	20.9	13.2
5. WLAD	18/ 6.4	4.7	8.2	11.6	10.2	260	16.3	19.9	23.9
6. WEBE-F	13/ 4.6	5.9	4.5	4.3	5.7	181	11.3	12.2	15.6
7. WCBS	12/ 4.3	3.5	3.8	4.7	3.8	261	16.4	16.7	15.4
8. WREF	10/ 3.6	3.5	4.5	2.0	7.2	99	6.2	9.2	7.5
WOR	10/ 3.6	2.7	3.1	2.0	1.1	111	7.0	8.0	4.3
10. WFAN	9/ 3.2	3.1	3.4	1.7	.8	196	12.3	12.3	5.6

12+ AMD

1. WDAQ-F<
2. WLAD
3. WRKI-F
   WKCI-F
5. WFAN
   WEZN-F

12+ MID

1. WDAQ-F>
2. WRKI-F<
3. WKCI-F
4. WLAD <
5. WEZN-F

12+ PMD

1. WKCI-F>
2. WDAQ-F
3. WRKI-F
4. WEZN-F>
5. WEBE-F

12+ EVE

1. WKCI-F>
2. WRKI-F>
3. WEZN-F
4.
5.

ADULTS 18-34

1. WRKI-F
2. WDAQ-F
   WKCI-F>
4. WEBE-F
5.

ADULTS 25-54

1. WDAQ-F>
2. WRKI-F
3. WEZN-F
4. WKCI-F<
5. WEBE-F

ADULTS 35-64

1. WEZN-F
2. WDAQ-F>
3. WLAD
   WKCI-F
5.

MEN 25-54

1. WRKI-F
2. WDAQ-F
   WKCI-F
4. WFAN
5.

WOMEN 25-54

1. WDAQ-F
2. WEZN-F
3. WEBE-F
4. WRKI-F
   WKCI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WINE	940	Brookfield	1.1/ 6.1
WABC	770	New York	1.8/ 7.1
WDRC-F	102.9	Hartford	1.4/ 5.3
WEFX-F	95.9	Norwalk/Stamford	1.1/ 4.0
WHUD-F	100.7	Peekskill	2.5/ 4.8
WKSS-F	95.7	Hartford-Meriden	.7/ 2.6
WMJV-F	105.5	Patterson	1.1/ 2.5
WPLR-F	99.1	New York	.7/ 2.6
WQHT-F	97.1	New York	.7/ 4.0
WTIC	1080	Hartford	.7/ 2.8
WWYZ-F	92.5	Waterbury/Hartford	.7/ 3.6
WXRK-F	92.3	New York	.7/ 3.3
WYNY-F	103.5	Lk Success/NY	2.1/ 4.1

RADIO STATIONS

WINE ,	940,	1 KW (Days) ,	Oldies	RADRAD, $	(Eastman)	Home News	J. Principi
WLAD ,	800,	1 KW/287 W ,	MOR/Full Service	IND, $ na	(Durpetti)		I. Goldstein
WREF ,	850,	1 KW (DAYS) ,	Nostalgia	IND, $16.00	(Roslin)		M. Fray
WDAQ-F,	98.3,	1.3 KW @ 460 ,	AC	IND, $ na	(Durpetti)		I. Goldstein
WRKI-F,	95.1,	50 KW @ 470 ,	AOR	IND, $65.00	(Eastman)	Home News	J. Fullam

Other ranked stations -- See New York, New Haven or Bridgeport in Spring 90 edition

DANVILLE, IL

MSA Rank/Pop: NA
ARB Rank/Pop: 249/74,000
Market TSL: 23.5
Average Person Rating: 17.7

Diaries: 275/269:1
Sample Target: 260
% Below Line: 32.1
% Not Listed: 19.1

Retail $: 0.6 Bil
FM Share: 80.29%
Stations: 14/6

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. WIAI-F	25/19.1		18.2		23.0	234	31.6	31.2	31.5			
2. WDNL-F	16/12.2		23.6		20.4	271	36.6	38.2	44.5			
3. WDAN	10/ 7.6		5.5		4.4	127	17.2	13.0	12.1			
4. WCDV-F	9/ 6.9		4.5		6.2	88	11.9	11.0	11.2			
5. WHPO-F	7/ 5.3		1.8		4.4	73	9.9	4.7	9.4			
WHMS-F	7/ 5.3		2.7		5.3	86	11.6	9.9	9.1			
WLRW-F	7/ 5.3		8.2		6.2	142	19.2	16.0	14.2			
8. WITY	5/ 3.8		6.4		6.2	119	16.1	18.6	14.4			
WAZY-F	5/ 3.8		.9		2.7	103	13.9	10.1	10.5			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WIAI-F>	1. WIAI-F>	1. WIAI-F>	1. WDNL-F>
2. WDNL-F>	2. WCDV-F	2. WDNL-F>	2. WIAI-F>
3. WDAN	3. WDNL-F	3. WCDV-F	3. WHMS-F
WHPO-F	4. WHPO-F	4. WHMS-F>	4. WDAN
5. WITY	WHMS-F	5. WDAN	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WDNL-F>	1. WIAI-F	1. WIAI-F>>	1. WCDV-F	1. WDNL-F
2. WCDV-F	2. WDNL-F	2. WHPO-F	2. WHPO-F	WIAI-F>>
WIAI-F>	3. WCDV-F>	WHMS-F	WIAI-F	3. WCDV-F
4. WLRW-F	4. WHPO-F	4. WDNL-F	4. WDNL-F	WHMS-F
		5. WCDV-F	WZNF-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACF-F	98.5	Paris	1.5/4.6
WGN	720	Chicago	1.5/6.8
WLS	890	Chicago	3.1/9.2
WZNF-F	95.3	Rantoul/Champaign	3.1/7.4
WZZQ-F	107.5	Terre Haute	2.3/6.9

RADIO STATIONS

WDAN,	1490,	1 KW	, Country	UNIULT, $19.00	(Roslin)		D. Quick
WITY,	980,	1 KW (DA-2)	, MOR	ABC I, $14.00	(Savalli)		A. Thomann
WCDV-F,	103.3,	3 KW @ 300	, AC/Oldies	, $11.00	(—)	(COVINGTON)	R. Weatherford
WDNL-F,	102.1,	50 KW @ 380	, CHR	UNIPWR, $24.00	(Roslin)		D. Quick
WHPO-F,	100.9,	3 KW @ 300	, Country	, $ 9.00	(—)	(HOPESTOWN)	R. Stipp
WIAI-F,	99.1,	50 KW @ 500	, Country	UPI NBC, $28.00	(HNWH)		R. Marlin

Other ranked stations — See Lafayette, IN or Champaign

DOTHAN, AL

MSA Rank/Pop: 276/130,700
ARB Rank/Pop: 170/172,900
Market TSL: 21.75
Average Person Rating: 16.4

Diaries: 539/321:1
Sample Target: 380
% Below Line: 9.6
% Not Listed: 19.4

Retail $: 1.2 Bil
FM Share: 96.94%
Stations: 12/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. WKMX-F	62/21.8		20.3		22.4	650	37.6	39.0	36.2			
2. WTVY-F	50/17.6		22.3		25.6	584	33.8	29.2	35.6			
3. WOOF-F	40/14.1		12.7		13.5	439	25.4	32.4	22.7			
4. WDJR-F	20/ 7.0		5.6		8.3	220	12.7	20.8	21.3			
5. WZHT-F	19/ 6.7		10.7		3.2	270	15.6	13.0	9.1			
6. WNER-F	12/ 4.2		6.1		11.5	223	12.9	12.3	21.0			
7. WESP-F	8/ 2.8		----		----	85	4.9	----	----			
WZTZ-F	8/ 2.8		----		----	120	6.9	----	----			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKMX-F	1. WKMX-F	1. WKMX-F>	1. WKMX-F>>
2. WTVY-F>	2. WTVY-F	2. WTVY-F	2. WZHT-F
3. WOOF-F>>	3. WOOF-F>	3. WOOF-F>	3. WOOF-F<
	4. WDJR-F	4. WDJR-F	4. WTVY-F
		5. WZHT-F	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WKMX-F>>	1. WKMX-F	1. WTVY-F>	1. WTVY-F	1. WKMX-F
2. WDJR-F	2. WOOF-F	2. WOOF-F>	2. WKMX-F	2. WOOF-F>
WOOF-F>	WTVY-F>>	3. WKMX-F>	3. WDJR-F<	3. WTVY-F>
4. WTVY-F	4. WDJR-F	4. WESP-F	4. WOOF-F	4. WNER-F
WZHT-F				

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOOF	560	Dothan	1.1/3.5
WOZK	990	Ozark	1.4/3.4
WFSY-F	98.5	Panama City	.4/3.2
WPAP-F	92.5	Panama City	.7/3.4

RADIO STATIONS

WDJR-F,	96.9,	100 KW @ 1516 ,	CHR	ABC R, $15.00	(---)	(ENTERPRISE)	B. Price
WESP-F,	102.5,	3 KW @ 300 ,	??	, $10.00	(---)		
WKMX-F,	106.7,	100 KW @ 1119 ,	CHR	ABC C, $24.00	(HNWH)	(ENTERPRISE)	T. Duffie
WNER-F,	103.9,	3 KW @ 328 ,	Black	, $11.00	(---)	(OZARKO	W. Morgan
WOOF-F,	99.7,	100 KW @ 981 ,	AC	MBS, $18.00	(Roslin)		M. Minor
WTVY-F,	95.5,	100 KW @ 1078 ,	Country	ABC D, $22.00	(Mc-Guild)		C. Woods
WZTZ-F,	101.1,	.6 KW @ 600 ,	Country	, $10.00	(---)	(ELBA)	D. Holderfield

WZHT -- see Montgomery in Spring 90 edition

DUBUQUE, IA

MSA Rank/Pop: 329/90,500
ARB Rank/Pop: 196/134,700
Market TSL: 27.5
Average Person Rating: 20.7

Diaries: 371/363:1
Sample Target: 340
% Below Line: 17.5
% Not Listed: 17.9

Retail $: 0.9 Bil
FM Share: 65.94%
Stations: 19/10

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. KATF-F	44/15.8		16.7		19.0	488	36.2	36.4	37.5	17.5	21	320
2. KLYV-F	40/14.3		12.6		21.0	453	33.6	34.7	33.4	18.3	22	314
3. KDTH	30/10.8		11.9		13.9	344	25.5	26.8	29.4	16.7	20	254
4. WDBQ	23/ 8.2		6.3		7.1	240	17.8	18.8	20.0	12.5	15	210
5. KDFX-F	22/ 7.9		8.5		9.5	206	15.3	19.1	16.0	15.8	19	180
6. WJOD-F	13/ 4.7		1.9		----	89	6.6	6.8	---	.8	1	31
7. WGLR	8/ 2.9		5.9		2.8	96	7.1	10.6	5.6			
KOEL-F	8/ 2.9		1.5		----	54	4.0	3.9	---			50
WMT	8/ 2.9		3.3		2.8	124	9.2	11.8	8.7	2.5	3	59

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KDTH	1. KATF-F<	1. KATF-F	1. KATF-F
KLYV-F	2. KDTH	KLYV-F>	2. KLYV-F>
3. KATF-F	3. KLYV-F	3. KDTH	3. KDFX-F>
4. WDBQ	4. WDBQ	4. KDFX-F	4. WDBQ

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KATF-F<	1. KATF-F	1. WDBQ	1. KDFX-F>	1. KATF-F>>
2. KLYV-F>>	2. KDFX-F>	2. KATF-F<	2. KATF-F	2. WDBQ
3. KDFX-F>	3. WDBQ	3. KDTH >	3. KDTH	3. KLYV-F>
	4. KLYV-F<	4. KDFX-F		4. KDFX-F
	5. KDTH	WJOD-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAXL-F	97.7	Lancaster/Plattvl	1.4/4.8
WKPL-F	107.1	Platteville	1.1/5.3
WTOQ	1590	Platteville	.7/2.6
KOKZ-F	105.7	Waterloo/Cdr Rpds	.7/5.9
KUUL-F	103.7	Davenport	1.4/5.0
WEKZ-F	93.7	Monroe	1.8/4.5
WGN	720	Chicago	2.5/6.1
WIZM-F	93.3	La Crosse	.7/2.7
WLLR-F	101.3	E. Moline/Dvnprt	1.1/3.1
WRCO-F	100.9	Richland Center	.4/2.5

RADIO STATIONS

KDTH,	1370,	5 KW (DA-N) ,	MOR/Full Service	CBS ABCT,	$18.00	(Eastman)	Woodward	J. Hafkemeyer
WDBQ,	1490,	1 KW ,	Oldies	ABC D,	$14.00	(Banner)	Comm. Prop	K. Kelly
WGLR,	1280,	500 W (DAYS) ,	Country	ABC E,	$ 9.00	(---)	(LANCASTER, WI)	J. Zimmerman
KATF-F,	92.9,	100 KW @ 450 ,	AC	ABC FM,	$19.00	(Eastman)	Woodward	J. Hafkemeyer
KDFX-F,	102.3,	1.7 KW @ 410 ,	AOR	UNIULT,	$16.00	(---)	Eagle	S. Buchanan
KLYV-F,	105.3,	50 KW @ 340 ,	CHR	,	$23.00	(Banner)	Comm. Prop	K. Kelly
WJOD-F,	107.5,	3 KW @ 235 ,	Country	ABC I,	$10.00	(---)	(GALENA)	J. Michaels

Other ranked stations -- see Cedar Rapids

EAU CLAIRE, WI

MSA Rank/Pop: 260/139,600
ARB Rank/Pop: 216/115,700
Market TSL: 24.25
Average Person Rating: 18.2

Diaries: 389/297:1
Sample Target: 310
% Below Line: 3.7
% Not Listed: 11.4

Retail $: 1.0 Bil
FM Share: 86.10%
Stations: 12/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. WAXX-F	52/24.6		29.7		27.9	474	41.0	44.5	41.0			
2. WIAL-F	48/22.7		21.0		20.5	477	43.0	45.2	38.2			
3. WBIZ-F	40/19.0		14.4		13.7	492	42.5	37.2	37.4			
4. WCFW-F	12/ 5.7		4.4		6.8	136	11.8	10.3	15.1			
5. WAYY	9/ 4.3		3.9		4.2	144	12.4	10.7	10.3			
6. WEUZ	8/ 3.8		3.1		.5	106	9.2	11.0	4.8			
7. WEAQ	4/ 1.9		4.8		5.8	113	9.8	13.1	15.3			
WWIB-F	4/ 1.9		3.5		2.6	115	9.9	8.6	7.7			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WAXX-F	1. WAXX-F>	1. WAXX-F<	1. WIAL-F>
2. WIAL-F	2. WIAL-F<	2. WBIZ-F<	2. WAXX-F<
3. WBIZ-F>>	3. WBIZ-F>>	3. WIAL-F	3. WBIZ-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WBIZ-F<	1. WAXX-F	1. WAXX-F>>	1. WIAL-F	1. WAXX-F
2. WIAL-F>>	WIAL-F	2. WIAL-F>	2. WAXX-F<	2. WBIZ-F
3. WAXX-F>	3. WBIZ-F>	3. WAYY	3. WBIZ-F	WIAL-F
		4. WBIZ-F		
		WCFW-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WISM	1050	Eau Claire	1.4/5.7
KJJO-F	104.1	St. Louis Park	.9/2.9
WCCO	830	Minneapolis	.9/3.5
WJMC-F	96.3	Rice Lake	1.4/5.1

RADIO STATIONS

WAYY,	1150,	5 KW (DAYS) ,	Oldies	ABC I, $14.00	(Torbet)		K. Jones
WEAQ,	790,	5 KW (DA-N) ,	Country	CNN UNISUP, $ 8.00	(—)		S. Dickoff
WEUZ,	1400,	1 KW ,	EZ	MBS UNISUP, $ 7.00	(Christal)		R. Muzzey
WAXX-F,	104.5,	100 KW @ 1830 ,	Country	ABC I, $55.00	(Torbet)		K. Jones
WBIZ-F,	100.7,	100 KW @ 792 ,	CHR	, $32.00	(Christal)		M. Dorn
WCFW-F,	105.5,	3 KW @ 300 ,	AC	APR, $10.00	(—)	(CHIPPEWA FALLS)	R. Bushland
WIAL-F,	94.1,	84 KW @ 351 ,	AC	, $26.00	(—)		S. Dickoff
WWIB-F,	103.7,	100 KW @ 700 ,	Religion	UPI, $ 8.00	(—)	(LADYSMITH)	W. Steward

FAYETTEVILLE - SPRINGDALE, AR

MSA Rank/Pop: 311/112,500
ARB Rank/Pop: 168/178,000
Market TSL: 20.75
Average Person Rating: 15.3

Diaries: 452/394:1
Sample Target: 380
% Below Line: 0.8
% Not Listed: 13.9

Retail $: 1.2 Bil
FM Share: 87.23%
Stations: 14/13

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. KKIX-F	64/23.4	17.2	24.3	---	25.4	552	31.0	31.9	36.6			
2. KMCK-F	43/15.8	10.9	4.1	---	11.2	453	25.4	18.7	23.3			
3. KAMO-F	32/11.7	15.1	10.4	---	9.6	356	20.0	20.1	15.6			
4. KEZA-F	20/ 7.3	10.9	6.7	---	7.7	316	17.8	17.1	18.5			
KKEG-F	20/ 7.3	8.8	12.3	---	12.3	201	11.3	26.2	18.1			
6. KCIZ-F	15/ 5.5	6.3	9.0	---	8.8	249	14.0	21.3	19.6			
7. KURM	12/ 4.4	2.1	4.1	---	3.8	168	9.4	10.6	12.0			
8. KOLZ-F	9/ 3.3	2.1	1.5	---	1.5	160	9.0	5.0	6.8			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KKIX-F>	1. KKIX-F>>	1. KKIX-F	1. KMCK-F<
2. KMCK-F<	2. KMCK-F	2. KMCK-F>>	2. KKIX-F>
3. KAMO-F>	3. KAMO-F	3. KAMO-F	3. KAMO-F
4. KURM	4. KEZA-F	4. KEZA-F	KKEG-F
	KKEG-F	KKEG-F	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KMCK-F>	1. KKIX-F>>	1. KKIX-F>>	1. KKIX-F>>	1. KKIX-F>
2. KKIX-F	2. KAMO-F<	2. KAMO-F>>	2. KKEG-F	2. KEZA-F
3. KKEG-F>	3. KEZA-F	3. KOLZ-F	3. KAMO-F	3. KAMO-F>
4. KEZA-F<	4. KKEG-F	4. KEZA-F	4. KMCK-F	4. KMCK-F
5. KCIZ-F	KMCK-F	KURM		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAMO	1390	Rogers/Bentonvl	1.5/5.8
KFAY	1030	Farmington	1.1/4.0
KJEM	1190	Bentonvl/Bla Vsta	1.1/2.7
KOFC	1250	Fayetteville	1.5/2.1
KUOA	1290	Siloam Springs	1.5/3.0
KZBB-F	97.9	Poteau/Ft. Smith	.7/2.5

RADIO STATIONS

KURM,	790,	5 KW/500 W (DA-N) ,	MOR	NBC,	$ 7.00	(---)	(ROGERS)	S. Womack
KAMO-F,	94.3,	3 KW @ 310 ,	Country	ABC E,	$10.00	(K & P)	(ROGERS)	J. Rook
KCIZ-F,	104.9,	1 KW @ 479 ,	CHR	,	$13.00	(Banner)	(SPRINGDALE)	C. Norman
KEZA-F,	107.9,	100 KW @ 1259 ,	Soft AC/EZ	,	$15.00	(Christal)		J. Patton
KKEG-F,	92.1,	1 KW @ 460 ,	AOR	APR,	$20.00	(Banner)	Demaree	P. Demaree
KKIX-F,	103.9,	100 KW @ 482 ,	Country	,	$31.00	(Katz)	Noalmark	D. Whitman
KMCK-F,	105.7,	100 KW @ 500 ,	CHR	APR,	$18.00	(Durpetti)	(SILOAM SPGS)	G. Hochman
KOLZ-F,	98.3,	3 KW @ 300 ,	Country	,	$12.00	(Republic)	(BENTONVILLE)	T. Hutchinson

FLORENCE, SC

MSA Rank/Pop: 300/118,900
ARB Rank/Pop: 188/150,400
Market TSL: 22.75
Average Person Rating: 16.6

Diaries: 395/381:1
Sample Target: 350
% Below Line: 24.9
% Not Listed: 19.3

Retail $: 1.1 Bil
FM Share: 73.63%
Stations: 14/8

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	89	89	88	88	CUME	S90	S89	S88	SHR	AOH	CUME
1. WHLZ-F	42/16.9		19.9		14.9	362	24.1	23.2	19.7	13.3	21	233
2. WWDM-F	41/16.5		11.3		20.5	374	24.9	23.6	28.9	17.7	28	308
3. WYNN	36/14.5		8.6		9.9	249	16.6	19.1	23.6	8.2	13	198
4. WJMX-F	33/13.3		9.3		10.6	378	25.1	19.0	22.3	16.5	26	337
5. WYNN-F	15/ 6.0		6.6		----	205	13.6	15.8	----	12.7	20	278
6. WHSC	10/ 4.0		----		----	61	4.1	----	----			
7. WDAR-F	8/ 3.2		1.3		3.1	172	11.4	10.5	10.9	4.4	7	99
8. WJMX	6/ 2.4		5.3		1.9	111	7.4	10.7	8.3	1.9	3	99

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WHLZ-F	1. WHLZ-F	1. WHLZ-F<	1. WWDM-F>>
2. WYNN <	2. WYNN <	2. WWDM-F	2. WJMX-F<
3. WWDM-F	3. WJMX-F	3. WJMX-F<	3. WHLZ-F
4. WJMX-F	4. WWDM-F	4. WYNN	4. WYNN
			5. WYNN-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WWDM-F<	1. WHLZ-F	1. WHLZ-F>>	1. WHLZ-F	1. WHLZ-F
2. WJMX-F>>	WWDM-F	2. WYNN >	WWDM-F<	WWDM-F>
3. WYNN	3. WJMX-F<	3. WWDM-F	3. WJMX-F	3. WJMX-F
4. WYNN-F	4. WYNN	4. WJMX-F	WYNN	4. WYNN

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOLS	1230	Florence	.4/6.6
WKZQ-F	101.7	Myrtle Beach	.8/2.6
WWKT-F	98.3	Kingstree/Lake Cty	.8/3.6
WYAV-F	104.1	Conway/Myrtle Bch	.8/7.9
WZFX-F	99.1	Whiteville	.4/3.3
WZNS-F	92.9	Dillon	.8/6.8

RADIO STATIONS

WHSC,	1450,	1 KW ,	Country	ABC E, $ 9.00	(---)	(HARTSVILLE)	H. Campbell
WJMX,	970,	5 KW/3 KW (DA-2),	MOR/AC	APR, $ 8.00	(Mc-Guild)		H. Miller
WYNN,	540,	250 W/166 W ,	Gospel	SBN$12.00	(Southern)		J. Maurer
WDAR-F,	105.5,	4 KW @ 400 ,	Oldies	ABC D, $10.00	(---)	(DARLINGTON)	M. Kirchen
WHLZ-F,	92.5,	100 KW @ 1171 ,	Country	APR, $19.00	(Mc-Guild)	(MANNING)	C. Roach
WJMX-F,	103.3,	43 KW @ 525 ,	CHR	APR, $18.00	(Mc-Guild)		H. Miller
WYNN-F,	106.3,	6 KW @ 328 ,	Black	SBN, $12.00	(Southern)		J. Maurer

WWDM -- see Columbia in Spring 1990 edition

FT. MYERS, FL

MSA Rank/Pop: 148/317,000
ARB Rank/Pop: 131/275,100
Market TSL: 25.5
Average Person Rating: 19.5

Diaries: 460/598:1
Sample Target: 400
% Below Line: 1.6
% Not Listed: 17.7

Retail $: 2.3 Bil
FM Share: 88.01%
Stations: 16/14

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AOH	CUME
1. WCVU-F	80/14.9	10.1	15.7	16.0	14.6	709	25.8	25.8	25.7	6.4	51	774
2. WCKT-F	62/11.5	8.6	3.4	2.5	4.5	471	17.1	7.9	8.2	8.5	68	558
3. WRXK-F	61/11.4	12.9	9.8	12.1	12.4	513	18.6	17.6	18.0	13.3	106	847
4. WINK-F	46/ 8.6	8.6	10.8	12.4	18.8	654	23.8	26.0	30.3	9.4	75	1078
5. WOLZ-F	35/ 6.5	8.0	2.0	2.1	1.6	422	15.3	5.5	6.5	4.5	36	447
6. WAVV-F	26/ 4.8	2.6	3.2	1.8	1.4	326	11.9	10.6	3.7	3.8	30	357
7. WINK	21/ 3.9	4.1	4.8	5.7	4.9	270	9.8	10.3	12.7	2.4	19	269
WIXI-F	21/ 3.9	5.6	8.0	5.9	7.3	313	11.4	10.0	8.4	5.0	40	481
9. WHEW-F	19/ 3.5	2.4	8.0	5.3	4.9	268	9.7	15.0	10.4	2.3	18	186
10. WAKS-F	16/ 3.0	1.9	2.0	3.0	4.2	198	7.2	7.1	8.6	2.1	17	243
WKII	16/ 3.0	2.6	4.6	4.1	1.6	165	6.0	5.2	5.0	1.8	14	136
HQEZ-F	16/ 3.0	6.5	2.6	10.3	5.4	254	9.2	12.4	13.3	2.4	19	238

12+ AMD

1. WCKT-F<
2. WCVU-F<
3. WRXK-F<
4. WINK-F>
5. WOLZ-F<
6. WINK

12+ MID

1. WCVU-F>
2. WRXK-F
3. WCKT-F
4. WINK-F
5. WOLZ-F

12+ PMD

1. WCVU-F<
2. WCKT-F
3. WRXK-F>
4. WINK-F
5. WOLZ-F

12+ EVE

1. WRXK-F<
2. WCKT-F<
3. WCVU-F
4. WINK-F

ADULTS 18-34

1. WRXK-F>>
2. WINK-F>
3. WCKT-F
4. WAVV-F
5. WOLZ-F

ADULTS 25-54

1. WRXK-F<
2. WCKT-F
3. WOLZ-F>
4. WINK-F<
5. WCVU-F
6. WAVV-F

ADULTS 35-64

1. WCKT-F<
2. WCVU-F>
3. WOLZ-F
4. WRXK-F
5. WINK-F

MEN 25-54

1. WRXK-F>>
2. WCKT-F
3. WOLZ-F>
4. WAVV-F
5. WINK-F

WOMEN 25-54

1. WCKT-F
2. WOLZ-F
3. WCVU-F<
4. WINK-F
5. WAVV-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDCQ	1200	Pine Is Ctr/Ft.Myers	1.3/3.6
WZRZ	770	North Ft. Myers	1.7/2.9
WFLZ-F	93.3	Tampa	.6/2.7
WHVE-F	102.5	Sarasota/Tampa	.7/3.1

RADIO STATIONS

WDCQ,	1200,	10 KW/1 KW (DA-2) ,	Oldies	ABC D, $14.00	(Banner)		(PINE IS.)	C. Fazio
WINK,	1240,	1 KW ,	News/Talk	CBS, $20.00	(Mc-Guild)			B. Grissinger
WKII,	1090,	5 KW (DAYS) ,	Nostalgia	CNN UNISUP, $17.00	(Roslin)		(PORT CHARLETON)	H. Kneller
WAKS-F,	103.7,	50 KW @ 272 ,	AC	, $26.00	(HNWH)		(CAPE CORAL)	W. James
WAVV-F,	101.1,	100 KW @ 1035 ,	Soft AC	APR, $40.00	(CBS)		(MARCO)	N. Alpert
WCKT-F,	107.1,	26 KW @ 709 ,	Country	, $34.00	(Banner)		(LEHIGH ACRES)	S. Frothingham
WCVU-F,	94.5,	100 KW @ 1050 ,	EZ	, $47.00	(Christal)	Palmer	(NAPLES)	S. Shannon
WHEW-F,	101.9,	100 KW @ 991 ,	Country	, $36.00	(—)			R. Hecksher
WINK-F,	96.9,	100 KW @ 1323 ,	CHR	ABC C, $47.00	(Mc-Guild)			J. Schwartzel
WIXI-F,	105.5,	.6 KW @ 680 ,	Nostalgia	SMN, $29.00	(Roslin)		(NAPLES)	S. Woodlinger
WOLZ-F,	95.3,	97 KW @ 453 ,	Oldies	APR UNISUP, $34.00	(Durpetti)			
WQEZ-F,	99.3,	3 KW @ 285 ,	EZ/Soft AC	APR, $31.00	(Katz)	Justice		L. Justice
WRXK-F,	96.1,	100 KW @ 494 ,	AOR	, $49.00	(Katz)	Beasley	(BONITA SPGS)	M. Knorr

FT. PIERCE, FL

MSA Rank/Pop: 187/229,700
ARB Rank/Pop: 156/199,500
Market TSL: 22.75
Average Person Rating: 17.0

Diaries: 401/497:1
Sample Target: 400
% Below Line: 55.9
% Not Listed: 12.4

Retail $: 1.7 Bil
FM Share: 89.90%
Stations: 15/8

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. WHLG-F	55/16.2	13.8	11.4		14.4	415	20.8	17.7	18.9	9.4	40	514
2. WOVV-F	46/13.6	12.9	19.8		15.8	603	30.2	33.2	27.3	17.2	73	833
3. WKGR-F	42/12.4	14.7	9.9		6.0	376	18.8	17.9	13.2	13.2	56	529
4. WRMF-F	29/ 8.6	4.1	3.1		6.4	243	12.2	11.2	8.6	.9	4	139
5. WEAT-F	25/ 7.4	8.2	9.6		7.4	248	12.4	15.1	11.9	2.6	11	126
6. WZZR-F	22/ 6.5	7.1	8.3		7.4	400	20.1	24.4	16.2	5.9	25	434
7. WIRK-F	15/ 4.4	4.1	3.7		5.7	225	11.3	7.8	8.9	3.1	13	155
8. WAVW-F	12/ 3.5	2.9	3.1		5.0	161	8.1	6.1	8.7	6.6	28	310
WSTU	12/ 3.5	4.4	2.5		1.3	130	6.5	9.4	4.2	1.6	7	167
10. WGYL-F	11/ 3.2	3.5	2.5		2.0	80	4.0	5.0	3.6	4.9	21	272
11. WIRA	9/ 2.7	.9	2.5		4.4	197	9.9	5.7	9.3	2.1	9	117
12. WCXL-F	8/ 2.4	3.2	3.1		6.7	176	8.8	11.5	11.0	6.4	27	285

12+ AMD

1. WHLG-F>
2. WOVV-F
3. WRMF-F<
4. WKGR-F

12+ MID

1. WHLG-F
2. WKGR-F>
3. WOVV-F
4. WRMF-F
5. WEAT-F

12+ PMD

1. WOVV-F<
2. WHLG-F<
3. WKGR-F>
4. WRMF-F

12+ EVE

1. WOVV-F>>
2. WKGR-F<
3. WHLG-F
WZZR-F

ADULTS 18-34

1. WKGR-F>
2. WOVV-F>
3. WRMF-F>

ADULTS 25-54

1. WKGR-F
WRMF-F
3. WOVV-F>
4. WHLG-F
WZZR-F
WEAT-F

ADULTS 35-64

1. WHLG-F
2. WEAT-F
WRMF-F
4. WOVV-F

MEN 25-54

1. WKGR-F>
2. WOVV-F
WRMF-F>
4. WGYL-F
WZZR-F

WOMEN 25-54

1. WRMF-F>
2. WOVV-F
3. WHLG-F
4. WKGR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDKC	1330	Ft. Pierce	.6/4.0
WOLL-F	94.3	Riviera Bch/W Palm	.6/3.6
WSWN	900	Belle Glade	2.1/6.3

RADIO STATIONS

WIRA,	1400,	1 KW ,	Nostalgia	NBC UNISUP, $13.00	(Mc-Guild)			A. Chapman
WSTU,	1450,	1 KW ,	AC	ABC I, $14.00	(—)		(STUART)	G. Glascock
WAVW-F,	101.7,	6 KW @ 330 ,	Country	APR, $19.00	(Roslin)		(VERO BEACH)	J. Pagano
WCXL-F,	103.7	2.6 KW @ 500 ,	AC	, $17.00	(Christal)		(VERO BEACH)	W. Dillon
WGYL-F,	93.5,	1.3 KW @ 490 ,	EZ	, $16.00	(—)			
WHLG-F,	102.3,	3 KW @ 300 ,	EZ	APR, $27.00	(—)			G. Glascock
WZZR-F,	92.7,	50 KW @ 500 ,	CHR	, $26.00	(Katz)	CRB		T. Donnelly

Other ranked stations -- see West Palm Beach in Spring 90 edition

FT. SMITH, AR

MSA Rank/Pop: 221/181,300
ARB Rank/Pop: 160/190,100
Market TSL: 21.5
Average Person Rating: 16.0

Diaries: 443/429:1
Sample Target: 400
% Below Line: 3.3
% Not Listed: 9.5

Retail $: 1.1 Bil
FM Share: 84.78%
Stations: 15/14

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. KTCS-F	57/18.7		17.5		15.7	579	30.5	35.4	22.6	16.4	45	604
2. KMAG-F	37/12.1		11.9		3.5	361	19.0	19.4	12.3	9.5	26	274
3. KZBB-F	30/ 9.8		19.6		19.7	401	21.1	33.9	29.0	14.5	40	562
4. KLMK-F	28/ 9.2		8.1		7.1	248	13.0	13.9	11.3	2.5	7	115
KZKZ-F	28/ 9.2		1.4		.8	239	12.6	4.4	2.2	9.8	27	312
6. KISR-F	26/ 8.5		10.5		17.3	424	22.3	28.0	26.8	17.8	49	511
7. KWHN	21/ 6.9		.7		----	201	10.6	3.0	2.8	6.5	18	169
8. KBBQ-F	9/ 3.0		3.9		5.5	121	6.4	8.4	6.2	2.5	7	179
KFPW	9/ 3.0		4.6		.4	109	5.7	8.5	4.8	1.8	5	50
KLSZ-F	9/ 3.0		3.9		2.4	102	5.4	7.9	8.0	2.9	8	141
KEZA-F	9/ 3.0		3.5		7.9	96	5.0	6.5	11.6	1.1	3	95

12+ AMD

1. KTCS-F>>
2. KMAG-F
3. KLMK-F<
4. KISR-F

12+ MID

1. KTCS-F>
2. KMAG-F
3. KLMK-F
4. KWHN
   KZKZ-F

12+ PMD

1. KTCS-F>
2. KZKZ-F<
3. KZBB-F
4. KMAG-F

12+ EVE

1. KISR-F
2. KZBB-F<
3. KMAG-F
   KZKZ-F

ADULTS 18-34

1. KZKZ-F
2. KZBB-F
3. KMAG-F
   KTCS-F

ADULTS 25-54

1. KTCS-F
2. KMAG-F>
3. KZBB-F
   KZKZ-F
5. KWHN

ADULTS 35-64

1. KTCS-F>>
2. KMAG-F
3. KLMK-F<
4. KWHN

MEN 25-54

1. KMAG-F
   KZKZ-F<
3. KTCS-F
4. KLMK-F

WOMEN 25-54

1. KTCS-F>
2. KMAG-F
3. KZBB-F<
4. KWHN

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFDF	1580	Van Buren	1.6/3.8
KFSA	950	Fort Smith	1.6/5.0
KKID-F	95.9	Sallisaw/Ft. Smith	.3/2.1
KTCS	1410	Fort Smith	.7/2.2

RADIO STATIONS

KFPW,	1230,	1 KW (DA-1) ,	EZ/Nostalgia	SMN, $ 9.00	(Riley)			G. Brown
KWHN,	1320,	5 KW (DA-N) ,	Gospel	, $ 7.00	(---)			D. Johnson
KBBQ-F,	100.9,	3 KW @ 220 ,	Oldies	SMN, $10.00	(Riley)			G. Brown
KISR-F,	93.7,	100 KW @ 1200 ,	CHR	ABC FM, $22.00	(---)			F. Baker
KLMK-F,	107.3,	100 KW @ 1810 ,	Country	ABC E, $16.00	(---)		(POTEAU, OK)	C. Bence
KLSZ-F,	102.3,	3 KW @ 296 ,	AC	SMN, $10.00	(---)		(VAN BUREN)	L. Ruth
KMAG-F,	99.1,	100 KW @ 1968 ,	Country	, $17.00	(---)			D. Johnson
KTCS-F,	99.9,	100 KW @ 1920 ,	Country	, $23.00	(Republic)			L. Young
KZBB-F	97.9,	100 KW @ 1978 ,	CHR	UNIPWR, $21.00	(Mc-Guild)	Arrow	(POTEAU)	R. Oncoller
KZKZ-F,	106.3,	6 KW @ 330 ,	Classic AOR	CBS, $15.00	(Roslin)		(GREENWOOD)	S. O'Loughlin

KEZA — see Fayetteville

FT. WALTON BEACH, FL

MSA Rank/Pop: 241/154,300
ARB Rank/Pop: 199/129,400
Market TSL: 23.75
Average Person Rating: 17.9

Diaries: 375/345:1
Sample Target: 320
% Below Line: 33.2
% Not Listed: 19.4

Retail $: 1.1 Bil
FM Share: 98.40
Stations: 18/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. WWSF-F	32/13.8		13.1		----	374	28.9	25.4	----	16.0	34	413
2. WYZB-F	29/12.5		6.5		14.2	282	21.8	20.2	30.5	9.9	21	282
3. WWAV-F	23/ 9.9		10.6		4.9	288	22.3	22.8	10.9	9.0	19	283
4. WMMK-F	20/ 8.6		6.0		10.9	213	16.5	10.4	14.3	4.7	10	186
5. WKSM-F	15/ 6.5		9.0		9.8	288	22.3	23.7	20.7	9.0	19	272
6. WOWW-F	13/ 5.6		1.0		----	85	6.6	4.6	----	5.2	11	133
7. WBLX-F	12/ 5.2		3.5		3.8	174	13.4	7.4	5.7	5.7	12	202
8. WMEZ-F	11/ 4.7		6.0		7.7	120	9.3	15.8	11.1	4.2	9	138
9. WTKX-F	9/ 3.9		12.6		16.9	200	15.5	22.3	21.1	8.0	17	216
10. WXBM-F	7/ 3.0		3.5		1.6	81	6.3	9.0	5.7	4.2	9	146

12+ AMD

1. WWSF-F
   WYZB-F<
3. WWAV-F
4. WMMK-F

12+ MID

1. WYZB-F<
2. WWAV-F
3. WWSF-F>
4. WMMK-F

12+ PMD

1. WWSF-F<
2. WYZB-F
3. WWAV-F>
4. WMMK-F

12+ EVE

1. WWSF-F>
2. WKSM-F>
3. WMMK-F
   WBLX-F
5. WYZB-F

ADULTS 18-34

1. WWSF-F>>
2. WWAV-F
3. WYZB-F
4. WBLX-F
5. WKSM-F

ADULTS 25-54

1. WYZB-F
2. WWAV-F
3. WWSF-F
4. WMMK-F

ADULTS 35-64

1. WYZB-F>
2. WMMK-F>
3. WWAV-F
4. WMEZ-F
   WXBM-F

MEN 25-54

1. WYZB-F>
2. WWSF-F
3. WWAV-F
4. WMMK-F

WOMEN 25-54

1. WWAV-F<
2. WYZB-F
3. WMMK-F
   WWSF-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFSH	1340	Valparaiso-Nicevl	.4/2.2
WFTW	1260	Ft. Walton Bch/Dstn	.4/2.1
WJSB	1050	Crestvw/Ft. Walt Bch	.4/1.9
WAAZ-F	104.9	Crestvw/Ft. Walt Bch	1.3/4.1
WDJR-F	96.9	Enterprise/Dothan	1.3/3.6
WFSY-F	98.5	Panama City	.4/3.9
WGCX-F	104.1	Atmore	.9/6.2
WJLQ-F	100.7	Pensacola	1.7/11.4

RADIO STATIONS

WKSM-F,	99.3,	3 KW @ 214	,	CHR	APR,	$ NA	(Durpetti)			Z. Rowley
WMMK-F,	92.1,	3 KW @ 294	,	Country	NBC,	$18.00	(Roslin)		(DESTIN)	G. Bruce
WWAV-F,	102.3,	3 KW @ 328	,	AC/Oldie	UNISUP/UNULT,	$20.00	(Republic)	Opus	(SANTA ROSA)	R. Quinn
WWSF-F,	98.1,	100 KW @ 1040	,	CHR	ABC I,	$22.00	(---)	CR	(ANDALUSIA)	R. Anderson
WYZB-F,	105.5,	6 KW @ 345	,	Oldies	UNISUP UNIULT,	$ NA	(HNWH)		(MARY ESTER)	J. Yeiser

Other ranked stations — see Mobile or Pensacola in Spring 90 edition

FREDERICK, MD

MSA Rank/Pop: NA
ARB Rank/Pop: 212/120,100
Market TSL: 24.75
Average Person Rating: 18.7

Diaries: 282/426:1
Sample Target: 290
% Below Line: 57.0
% Not Listed: 23.6

Retail $: 0.9 Bil
FM Share: 75.00%
Stations: 20/4

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. WFMD	23/10.2		9.8		14.2	325	27.1	24.7	25.1			
2. WZYQ-F	22/ 9.8		10.3		10.7	331	27.6	10.3	10.7			
3. WFRE-F	21/ 9.3		6.7		12.7	201	16.7	13.5	21.2			
4. WMZQ-F	15/ 6.7		8.8		9.1	119	9.9	16.1	18.4			
5. WLTT-F	12/ 5.3		2.1		1.0	93	7.7	6.4	7.8			
6. WARX	10/ 4.4		2.1		2.0	108	9.0	7.6	10.9			
WPOC-F	10/ 4.4		4.1		2.0	132	11.0	13.1	8.7			
8. WWDC-F	9/ 4.0		4.1		5.1	171	14.2	16.0	12.3			
9. WQSI	8/ 3.6		6.2		2.5	160	13.3	8.8	6.7			
10. WGRX-F	7/ 3.1		5.7		5.1	123	10.2	13.1	10.7			

12+ AMD

1. WFMD >
2. WWZYQ-F
3. WMZQ-F<
4. WFRE-F

12+ MID

1. WFRE-F>
2. WZYQ-F<
3. WMZQ-F<
4. WFMD
   WLTT-F

12+ PMD

1. WFRE-F
2. WZYQ-F<
3. WFMD
4. WLTT-F
   WWDC-F

12+ EVE

1. WZYQ-F>>
2. WFMD
3. WGRX-F
4. WFRE-F

ADULTS 18-34

1. WZYQ-F>
2. WARX >
3. WLTT-F
   WWDC-F

ADULTS 25-54

1. WZYQ-F
   WMZQ-F
3. WLTT-F
4. WARX
5. WFMD

ADULTS 35-64

1. WFMD <
2. WMZQ-F>>
3. WQSI-F
   WLTT-F
   WPOC-F

MEN 25-54

1. WZYQ-F
2. WMZQ-F
3. WFMD
4. WFRE-F
   WCXR-F

WOMEN 25-54

1. WLTT-F
2. WQSI
   WARX
4. WMZQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WASH-F	97.1	Washington	1.3/3.7
WAVA-F	105.1	Arlington/Washngtn	2.2/10.2
WBAL	1090	Baltimore	.9/4.2
WCXR-F	105.9	Woodbridge/Wshngtn	2.7/9.2
WGTY-F	107.7	Gettysburg	.9/4.7
WHUR-F	96.3	Washington	.9/3.7
WIYY-F	97.9	Baltimore	.9/4.2
WKYS-F	93.9	Washington	1.8/4.0
WPGC-F	95.5	Morningside	1.8/7.8
WRQX-F	107.3	Washington	2.2/11.4

RADIO STATIONS

WFMD,	930,	5 KW/2.5 KW (DA-N) ,	MOR/Full Service	CBS, $ NA	(---)	Gibbons	F. Velhmeyer
WQSI,	820,	5 KW/500 W (DA-N) ,	Country	ABC E, $ NA	(Roslin)		T. Boock
WFRE-F,	99.9,	9 KW @ 1100 ,	EZ	, $ NA	(---)	Gibbons	F. Velhmeyer
WZYQ-F,	103.9,	380 W @ 912 ,	CHR	ABC C, $ NA	(Roslin)		T. Boock

WARX — see Hagerstown
Other ranked stations -- see Washington or Baltimore in Spring 90 edition

GAINESVILLE, FL

MSA Rank/Pop: 199/212,900
ARB Rank/Pop: 182/159,100
Market TSL: 19.5
Average Person Rating: 14.2

Diaries: 388/410:1
Sample Target: 360
% Below Line: 11.2
% Not Listed: 20.8

Retail $: 1.3 Bil
FM Share: 88.27%
Stations: 14/10

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. WRUF-F	41/18.1	18.5	18.0	16.5	11.8	587	36.9	28.6	27.0	20.5	50	603
2. WYKS-F	33/14.6	11.2	13.3	12.7	14.4	526	33.1	29.2	30.9	13.5	33	497
3. WKTK-F	20/ 8.8	11.2	6.6	11.9	18.3	367	23.1	24.5	30.4	9.4	23	325
WYGC-F	20/ 8.8	6.5	10.0	8.1	5.7	262	16.5	15.4	11.9	10.2	25	236
5. WLUS	12/ 5.3	2.6	9.5	4.7	8.7	89	5.6	7.9	7.9	2.9	7	81
6. WJHM-F	11/ 4.9	10.8	2.4	5.5	2.2	114	7.2	6.9	4.9	9.4	23	254
7. WLCL-F	9/ 4.0	2.6	2.4	5.9	5.2	149	9.4	11.9	14.2	4.5	11	199
8. WMMZ-F	8/ 3.5	2.6	4.7	6.8	3.5	278	17.5	13.3	11.5	3.3	8	188
WRUF	8/ 3.5	2.2	3.8	4.2	4.8	141	8.9	14.3	14.1	2.0	5	118

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WRUF-F	1. WRUF-F>	1. WRUF-F>	1. WYKS-F>
2. WYKS-F	2. WYKS-F<	2. WYKS-F	2. WRUF-F>
3. WKTK-F	3. WKTK-F	3. WYGC-F<	3. WKTK-F
4. WYGC-F	4. WYGC-F	4. WKTK-F	WMMZ-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WRUF-F>	1. WRUF-F>	1. WRUF-F>	1. WRUF-F>	1. WKTK-F
2. WYKS-F>	2. WKTK-F	2. WYGC-F	2. WYGC-F	2. WRUF-F
3. WKTK-F	3. WYGC-F	3. WKTK-F	3. WKTK-F	3. WYKS-F
4. WYGC-F	4. WYKS-F		4. WYKS-F	4. WYGC-F
WJHM-F				

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGGG	1230	Gainesville	.4/3.5
WYOC-F	104.9	High Springs	3.1/6.9
WAPE-F	95.1	Jacksonville	.4/5.3
WMFQ-F	92.9	Ocala	3.1/3.6
WNFI-F	99.9	Palatka	.4/4.4

RADIO STATIONS

WLUS,	980,	5 KW/166 W ,	Nostalgia	UNIULT, $18.00	(Roslin)			W. Morris
WRUF,	850,	5 KW (DA-N) ,	Oldies	CBS, $13.00	(Smith)	Univ. of Florida		J. Geason
WYKS-F,	106.5,	3 KW @ 265 ,	CHR	, $28.00	(Republic)			D. Gillen
WKTK-F,	98.5,	100 KW @ 1330 ,	AC	, $23.00	(——)		(CRYSTAL RIVER)	G. Granger
WLCL-F,	97.7,	3 KW @ 300 ,	Soft AC	UNISUP UNIULT, $17.00	(Christal)		(MICANOPY)	S. Sullivan
WMMZ-F,	93.7,	100 KW @ 1340 ,	CHR	ABC FM, $19.00	(K & P)	Wooster Newspapers	(OCALA)	R. Hawk
WRUF-F,	103.7,	100 KW @ 738 ,	AOR	ABC R, $25.00	(Smith)	Univ. of Florida		J. Geason
WYGC-F,	100.9,	3 KW @ 300 ,	Country	ABC E UNISUP, $22.00	(Mc-Guild)			T. Stinson
WYOC-F,	104.9,	1.6 KW @ 450 ,	Oldies	CNN UNISUP, $15.00	(——)		(HIGH SPRINGS)	R. Forrester

WJHM — see Orlando in Spring 90 edition

GRAND FORKS, ND - MN

MSA Rank/Pop: 347/70,400
ARB Rank/Pop: 242/84,500
Market TSL: 21.25
Average Person Rating: 16.3

Diaries: 329/257:1
Sample Target: 260
% Below Line: 4.7
% Not Listed: 22.5

Retail $: 0.7 Bil
FM Share: 80.37%
Stations: 15/12

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. KQHT-F	19/13.8		17.2		11.4	295	34.9	36.8	23.9			
2. KYCK-F	16/11.6		6.0		12.2	192	22.7	13.0	19.6			
3. KKXL-F	15/10.9		3.3		15.4	244	28.9	17.9	29.3			
4. KSNR-F	13/ 9.4		10.6		8.1	155	18.3	17.8	11.7			
5. KJKJ-F	7/ 5.1		9.9		13.8	130	15.4	21.4	16.5			
KZLT-F	7/ 5.1		6.0		6.5	118	14.0	14.5	13.7			
7. KNOX	6/ 4.3		7.3		6.5	136	16.1	19.9	20.3			
KNOX-F	6/ 4.3		----		----	102	12.1	----	----			
9. KCNN	5/ 3.6		4.0		1.6	75	8.9	9.0	9.2			
10. KKCQ	4/ 2.9		1.3		----	41	4.9	3.6	----			
11. KROX	3/ 2.2		6.6		----	64	7.6	9.4	----			
KFGO-F	3/ 2.2		----		----	45	3.8	----	----			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KYCK-F	1. KQHT-F	1. KQHT-F	1. KQHT-F>>
2. KQHT-F	2. KSNR-F<	2. KYCK-F<	2. KYCK-F
3. KKXL-F	3. KKXL-F	3. KKXL-F	3. KKXL-F
4. KNOX	KYCK-F	4. KSNR-F	
KSNR-F	5. KJKJ-F		

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KQHT-F	1. KYCK-F<	1. KSNR-F>	1. KYCK-F	1. KSNR-F
2. KKXL-F	2. KSNR-F>	2. KYCK-F	2. KSNR-F>	KYCK-F
KYCK-F	3. KQHT-F	3. KNOX-F	3. KJKJ-F	3. KQHT-F
4. KJKJ-F	KZLT-F	KZLT-F		KZLT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKXL	500	Grand Forks	.7/8.2
KFGO	790	Fargo	.7/5.3
WDAY	970	Fargo/Moorhead	.7/4.4

RADIO STATIONS

KCNN,	1590, 5 KW/1 KW (DA-2) ,	Talk	CNN ABC T, $ 9.00	(---)			D. Norman
KKCQ,	1480, 5 KW/2.5 KW (DA-2),	MOR (?)	ABC I, $ 8.00	(---)		(FOSSTON)	P. Ehlke
KNOX,	1310, 5 KW (DA-N) ,	MOR/Full Service	ABCE TALKNT, $14.00	(Katz)	Ingstad		J. Hoberg
KROX,	1260, 1 KW/500 W (DA-N) ,	AC	MBS, $ 9.00	(Jones)		(CROOKSTON)	F. Fee
KJKJ-F,	107.5, 100 KW @ 446 ,	AOR	UNIPWR, $13.00	(Republic)			
KKXL-F,	92.9, 63 KW @ 386 ,	CHR	, $15.00	(Torbet)			D. Cariveau
KNOX-F,	94.7, 100 KW @ 300 ,	Oldies	SMN, $11.00	(katz)	Ingstad		J. Hoberg
KQHT-F,	96.1, 100 KW @ 415 ,	CHR	, $17.00	(Torbet)		(CROOKSTON)	J. Kurtz
KSNR-F,	100.3, 100 KW @ 564 ,	Oldies	SMN, $13.00	(K & P)		(THIEF RIVER, MN)	J. Swanson
KYCK-F,	97.1, 100 KW @ 360 ,	Country	ABC D, $16.00	(HNWH)		(CROOKSTON)	M. Grange
KZLT-F,	104.3, 100 KW @ 444 ,	Soft AC	UNISUP UNIULT, $15.00	(---)			D. Norman

GRAND JUNCTION, CO

MSA Rank/Pop: NA
ARB Rank/Pop: 251/73,600
Market TSL: 22.75
Average Person Rating: 16.6

Diaries: 310/237:1
Sample Target: 250
% Below Line: 1.0
% Not Listed: 17.2

Retail $: 0.5 Bil
FM Share: 86.14%
Stations: 10/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. KEKB-F	29/23.8		19.2		16.0	276	37.5	30.1	26.0	23.9	27	287
2. KQIX-F	24/19.7		22.5		10.6	235	31.9	30.5	21.3	29.2	33	249
3. KSTR-F	14/11.5		7.5		14.9	218	29.6	27.9	31.6	11.5	13	219
4. KKLY-F	10/ 8.2		7.5		5.3	119	16.2	14.8	11.9	4.4	5	76
5. KJYE-F	9/ 7.4		4.2		3.2	105	14.3	7.3	6.7	3.5	4	78
6. KEXO	5/ 4.1		2.5		8.5	81	11.0	12.7	18.8	2.7	3	55
KSTR	5/ 4.1		1.7		5.3	113	15.4	11.8	11.5	6.2	7	105
8. KQIL	3/ 2.5		12.5		11.7	81	11.0	23.1	21.2	4.4	5	94

12+ AMD

1. KEKB-F>>
2. KQIX-F>
3. KSTR-F
4. KKLY-F

12+ MID

1. KEKB-F>>
2. KQIX-F>
3. KSTR-F
4. KKLY-F

12+ PMD

1. KEKB-F
2. KQIX-F
3. KSTR-F>
4. KJYE-F
   KKLY-F

12+ EVE

1. KQIX-F<
2. KEKB-F>
3. KSTR-F

ADULTS 18-34

1. KQIX-F>>
2. KEKB-F
   KSTR-F
4. KKLY-F

ADULTS 25-54

1. KEKB-F>
2. KSTR-F>
3. KQIX-F
4. KKLY-F

ADULTS 35-64

1. KEKB-F>>
2. KSTR-F
3. KEXO
   KKLY-F

MEN 25-54

1. KEKB-F>
2. KSTR-F>>
3. KQIX-F
4. KEXO

WOMEN 25-54

1. KEKB-F>
2. KKLY-F
   KQIX-F
4. KSTR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KNZZ	1100	Grand Junction	.8/5.0
KAZY-F	106.7	Denver	.8/5.0

RADIO STATIONS

KEXO,	1230,	1 KW ,	Oldies	ABC I ABC D, $12.00	(---)		J. Spehar
KQIL,	1340,	1 KW ,	Country	NBC, $13.00	(Republic)		W. Phillips
KSTR,	620,	5 KW/79 W ,	Country	MBS, $14.00	(Mc-Guild)		D. Beck
KEKB-F,	99.9,	79 KW @ 1385 ,	Country	, $25.00	(Banner)	(FRUITA)	D. Maynard
KJYE-F,	92.3,	100 KW @ 1859 ,	EZ	, $10.00	(Eastman)		J. Terlouw
KKLY-F,	95.1,	100 KW @ 969 ,	Soft AC	UNISUP, $14.00	(---)	(DELTA)	J. Spehar
KQIX-F,	93.1,	100 KW @ 1027 ,	CHR	, $21.00	(Republic)		W. Phillips
KSTR-F,	96.1,	100 KW @ 1000 ,	AC	, $17.00	(Mc-Guild)	(MONTROSE)	D. Beck

GREAT FALLS, MT

MSA Rank/Pop: 344/77,000
ARB Rank/Pop: 256/64,100
Market TSL: 19.75
Average Person Rating: 14.7

Diaries: 254/252:1
Sample Target: 250
% Below Line: 0.0
% Not Listed: 17.0

Retail $: 0.5 Bil
FM Share: 66.67%
Stations: 7/7

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	89	89	88	88	CUME	S90	S89	S88	SHR	AOH	CUME
1. KAAK-F	19/20.2		17.8		22.1	198	30.9	33.2	36.7			
2. KQDI-F	13/13.8		15.8		4.7	172	26.8	26.4	12.4			
3. KLFM-F	12/12.8		17.8		11.6	143	22.3	28.7	15.5			
4. KMON	11/11.7		10.9		12.8	162	25.1	26.2	21.5			
5. KEIN	8/ 8.5		5.9		9.3	108	16.8	16.3	12.9			
KMON-F	8/ 8.5		12.9		18.6	162	25.3	27.4	32.0			
7. KXGF	7/ 7.4		5.9		10.5	114	17.8	13.5	15.0			

12+ AMD

1. KLFM-F
2. KAAK-F
3. KMON <
4. KQDI-F

12+ MID

1. KAAK-F<
2. KQDI-F<
3. KMON
4. KLFM-F<
5. KEIN

12+ PMD

1. KAAK-F>
2. KQDI-F
3. KLFM-F
   KMON <
5. KEIN
   KMON-F

12+ EVE

1. KAAK-F>>
2. KLFM-F
3. KMON-F
   KQDI-F

ADULTS 18-34

1. KAAK-F
   KQDI-F>
3. KLFM-F
4. KMON-F

ADULTS 25-54

1. KAAK-F
   KQDI-F
3. KEIN
   KLFM-F

ADULTS 35-64

1. KEIN
   KMON
3. KLFM-F
4. KAAK-F
5. KQDI-F

MEN 25-54

1. KQDI-F>>
2. KAAK-F
   KEIN
4. KMON

WOMEN 25-54

1. KAAK-F
   KLFM-F>
3. KEIN

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KEIN,	1310,	5 KW/1 KW	,	Oldies	ABC D,	$14.00	(Banner)		R. Young
KMON,	560,	5 KW (DA-N)	,	Country	ABC I,	$15.00	(Mc-Guild)		J. Senst
KXGF,	1400,	1 KW (DA-2)	,	Nostalgia	,	$10.00	(Torbet)		R. Banick
KAAK-F,	98.9,	100 KW @ 500	,	AC	,	$20.00	(Torbet)	Sunbrook	R. Banik
KLFM-F,	92.9,	100 KW @ 450	,	Country	ABC D,	$17.00	(Banner)		H. Balfanz
KMON-F,	94.5,	36 KW @ 470	,	CHR	UNIPWR,	$16.00	(Mc-Guild)		J. Senst
KQDI-F,	106.1,	100 KW @ 620	,	Classic AOR	,	$18.00	(Republic)		B. Lockhart

HAGERSTOWN-CHAMBERSBURG-WAYNESBORO, MD-PA

MSA Rank/Pop: 302/118,200
ARB Rank/Pop: 155/199,700
Market TSL: 23.0
Average Person Rating: 17.0

Diaries: 394/507:1
Sample Target: 400
% Below Line: 20.3
% Not Listed: 29.1

Retail $: 1.3 Bil
FM Share: 87.55%
Stations: 21/12

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	89	89	88	88	CUME	S90	S89	S88	SHR	AOH	CUME
1. WIKZ-F	37/10.9		11.7		10.7	479	24.0	27.7	22.9	10.8	35	519
2. WAYZ-F	33/ 9.7		10.6		12.6	431	21.6	19.2	20.7	13.0	42	460
3. WQCM-F	25/ 7.4		7.3		6.7	319	16.0	19.0	16.4	9.3	30	487
4. WYII-F	20/ 5.9		7.3		5.2	196	9.8	13.4	11.3	6.5	21	236
5. WWMD-F	16/ 4.7		3.1		6.7	167	8.4	8.4	11.0	2.5	8	109
6. WFRE-F	14/ 4.1		2.1		4.0	171	8.6	7.5	9.0	3.4	11	207
7. WGLL-F	12/ 3.5		4.4		4.6	197	9.9	10.1	10.6	1.9	6	204
8. WARX-F	10/ 2.9		2.6		4.6	149	7.5	8.6	6.7	4.6	15	126

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WAYZ-F<	1. WIKZ-F<	1. WAYZ-F<	1. WIKZ-F>
2. WIKZ-F>	2. WAYZ-F<	2. WIKZ-F>	2. WQCM-F>
3. WQCM-F<	3. WQCM-F	3. WQCM-F<	3. WAYAZ-F
4. WYII-F	4. WYII-F<	4. WYII-F	4. WKMZ-F
	5. WWMD-F		

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WIKZ-F	1. WAYZ-F<	1. WAYZ-F	1. WAYZ-F>	1. WIKZ-F
2. WQCM-F>	2. WIKZ-F>	2. WYII-F>	2. WIKZ-F	2. WAYZ-F>
3. WAYZ-F>	3. WGLL-F	3. WWMD-F	3. WQCM-F WYII-F WGLL-F	3. WGLL-F>
	4. WQCM-F	4. WIKZ-F		4. WARX-F WQCM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARK	1490	Hagerstown	.9/3.9
WCHA	800	Chambersburg	2.6/7.5
WHAG	1410	Halfway/Hagerstown	2.1/4.1
WJEJ	1240	Hagerstown	2.4/9.0
WKSL-F	94.3	Greencastle/Waynsboro	2.6/5.1
WCXR-F	105.9	Woodbridge/Wshngtn	.9/4.6
WGRX-F	100.7	Westmnstr/Baltimore	2.6/6.0
WINC-F	92.5	Winchester	.9/3.0
WKMZ-F	97.5	Martinsburg	2.6/8.7
WMZQ-F	98.7	Washington	.3/2.3
WPGC-F	95.5	Morningside	.6/3.0
WPOC-F	93.1	Baltimore	.3/2.3
WWDC-F	101.1	Washington	2.1/6.6

RADIO STATIONS

WCHA,	800,	1 KW/196 W	, Country	NBC, $12.00	(—)		(CHAMBERSBURG)	D. Burchill
WHAG,	1410,	1 KW (DAYS)	, MOR/Talk	ABC I, $13.00	(Dame)		(HALFWAY)	K. Albright
WJEJ,	1240,	1 KW	, AC	CBS, $10.00	(—)		(HAGERSTOWN)	J. Staub
WARX-F,	106.9,	16 KW @ 855	, AC	CNN UNIULT, $15.00	(K & P)		(HAGERSTOWN)	E. Manning
WAYZ-F,	101.5,	50 KW @ 230	, Country	APR, $26.00	(Republic)	Verstandig	(WAYNESBORO)	M. Martin
WGLL-F,	92.1,	3.3 KW @ 295	, AC	ABC D, $16.00	(—)		(MERCERSBURG)	P. Low
WIKZ-F,	95.1,	50 KW @ 480	, CHR	, $23.00	(—)		(CHAMBERSBURG)	M. Kellan
WQCM-F,	96.7,	4 KW @ 165	, CHR	ABC FM, $15.00	(Dame)		(HALFWAY)	K. Albright
WWMD-F,	104.7,	7 KW @ 1320	, EZ	, $14.00	(—)		(HAGERSTOWN)	J. Staub
WYII-F,	95.9,	3 KW @ 300	, Country	NBC, $15.00	(Market 4)		(WILLIAMSPORT)	K. Smith

WFRE -- See Frederick --

HARRISONBURG, VA

MSA Rank/Pop: NA
ARB Rank/Pop: 249/74,000
Market TSL: 23.0
Average Person Rating: 17.3

Diaries: 427/173:1
Sample Target: 250
% Below Line: 0.0
% Not Listed: 26.6

Retail $: 0.6 Bil
FM Share: 70.21%
Stations: 9/9

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	89	89	88	88	CUME	S90	S89	S88	SHR	AOH	CUME
1. WQPO-F	30/23.4					294	39.7			34.1	42	387
2. WKCY-F	25/19.5					209	28.2			13.0	16	237
3. WSVA	19/14.8					238	32.2			15.4	19	222
4. WHBG	4/ 3.1					78	10.5			4.1	5	71
WPKZ-F	4/ 3.1					96	13.0			5.7	7	119
WRDJ-F	4/ 3.1					68	9.2			1.6	2	70

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WSVA	1. WQPO-F	1. WQPO-F>	1. WQPO-F>>
2. WQPO-F>	2. WKCY-F>>	2. WKCY-F>	2. WKCY-F
3. WKCY-F>	3. WSVA	3. WSVA	3. WSVA

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WQPO-F>>	1. WKCY-F	1. WKCY-F>>	1. WKCY-F	1. WKCY-F
2. WKCY-F>>	2. WQPO-F>>	2. WSVA >	2. WQPO-F>>	2. WQPO-F>>
		3. WQPO-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBTX	1470	Broadway-Timberville	2.3/7.8
WKCY	1300	Harrsnbrg/Staunton	1.6/11.6
WSGM-F	93.5	Staunton	2.3/9.1

RADIO STATIONS

WHBG,	1360,	5 KW (DAYS)	,	Country	UNIULT, $ 9.00	(Savalli)		R. Dean
WSVA,	550,	5 KW/1 KW	,	News/Talk	ABC I APR, $20.00	(Republic)	VerStandig	D. Ridgeway
WKCY-F,	104.3,	50 KW @ 140	,	Country	, $17.00	(---)		F. Kelley
WPKZ-F,	98.5,	900 W @ 1607	,	AC	ABC D, $11.00	(---)	(ELKTON)	E. Evans
WQPO-F,	100.7,	50 KW @ 500	,	CHR	ABC C, $25.00	(Republic)	VerStandig	D. Ridgeway
WRDJ-F,	105.1,	3 KW @ 119	,	Classic AOR	, $12.00	(---)	(BRIDGEWATER)	R. Dean

ITHACA, NY

MSA Rank/Pop: NA
ARB Rank/Pop: 248/79,200
Market TSL: 19.0
Average Person Rating: 14.3

Diaries: 253/313:1
Sample Target: 250
% Below Line: 17.6
% Not Listed: 34.5

Retail $: 0.5 Bil
FM Share: 74.32%
Stations: 7/6

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	METRO CUME RATING S89	METRO CUME RATING S88	BIRCH SHR	BIRCH AOH	BIRCH CUME
1. WNYP-F	13/11.5		15.0		10.8	204	25.8	35.1	27.5			
WPCX-F	13/11.5		7.1		5.9	145	18.3	13.3	10.5			
3. WHCU	11/ 9.7		7.1		13.7	156	19.7	18.6	20.8			
WQNY-F	11/ 9.7		8.0		14.7	196	24.7	26.1	32.3			
WYXL-F	11/ 9.7		8.0		11.8	206	26.0	20.6	26.4			
6. WTKO	8/ 7.1		5.3		7.8	110	13.9	12.5	12.4			
7. WVBR-F	7/ 6.2		9.7		8.8	157	19.8	28.6	27.1			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WHCU >	1. WTKO <	1. WPCX-F	1. WNYP-F>
2. WNYP-F	2. WQNY-F<	2. WQNY-F	2. WPCX-F
WTKO	3. WYXL-F	3. WNYP-F	3. WVBR-F>
4. WPCX-F	4. WNHP-F	4. WYXL-F	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WNHP-F<	1. WQNY-F	1. WPCX-F>	1. WPCX-F>	1. WQNY-F>
2. WYXL-F	WPCX-F	2. WQNY-F	2. WYXL-F	2. WYXL-F
3. WVBR-F	3. WYXL-F	3. WHCU	3. WQNY-F	3. WNYP-F
4. WQNY-F		WYXL-F	4. WVBR-F	WPCX-F
WPCX-F				

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

WHCU,	870,	5 KW/1 KW (DA-N),	MOR	CBS UNISUP,	$18.00	(Christal)		K. Cowan
WTKO,	1470,	5 KW/1 KW (DA-N),	MOR/Full Service	ABC I/E,	$13.00	(Torbet)		J. Gilmore
WNYP-F,	99.9,	23 KW @ 730 ,	CHR	,	$16.00	(Katz)	(CORTLAND)	R. may
WQNY-F,	103.7,	12 KW @ 878 ,	Classic AOR	,	$16.00	(Torbet)		J. Gilmore
WVBR-F,	93.5,	3 KW @ 250 ,	AOR	NBC,	$13.00	(K & P)		B. Mellone
WYXL-F,	97.3,	26 KW @ 580 ,	AC	UNISUP UNIULT,	$15.00	(Christal)		K. Cowan
WPCX-F,	106.9,	45 KW @ 530 ,	Country	SMN,	$16.00	(---)	(AUBURN)	R. Ducayne

JOPLIN, MO

MSA Rank/Pop: 267/136,100
ARB Rank/Pop: 219/113,900
Market TSL: 23.25
Average Person Rating: 16.9

Diaries: 376/303:1
Sample Target: 300
% Below Line: 6.7
% Not Listed: 15.5

Retail $: 0.9 Bil
FM Share: 80.98%
Stations: 15/14

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. KIXQ-F	48/24.9		16.1		7.8	414	36.3	27.0	12.3			
2. KSYN-F	29/15.0		16.1		18.6	315	27.7	31.5	29.5			
3. KKUZ-F	20/10.4		8.1		15.0	242	21.2	22.5	29.0			
4. KOCD-F	11/ 5.7		----		1.2	97	8.5	----	3.2			
5. KMOQ-F	10/ 5.2		4.3		3.6	126	11.1	11.1	7.9			
KRGK-F	10/ 5.2		7.0		3.6	123	10.8	13.7	8.0			
7. WMBH	8/ 4.1		4.3		5.4	122	10.7	10.0	9.1			
8. KBTN	5/ 2.6		1.6		2.4	48	4.2	5.7	5.5			
KFSB	5/ 2.6		3.2		2.4	81	7.1	13.7	10.0			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KIXQ-F>	1. KIXQ-F>>	1. KIXQ-F>	1. KIXQ-F
2. KSYN-F>	2. KKUZ-F<	2. KSYN-F<	2. KSYN-F>>
3. KKUZ-F	3. KSYN-F>	3. KKUZ-F>	3. KKUZ-F
4. KRGK-F	4. KRGK-F	4. KMOQ-F	4. KFSB

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KIXQ-F>	1. KIXQ-F>>	1. KIXQ-F>>	1. KIXQ-F>>	1. KIXQ-F>>
2. KSYN-F>	2. KKUZ-F	2. KKUZ-F	2. KKUZ-F>	2. KKUZ-F
3. KKUZ-F	3. KSYN-F	KMOQ-F	3. KMOQ-F	3. KSYN-F>
4. KOCD-F	4. KMOQ-F	4. KRGK-F	4. KSYN-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDMO	1490	Carthage	1.0/3.8
KKLL	1100	Webb City	2.1/3.3
KKOW	860	Pittsburgh	2.1/6.0
KKOW-F	96.9	Pittsburgh	2.1/11.1
KQYX	1560	Joplin	.5/3.6
KWAS	1230	Joplin/Pittsburgh	1.0/2.8

RADIO STATIONS

KBTN,	1420,	1 KW/500 W (DA-N),	Country	SMN, $ 9.00	(---)		(NEOSHO)	D. Winegardner
KFSB,	1310,	5 KW/1 KW (DA-2) ,	MOR	ABC E UNISUP, $10.00	(Banner)			P. Swint
WMBH,	1450,	1 KW/250 W ,	Country	, $12.00	(Republic)	Demaree		B. Hendrickson
KIXQ-F,	93.9,	50 KW @ 300 ,	Country	ABC E, $18.00	(Banner)		(WEBB CITY)	P. Swint
KKUZ-F,	102.5,	100 KW @ 400 ,	AC	UNIPWR, $16.00	(Republic)	Demaree		
KMOQ-F,	107.1,	6 KW @ 300 ,	Oldies	, $12.00	(Riley)		(BAXTER SPG, KS)	T. Schulte
KRGK-F,	104.9,	1.5 KW @ 450 ,	EZ	ABC D, $10.00	(---)		(CARTHAGE)	R. Kolpin
KSYN-F,	92.5,	100 KW @ 430 ,	CHR	ABC R, $19.00	(K & P)			W. Neal
KOCD-F,	98.3,	3 KW @ 300 ,	AOR	, $12.00	(---)		(COLUMBUS, KS)	J. Freeman

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KILLEEN-TEMPLE, TX

MSA Rank/Pop: 184/235,000
ARB Rank/Pop: 153/201,100
Market TSL: 22.0
Average Person Rating: 16.1

Diaries: 462/435:1
Sample Target: 400
% Below Line: 48.5
% Not Listed: 15.8

Retail $: 1.2 Bil
FM Share: 85.29%
Stations: 15/8

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. KBTS-F	48/14.9		12.7		22.6	693	34.5	33.5	41.1			
2. KOOV-F	46/14.2		10.7		10.8	446	22.2	18.2	16.9			
3. KLTD-F	43/13.3		14.4		2.1	379	18.8	26.3	8.3			
4. KIIZ	27/ 8.4		9.9		11.1	241	12.0	11.2	17.1			
KPLE-F	27/ 8.4		5.6		1.2	252	12.5	6.7	5.9			
6. KLBJ-F	17/ 5.3		6.8		3.0	168	8.4	11.0	6.2			
7. KIXS-F	15/ 4.6		5.1		6.9	321	16.0	16.3	18.4			
8. KRYL-F	12/ 3.7		---		1.2	110	5.5	----	4.4			
9. KWTX-F	10/ 3.1		2.8		2.4	217	10.8	13.1	13.0			
10. KYZZ-F	7/ 2.2		2.8		4.5	137	6.8	11.7	20.8			
WBAP	7/ 2.2		2.5		4.2	108	5.4	8.6	9.9			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KBTS-F	1. KLTD-FL	1. KLTD-F	1. KBTS-F>
2. KOOV-F<	2. KBTS-F<	2. KBTS-F	2. KOOV-F<
3. KLTD-F>	3. KOOV-F>	3. KOOV-F>	3. KPLE-F<
4. KPLE-F	4. KIIZ <	4. KLBJ-F<	4. KLTD-F
	5. KPLE-F	5. KIIZ KPLE-F	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KBTS-F>	1. KLTD-F>	1. KLTD-F>	1. KLTD-F>	1. KLTD-F<
2. KOOV-F<	2. KOOV-F>	2. KOOV-F	2. KOOV-F	2. KOOV-F>
3. KIIZ	3. KBTS-F	3. KPLE-F	3. KBTS-F	3. KPLE-F<
4. KLBJ-F	4. KIIZ	4. KBTS-F	4. KIIZ	4. KBTS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTEM	1400	Temple/Killeen	1.5/4.8
KTON	940	Belton/Killeen	.3/ .9
KASE-F	100.7	Austin	.6/5.2
KNFO-F	95.5	Waco	1.5/7.9

RADIO STATIONS

KIIZ,	1050,	250 W (DAYS) ,	Black	APR, $11.00	(Christal)		K. Williams
KIXS-F,	105.5,	3 KW @ 390 ,	CHR	APR, $11.00	(Christal)	(HARKER HGTS)	K. Williams
KOOV-F,	103.1,	.8 KW @ 630 ,	Country	ABC E, $20.00	(Riley)	(COOPERAS COVE)	G. Christie
KPLE-F,	104.9,	3 KW @ 300 ,	Country	, $15.00	(—)	Formby	C. Schlelper
KRYL-F,	98.3,	3 KW @ 300 ,	Country	, $10.00	(Riley)	(GATESVILLE)	D. Maples
KYZZ-F,	106.3,	1 KW @ 489 ,	CHR	ABC I, $ 9.00	(HNWH)	(BELTON)	T. Weaver

WBAP — See Dallas
Other ranked stations -- see Austin or Waco in Spring 90 edition

LA CROSSE, WI

MSA Rank/Pop: 328/96,300
ARB Rank/Pop: 246/81,200
Market TSL: 21.25
Average Person Rating: 16.3

Diaries: 253/321:1
Sample Target: 260
% Below Line: 4.3
% Not Listed: 12.1

Retail $: 0.7 Bil
FM Share: 66.38%
Stations: 11/10

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. WIZM-F	24/18.2		12.4		23.5	312	38.4	42.8	44.9			
WKTY	24/18.2		11.1		14.4	255	31.4	24.1	27.9			
3. WLXR-F	15/11.4		13.1		17.4	267	32.9	37.6	39.4			
4. KQEG-F	12/ 9.1		6.5		----	156	19.2	19.3	----			
5. WQJY-F	10/ 7.6		5.9		4.5	161	19.8	18.8	14.7			
WSPL-F	10/ 7.6		10.5		6.8	124	15.3	21.3	20.4			
7. WIZM	9/ 6.8		6.5		6.1	143	17.6	18.9	16.9			
8. WCOW-F	5/ 3.8		2.0		3.0	75	9.2	10.1	9.7			
9. WKBH	4/ 3.0		3.3		3.0	46	5.7	6.1	6.7			
10. WLFN	2/ 1.5		3.9		3.0	63	7.8	11.6	9.3			
11. WKBH-F	1/ .8		4.6		2.3	60	7.4	12.6	10.0			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKTY >	1. WKTY	1. WIZM-F	1. WIZM-F>>
2. WIZM-F	2. WIZM-F	2. WKTY	2. WLXR-F>
3. WLXR-F<	3. KQEG-F	3. WLXR-F>	3. WIZM
4. KQEG-F	4. WLXR-F	4. WQJY-F	WKTY
WIZM		WSPL-F	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WIZM-F>>	1. WIZM-F	1. WKTY >	1. WSPL-F	1. WIZM-F>
2. WLXR-F	2. WSPL-F	2. KQEG-F	2. KQEG-F	2. KQEG-F
3. WSPL-F	3. KQEG-F	WQJY-F	3. WIZM-F	WSPL-F
4. KQEG-F	4. WLXR-F	4. WIZM	WKTY	4. WLXR-F
			5. WLXR-F	WQJY-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

WIZM,	1410,	5 KW (DA-2) ,	MOR/Talk	NBC ABC T,	$14.00	(Republic)	Midwest Family		R. Record
WKBH,	1570,	1 KW/500 W (DA-1),	Nostalgia	SMN,	$ 7.00	(---)		(HOLMEN)	M. Schmitz
WKTY,	580,	5 KW/1 KW (DA-2) ,	Country	ABC I UNISUP,	$19.00	(Katz)	May		S. Stach
WLFN,	1490,	1 KW ,	Oldies	RADRAD UNISUP,	$ 8.00	(Torbet)			K. Gephart
KQEG-F,	102.7,	3 KW @ 300 ,	Oldies	,	$12.00	(K & P)		(LA CRESCENT, MN)	E. St. John
WIZM-F,	93.3,	100 KW @ 1000 ,	CHR	ABC C,	$25.00	(Republic)	Midwest Family		R. Recoard
WLXR-F,	104.9,	1 KW @ 430 ,	CHR	UNISUP UNIPWR,	$18.00	(Torbet)			K. Gephart
WQJY-F,	100.1,	1.6 KW @ 400 ,	EZ	,	$ 9.00	(---)		(W. SALEM)	T. Desjarlais
WSPL-F,	95.7,	50 KW @ 492 ,	AC	ABC E UNISUP,	$17.00	(Katz)	May		S. Stach
WCOW-F,	97.1,	100 KW @ 634 ,	Country	MBS,	$ NA	(---)		(SPARTA)	J. Rice

LAFAYETTE, IN

MSA Rank/Pop: 284/125,900
ARB Rank/Pop: 226/105,300
Market TSL: 20.5
Average Person Rating: 15.4

Diaries: 355/297:1
Sample Target: 290
% Below Line: 14.4
% Not Listed: 18.5

Retail $: 0.8 Bil
FM Share: 78.79%
Stations: 11/6

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AOH	CUME
1. WAZY-F	28/17.3	16.4	21.5	22.9	27.8	397	37.7	42.2	43.8			
2. WASK-F	27/16.7	19.2	15.2	16.7	18.3	276	26.2	21.3	20.3			
3. WASK	22/13.6	13.0	19.0	16.0	11.9	235	22.3	20.7	19.9			
4. WKHY-F	20/12.3	11.0	13.9	11.8	10.3	291	27.6	29.4	24.7			
5. WKJM-F	12/ 7.4	6.2	2.5	4.2	2.4	227	21.6	14.5	7.2			
6. WFBQ-F	9/ 5.6	7.5	7.0	11.8	8.7	214	20.3	22.4	19.9			
7. WSHW-F	6/ 3.7	4.1	3.2	1.4	—	128	12.2	8.9	—			
8. WCFY	4/ 2.5	2.1	—	—	4.8	81	7.7	—	5.4			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WASK	1. WAZY-F<	1. WAZY-F>	1. WAZY-F>
2. WASK-F>	2. WKHY-F<	2. WKHY-F	2. WKHY-F>
3. WAZY-F	3. WASK-F	3. WASK-F	3. WKJM-F
4. WKHY-F	4. WASK	4. WKJM-F<	4. WASK-F
		5. WASK	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WAZY-F>	1. WASK-F>	1. WASK-F>	1. WKHY-F>	1. WASK-F>>
2. WKHY-F	2. WKHY-F	2. WASK >>	2. WASK-F>	2. WAZY-F
3. WKJM-F	3. WAZY-F>	3. WAZY-F	3. WAZY-F>	3. WASK
WFBQ-F	4. WASK	WKHY-F		WSHW-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WIMC-F	103.9	Crawfordsville	.6/2.8
WKLR-F	93.1	Indianapolis	.6/2.1
WTUX	1310	Indianapolis	1.2/3.0

RADIO STATIONS

WASK,	1450,	1 KW	,	MOR	NBC,	$21.00	(Republic)	Duchossois		H. Youart
WCFY,	1410,	1 KW/65 W	,	Religion	,	$ 7.00	(—)			S. Springer
WASK-F,	105.3,	50 KW @ 375	,	Country	ABC E,	$22.00	(Republic)	Duchossois		H. Youart
WAZY-F,	96.5,	50 KW @ 500	,	CHR	ABC C,	$27.00	(Christal)	Heritage-Angotti		T. Brown
WKHY-F,	93.5,	3 KW @ 215	,	AOR/Classic	APR,	$17.00	(Katz)			E. McCarty
WKJM-F,	95.3,	2.5 KW @ 440	,	CHR	,	$14.00	(—)		(MONTICELLO)	N. Nussbaum
WSHW-F,	99.7,	50 KW @ 460	,	AC	,	$15.00	(—)		(FRANKFORT)	V. Kasper

WFBQ -- see Indianapolis in Spring 90 report

LAKE CHARLES, LA

MSA Rank/Pop: NA
ARB Rank/Pop: 195/137,900
Market TSL: 19.25
Average Person Rating: 14.4

Diaries: 359/384:1
Sample Target: 340
% Below Line: 19.8
% Not Listed: 13.1

Retail $: 1.1 Bil
FM Share: 75.00%
Stations: 14/8

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. KYKZ-F	45/22.7		20.6		17.4	449	32.6	36.3	27.6			
2. KHLA-F	22/11.1		6.3		11.9	321	23.3	18.0	19.0			
3. KBIU-F	21/10.6		13.4		17.9	372	27.0	30.6	32.7			
4. KXZZ	18/ 9.1		12.6		7.7	239	17.3	16.4	12.3			
5. KTQQ-F	16/ 8.1		9.7		8.9	249	18.1	21.7	14.2			
6. KALO	9/ 4.5		1.7		3.0	104	7.5	5.3	4.1			
KIOC-F	9/ 4.5		2.9		3.4	166	12.0	10.7	9.2			
8. KHYS-F	8/ 4.0		2.5		6.4	100	7.3	9.6	10.6			

12+ AMD

1. KYKZ-F>>
2. KHLA-F
3. KBIU-F
4. KXZZ
   KALO

12+ MID

1. KYKZ-F>>
2. KHLA-F>
3. KBIU-F

12+ PMD

1. KYKZ-F>
2. KBIU-F
3. KXZZ
4. KHLA-F

12+ EVE

1. KBIU-F>>
2. KTQQ-F
   KYKZ-F
4. KIOC-F

ADULTS 18-34

1. KYKZ-F>
2. KBIU-F
   KHLA-F
4. KXZZ

ADULTS 25-54

1. KYKZ-F>>
2. KHLA-F>>
3. KBIU-F
   KTQQ-F
   KXZZ

ADULTS 35-64

1. KYKZ-F>>
2. KHLA-F<
3. KTQQ-F
4. KALO

MEN 25-54

1. KYKZ-F>>
2. KHLA-F>>
3. KEZM
   KXZZ

WOMEN 25-54

1. KYKZ-F>>
2. KHLA-F>>
3. KTQQ-F
   KBIU-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAOK	1400	Lake Charles	2.5/6.5
KEZM	1310	Sulphur/LkChas	3.0/7.6
KLCL	1470	Lake Charles	2.5/6.5
KAJN-F	102.9	Crowley	3.0/8.0
KAYD-F	97.5	Beaumont/PtArthr	.5/2.7
KKMY-F	104.5	Orange/Beaumont	.5/5.3

RADIO STATIONS

KXZZ,	1580,	1 KW ,	Black		, $14.00	(Katz)		D. Johnson
KBIU-F,	103.7,	100 KW @ 471 ,	CHR		, $19.00	(Katz)		D. Johnson
KHLA-F,	99.5,	100 KW @ 400 ,	AC	ABC D UNISUP,	$17.00	(Republic)		G. Swift
KTQQ-F,	100.9,	3 KW @ 300 ,	Country		, $14.00	(Christal)	(SULPHUR)	L. Basso
KYKZ-F,	96.1,	100 KW @ 1400 ,	Country	ABC I,	$26.00	(Banner)		R. Chambers

Other ranked stations — see Beaumont in Spring 90 edition

LAUREL - HATTIESBURG, MS

MSA Rank/Pop: NA
ARB Rank/Pop: 197/130,600
Market TSL: 22.25
Average Person Rating: 16.8

Diaries: 378/345:1
Sample Target: 330
% Below Line: 11.1
% Not Listed: 21.9

Retail $: 1.0 Bil
FM Share: 74.85%
Stations: 15/14

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING			B I R C H		
							S90	S89	S88	SHR	AOH	CUME
1. WBBN-F	22/10.0		11.0		5.1	227	17.4	19.9	9.1	10.5	13	144
WNSL-F	22/10.0		11.8		16.3	400	30.6	27.8	31.7	7.6	10	200
WQIS	22/10.0		10.6		5.6	143	10.9	12.4	11.7	1.5	2	84
4. WZKX-F	19/ 8.7		10.2		8.8	334	25.6	24.4	18.5	22.1	28	238
5. WHER-F	18/ 8.2		6.9		10.7	203	15.5	17.0	20.4	3.7	5	87
6. WJKX-F	12/ 5.5		5.7		4.2	164	12.6	12.2	9.3			
7. WJMG-F	10/ 4.6		4.9		7.9	151	11.6	13.5	9.8	12.1	15	147
WORV	10/ 4.6		3.7		6.5	98	7.5	7.5	5.0	3.8	5	52
9. WHSY-F	7/ 3.2		4.9		9.3	206	15.8	18.1	23.8	7.3	9	186

12+ AMD

1. WNSL-F<
2. WBBN-F
   WHER-F<
4. WJKX-F

12+ MID

1. WBBN-F
2. WNSL-F
3. WHER-F
4. WQIS

12+ PMD

1. WQIS <
2. WBBN-F
   WZKX-F
   WNSL-F

12+ EVE

1. WNSL-F
   WZKX-F
3. WHER-F
   WJMG-F

ADULTS 18-34

1. WNSL-F<
2. WQIS <
3. WBBN-F
4. WZKX-F

ADULTS 25-54

1. WBBN-F
2. WQIS
3. WNSL-F
4. WZKX-F

ADULTS 35-64

1. WBBN-F
2. WHER-F>
3. WJKX-F
   WJMG-F
   WQIS

MEN 25-54

1. WBBN-F>
2. WQIS
3. WNSL-F
4. WKNZ-F

WOMEN 25-54

1. WQIS
2. WNSL-F
   WZKX-F
4. WBBN-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAML	1340	Laurel	1.4/5.7
WBKH	950	Hattiesburg/Petal	2.3/5.3
WFOR	1400	Hattiesburg	1.4/4.5
WKNZ-F	101.7	Collins	2.7/11.2
WMFM-F	106.3	Petal/Hattiesburg	2.7/9.3
WMXI-F	98.1	Laurel	2.7/6.1

RADIO STATIONS

WORV,	1580, 1 KW (DAYS)	,	Black	NBN, $ 7.00	(Dora)		V. Floyd
WQIS,	890, 10 KW (DAYS)	,	Black	ABC FM, $10.00	(HNWH)		J. Schneider
WBBN-F,	95.9, 31 KW @ 624	,	Country	, $13.00	(——)	(TAYLORSVILLE)	R. Blakeney
WHER-F,	103.7, 100 KW @ 1056	,	EZ	NBC UNISUP, $11.00	(K & P)		J. Cameron
WHSY-F,	104.5, 100 KW @ 500	,	CHR	ABC C, $ 8.00	(Republic)		T. Tibbett
WJKX-F,	102.5, 50 KW @ 500	,	Country	ABC E, $ 9.00	(Dora)	(ELLISVILLE)	J. Foretich
WJMG-F,	92.1, 3 KW @ 300	,	Black	SBN, $10.00	(Dora)		V. Floyd
WNSL-F,	100.3, 100 KW @ 1050	,	AC	ABC FM, $14.00	(HNWH)		J. Schneider

WZKX — see Biloxi

LAWTON, OK

MSA Rank/Pop: 305/117,500
ARB Rank/Pop: 237/95,700
Market TSL: 19.5
Average Person Rating: 14.1

Diaries: 284/337:1
Sample Target: 284
% Below Line: 8.5
% Not Listed: 21.5

Retail $: 0.6 Bil
FM Share: 88.68%
Stations: 10/5

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. KLAW-F	33/24.4		24.0		23.3	350	36.6	29.4	36.3			
2. KMGZ-F	30/22.2		21.9		20.9	353	36.9	38.7	44.8			
3. KQLI-F	12/ 8.9		8.2		14.7	220	23.0	21.3	23.2			
4. KKRX-F	11/ 8.1		11.0		15.5	127	13.3	16.5	24.4			
KSWO	11/ 8.1		7.5		7.8	203	21.2	19.3	17.6			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KLAW-F<	1. KLAW-F>	1. KLAW-F>	1. KMGZ-F>
2. KMGZ-F	2. KMGZ-F>	2. KMGZ-F>	2. KLAW-F>
3. KSWO	3. KQLI-F	3. KQLI-F	3. KQLI-F
	4. KKRX-F	4. KKRX-F	4. KKRX-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KMGZ-F>>	1. KLAW-F>>	1. KLAW-F>>	1. KLAW	1. KLAW-F>>
2. KLAW-F	2. KMGZ-F	2. KSWO >	2. KMGZ-F	2. KQLI-F
3. KKRX-F	3. KKRX-F	3. KMGZ-F	3. KKRX-F>	3. KMGZ-F
4. KQLI-F	KQLI-F	KQLI-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KLUR	99.9	Wichita Falls	.7/2.9
KNIN-F	92.9	Wichita Falls	2.2/8.9
KOMA	1520	Oklahoma City	.7/5.9
KRXO-F	107.7	Oklahoma City	.7/2.7
KYYI-F	104.7	Burkburnett	2.2/6.5

RADIO STATIONS

KSWO,	1380,	1 KW (DA-2) ,	"Urban Country"	SUN, $ 8.00	(Roslin)	R. Kirby
KKRX-F,	98.1,	100 KW @ 201 ,	AC	, $ 9.00	(HNWH)	M. Russell
KLAW-F,	101.5,	100 KW @ 590 ,	Country	ABC E, $16.00	(Katz)	B. Shoemate
KMGZ-F,	95.3,	3 KW @ 295 ,	CHR	UNIPWR, $14.00	(Republic)	C. Morgan
KQLI-F,	94.3,	3 KW @ 328 ,	AC	, $10.00	(---)	J. Gardner

LONGVIEW-MARSHALL, TX

MSA Rank/Pop: 234/164,600
ARB Rank/Pop: 194/138,300
Market TSL: 21.75
Average Person Rating: 16.1

Diaries: 343/403:1
Sample Target: 340
% Below Line: 42.7
% Not Listed: 16.7

Retail $: 1.3 Bil
FM Share: 88.65%
Stations: 21/8

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. KYKX-F	48/21.6		14.3		17.5	447	32.3	23.5	22.6	24.4	54	519
2. KNUE-F	23/10.4		5.4		6.3	254	18.4	15.1	13.0	8.1	18	216
3. KMHT-F	16/ 7.2		2.2		3.9	164	11.9	7.3	8.4	6.3	14	201
4. KTUX-F	15/ 6.8		8.5		12.6	241	17.4	17.1	22.1	11.8	26	432
5. KOOI-F	10/ 4.5		6.7		5.3	139	10.1	10.1	9.4	4.1	9	122
KTAL-F	10/ 4.5		4.5		4.4	96	6.9	10.1	10.1	3.6	8	209
7. KEES	9/ 4.1		1.8		4.4	64	4.6	5.8	5.7	2.3	5	99
8. KKTX-F	8/ 3.6		.9		4.9	127	9.2	7.2	11.6	1.8	4	137

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KYKX-F>>	1. KYKX-F>>	1. KYKX-F>>	1. KYKX-F
2. KNUE-F>	2. KNUE-F>	2. KNUE-F	2. KTUX-F
3. KMHT-F	3. KMHT-F	3. KTUX-F>	3. KTAL-F>
4. KEES	4. KEES		4. KKDA-F
KTUX-F			KNUE-F
KOOI-F			

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KNUE-F<	1. KYKX-F>>	1. KYKX-F>>	1. KYKX-F>	1. KYKX-F>>
2. KYKX-F	2. KMHT-F	2. KMHT-F	2. KEES	2. KMHT-F
3. KTUX-F	3. KNUE-F>	3. KNUE-F	KMHT-F	3. KNUE-F
4. KMHT-F	4. KKTX-F	4. KEES	KNUE-F	4. KTUX-F
	KTUX-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAEZ-F	95.3	Gilmer	1.4/4.4
KCUL	1410	Marshall	1.4/3.3
KFRO	1370	Longview	1.8/6.1
KISX-F	107.3	Whitehouse/Tyler	2.3/4.6
KITT-F	93.7	Shreveport	1.4/7.4
KKDA-F	104.5	Dallas/Ft.Worth	2.7/6.2
KPXI-F	100.7	Mt. Pleasant	1.8/5.3
KRMD	1340	Shreveport/BsrCty	.5/ .4
KRMD-F	101.1	Shreveport/BsrCty	.9/3.3
KTYL-F	93.1	Tyler/Longview	2.7/8.7
KVKI-F	96.5	Shreveport	1.8/4.0
KWHK-F	94.5	Shreveport	.5/3.1
KZEY	690	Tyler	1.8/5.3

RADIO STATIONS

KEES,	1430,	5 KW/1 KW	,	Talk	ABC T NBC,	$11.00	(K & P)	(GLADEWATER)	
KKTX-F,	96.1,	32 KW @ 620	,	AOR	ABC FM,	$ 9.00	(Target)	Noalmark	R. Monroe
KMHT-F,	103.9,	2 KW @ 422	,	Black	,	$11.00	(---)		P. Adrock
KTUX-F,	98.9,	100 KW @ 720	,	CHR	,	$ NA	(Banner)		E. Stevens
KYKX-F,	105.7,	100 KW @ 1005	,	Country	ABC I,	$30.00	(Mc-Guild)	Sun Group	M. Gatons

Other ranked stations -- see Tyler, TX or Shreveport in Spring 90 edition

LUFKIN-NACOGDOCHES, TX

MSA Rank/Pop: NA
ARB Rank/Pop: 230/102,500
Market TSL: 20.25
Average Person Rating: 14.9

Diaries: 337/304:1
Sample Target: 290
% Below Line: 9.6
% Not Listed: 18.3

Retail $: 0.7 Bil
FM Share: 87.20%
Stations: 11/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. KYKS-F	31/20.3		18.1		10.5	346	33.8	33.9	25.6			
2. KAFX-F	25/16.3		26.4		25.7	370	36.1	46.4	42.8			
3. KJCS-F	19/12.4		11.5		28.9	319	31.1	33.4	42.4			
4. KSFA	11/ 7.2		2.2		4.6	102	10.0	4.4	5.1			
5. KUEZ-F	10/ 6.5		4.4		----	126	12.3	10.7	----			
6. KTBQ-F	9/ 5.9		2.7		3.3	182	17.8	7.3	7.2			
7. KHYS-F	6/ 3.9		2.7		----	123	12.0	7.8	----			
KOOI-F	6/ 3.9		5.5		3.3	85	8.3	10.1	7.7			

12+ AMD

1. KYKS-F>
2. KJCS-F<
3. KAFX-F>

12+ MID

1. KYKS-F>
2. KAFX-F<
3. KJCS-F
4. KUEZ-F

12+ PMD

1. KYKS-F<
2. KAFX-F>
3. KJCS-F
4. KSFA
   KTBQ-F

12+ EVE

1. KAFX-F
   KYKS-F>
3. KHYS-F
4. KSFA

ADULTS 18-34

1. KAFX-F<
2. KYKS-F>
3. KTBQ-F
4. KUEZ-F
   KHYS-F

ADULTS 25-54

1. KYKS-F>>
2. KAFX-F>
3. KTBQ-F
4. KJCS-F
   KUEZ-F

ADULTS 35-64

1. KYKS-F>>
2. KJCS-F
3. KAFX-F

MEN 25-54

1. KYKS-F
2. KAFX-F>
3. KTBQ-F
   KUEZ-F

WOMEN 25-54

1. KYKS-F>>
2. KAFX-F>
3. KJCS-F
   KTBQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAQU-F	101.9	Huntington/Lufkin	2.0/6.0
KEEE	1230	Nacogdoches	2.0/4.9
KRBA	860	Nacogdoches	1.3/8.0

RADIO STATIONS

KSFA,	860,	1 KW/500 W (DA-1) ,	Black	APR, $ 8.00	(—)		M. Williams
KAFX-F,	95.5,	100 KW @ 571,	AC	UNIPWR, $20.00	(Christal)	(DIBOLL)*	C. Boswell
KJCS-F,	103.3,	100 KW @ 320,	Country	, $17.00	(—)		B. Downs
KTBQ-F,	107.7,	50 KW @ 492,	AOR	, $10.00	(—)		M. Williams
KUEZ-F,	99.3,	25 KW @ 700,	EZ/Soft AC	APR, $11.00	(K & P)		S. Yates
KYKS-F,	105.1,	100 KW @ 660,	Country	APR, $17.00	(Eastman)		L. Gunter

KHYS-F — see Beaumont in Spring 90 edition

KOOI — see Tyler

MEDFORD-ASHLAND, OR

MSA Rank/Pop: 247/148,600
ARB Rank/Pop: 211/120,400
Market TSL: 24.0
Average Person Rating: 17.7

Diaries: 318/379:1
Sample Target: 310
% Below Line: 0.0
% Not Listed: 19.7

Retail $: 0.9 Bil
FM Share: 71.93%
Stations: 9/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. KTMT-F	42/19.7		28.5		17.2	379	31.5	34.1	25.5	28.0	54	427
2. KRWQ-F	35/16.4		11.0		14.1	313	26.0	20.3	19.8	14.5	28	290
3. KCMX-F	26/12.2		7.6		8.6	298	24.8	14.2	17.5	7.3	14	182
4. KMED	24/11.3		8.7		8.0	209	17.4	12.4	15.4	7.8	15	189
5. KCNA-F	11/ 5.2		.6		7.4	107	8.9	5.2	7.2	6.7	13	145
KDOV	11/ 5.2		3.5		2.5	148	12.3	7.0	8.3	6.2	12	150
7. KMFR	10/ 4.7		1.2		1.8	137	11.4	6.2	7.7	1.6	3	91
8. KBOY-F	9/ 4.2		7.0		5.5	156	13.0	19.8	13.4	8.3	16	216

12+ AMD

1. KTMT-F<
2. KRWQ-F>
3. KCMX-F
4. KMED

12+ MID

1. KTMT-F<
2. KRWQ-F<
3. KCMX-F
4. KMED

12+ PMD

1. KTMT-F>
2. KCMX-F
3. KRWQ-F
4. KMED

12+ EVE

1. KTMT-F>>
2. KRWQ-F>>

ADULTS 18-34

1. KTMT-F>>
2. KRWQ-F
3. KCMX-F
4. KCNA-F

ADULTS 25-54

1. KCMX-F<
2. KRWQ-F
   KTMT-F>

ADULTS 35-64

1. KRWQ-F<
2. KCMX-F
3. KMED
4. KDOV

MEN 25-54

1. KTMT-F<
2. KCMX-F<
3. KRWQ-F>
4. KBOY-F
   KCNA-F
   KMFR

WOMEN 25-54

1. KCMX-F<
2. KRWQ-F
3. KTMT-F
4. KMED

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCMX 580 Ashland/Medford 1.4/8.1

RADIO STATIONS

KDOV,	1300,	5 KW (DA-N)	,	Religion	NBC, $ 6.00	(Tacher)		P. Atkinson
KMED,	1440,	5 KW/1 KW (DA-1)	,	Nostalgia	MBS UNISUP, $10.00	(Radio West)		D. Hill
KMFR,	880,	1 KW	,	Country	SMN CBS, $ 7.00	(Torbet)		B. Johnson
KBOY-F,	95.7,	100 KW @ 935	,	AOR	, $12.00	(Mc-Guild)		C. Hawke
KCMX-F,	101.9,	32 KW @ 1431	,	Soft AC	APR, $14.00	(Katz)		B. Baurenfein
KCNA-F,	102.7,	100 KW @ 1976	,	Classic AOR	, $11.00	(---)	(CAVE JNCTN)	W. Melton
KRWQ-F,	100.3,	30 KW @ 985	,	Country	APR, $17.00	(Radio West)	(GOLD HILL)	D. Hill
KTMT-F,	93.7,	31 KW @ 3400	,	CHR	ABC R ABC FM, $21.00	(Torbet)		B. Johnson

MERIDIAN, MS

MSA Rank/Pop: NA
ARB Rank/Pop: 256/64,100
Market TSL: 22.25
Average Person Rating: 16.8

Diaries: 253/253:1
Sample Target: 250
% Below Line: 1.2
% Not Listed: 20.4

Retail $: 0.5 Bil
FM Share: 69.77
Stations: 8/7

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. WZMP-F	26/24.1		9.5		11.8	168	26.2	24.5	22.4			
2. WJDQ-F	20/18.5		19.0		19.3	226	35.3	36.2	34.8			
3. WALT	15/13.9		13.5		16.0	137	21.4	24.2	23.4			
4. WOKK-F	13/12.0		18.3		31.1	187	29.2	32.0	45.2			
5. WMOX	9/ 8.3		13.5		4.2	118	18.4	22.0	13.0			

12+ AMD

1. WZMP-F<
2. WMOX <
3. WJDQ-F
4. WOKK-F

12+ MID

1. WZMP-F
2. WJDQ-F>
3. WOKK-F>
4. WALT

12+ PMD

1. WZMP-F>>
2. WJDQ-F>
3. WALT
   WOKK-F

12+ EVE

1. WALT >
2. WJDQ-F
3. WZMP-F>
4. WOKK-F

ADULTS 18-34

1. WZMP-F<
2. WJDQ-F>
3. WALT >>

ADULTS 25-54

1. WZMP-F>
2. WJDQ-F>
3. WALT
4. WOKK-F

ADULTS 35-64

1. WZMP-F>>
2. WOKK-F>
3. WALT
   WJDQ-F

MEN 25-54

1. WZMP-F
2. WJDQ-F>
3. WOKK-F
4. WALT

WOMEN 25-54

1. WZMP-F>>
2. WALT
   WJDQ-F>>
4. WOKK-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMER	1390	Meridian	.9/3.7
WQIC	1450	Meridian	.9/7.5
WNSL-F	100.3	Laurel/Hattiesburg	.9/5.3

RADIO STATIONS

WALT,	910,	5 KW/1 KW ,	Black	ABC E,	$15.00	(Mc-Guild)	New South		
WMOX,	1010,	10 KW/1 KW (DA-2),	Country	UNIULT,	$13.00	(Savalli)			J. Kewes
WJDQ-F,	101.3,	100 KW @ 580 ,	Contemp	CBS,	$19.00	(Republic)			D. Pearce
WOKK-F,	97.1,	100 KW @ 330 ,	Country	ABC E,	$16.00	(Mc-Guild)	New South		
WZMP-F,	95.1,	26 KW @ 607 ,	Black	MBS,	$21.00	(Banner)		(MARION)	K. Rainey

MINOT, ND

MSA Rank/Pop: NA
ARB Rank/Pop: 261/48,500
Market TSL: 24.25
Average Person Rating: 18.4

Diaries: 246/197:1
Sample Target: 250
% Below Line: 1.3
% Not Listed: 15.7

Retail $: 0.5 Bil
FM Share: 69.33%
Stations: 8/7

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AOH	CUME
1. KHHT-F	22/24.7		21.4		14.9	189	39.0	46.2	31.0			
2. KCJB	18/20.2		28.6		28.4	145	29.9	38.8	39.3			
3. KZPR-F	14/15.7		10.7		17.6	121	24.9	25.7	27.1			
4. KIZZ-F	11/12.4		13.1		16.2	149	30.7	29.6	32.2			
5. KBQQ-F	5/ 5.6		8.3		13.5	92	19.0	26.1	30.1			
6. KHRT	2/ 2.2		1.2		2.7	51	10.5	4.1	9.0			
KRRZ	2/ 2.2		3.6		4.1	67	13.8	11.5	14.5			

12+ AMD

1. KCJB >
2. KHHT-F>
3. KIZZ-F
   KZPR-F

12+ MID

1. KCJB
   KHHT-F
3. KZPR-F<
4. KIZZ-F

12+ PMD

1. KHHT-F
2. KCJB >
3. KZPR-F<
4. KIZZ-F

12+ EVE

1. KHHT-F>>
2. KCJB >
3. KRRZ
   KZPR-F

ADULTS 18-34

1. KHHT-F>>
2. KIZZ-F
3. KZPR-F>

ADULTS 25-54

1. KIZZ-F
2. KCJB
   KHHT-F
   KZPR-F

ADULTS 35-64

1. KCJB >>
2. KZPR-F>>

MEN 25-54

1. KIZZ-F
2. KCJB
   KHHT-F
4. KBQQ-F

WOMEN 25-54

1. KZPR-F>>
2. KCJB
   KHHT-F
   KIZZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFYR	550	Bismarck	1.1/6.0

RADIO STATIONS

KCJB,	910,	5 KW/1 KW (DA-2) ,	Country	CBS,	$28.00	(Katz)	R. Romine
KHRT,	1320,	2.5 KW (DAYS) ,	EZ	ABC I,	$10.00	(---)	C. Cerkowniak
KRRZ,	1390,	5 KW/1 KW ,	Oldies	UNISUP UNIULT,	$10.00	(Torbet)	C. Ferguson
KHHT-F,	97.1,	100 KW @ 910 ,	CHR	,	$30.00	(Katz)	P. Finken
KIZZ-F,	93.7,	100 KW @ 600 ,	AC	ABC C,	$19.00	(Banner)	W. Sanders
KBQQ-F,	99.9,	100 KW @ 500 ,	Classic AOR	UNIPWR,	$13.00	(Torbet)	D. Hoberg
KZPR-F,	105.3,	100 KW @ 580 ,	Country	UNISUP UNIULT,	$18.00	(Torbet)	C. Ferguson

MONROE, LA

MSA Rank/Pop: 252/145,300
ARB Rank/Pop: 217/115,500
Market TSL: 19.75
Average Person Rating: 14.7

Diaries: 400/289:1
Sample Target: 310
% Below Line: 0.7
% Not Listed: 12.9

Retail $: .82 Bil
FM Share: 84.46%
Stations: 11/10

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. KYEA-F	45/26.5		19.0		23.8	314	27.2	26.1	24.4	29.3	54	509
2. KJLO-F	29/17.1		19.0		13.4	360	31.2	31.4	22.0	13.6	25	326
3. KNOE-F	25/14.7		13.0		8.7	345	29.9	31.3	25.4	15.2	28	355
4. KNAN-F	19/11.2		10.9		19.2	280	24.2	29.5	32.0	16.8	31	385
5. KMBS	13/ 7.6		7.1		6.4	120	10.4	9.5	11.0	1.6	3	97
6. KNOE	6/ 3.5		2.7		9.9	98	8.5	9.2	17.3	3.8	7	131
7. KXLA	4/ 2.4		6.0		4.7	90	7.8	6.5	8.7	1.6	3	54

12+ AMD

1. KJLO-F<
2. KYEA-F>
3. KNAN-F<
4. KNOE-F

12+ MID

1. KJLO-F<
2. KYEA-F>
3. KNOE-F<
4. KNAN-F

12+ PMD

1. KYEA-F>
2. KJLO-F<
3. KNOE-F>
4. KNAN-F

12+ EVE

1. KYEA-F>>
2. KNOE-F>>
3. KNAN-F
4. KJLO-F

ADULTS 18-34

1. KYEA-F>
2. KNAN-F
   KNOE-F>
4. KJLO-F

ADULTS 25-54

1. KYEA-F>
2. KJLO-F
3. KNAN-F>
4. KNOE-F

ADULTS 35-64

1. KJLO-F
2. KYEA-F>>
3. KNAN-F
   KMBS

MEN 25-54

1. KYEA-F
2. KJLO-F>
3. KNAN-F>
4. KNOE
   KNOE-F

WOMEN 25-54

1. KYEA-F>>
2. KJLO-F
3. KNAN-F>
4.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMYQ-F	100.1	Bastrop	1.2/5.8
KTRY-F	94.3	Bastrop	1.2/6.7
KXKZ-F	107.5	Ruston	1.2/9.0
KQID-F	93.1	Alexandria	.6/6.1

RADIO STATIONS

KMBS,	1310,	5 KW/52 W (DA-1),	Nostalgia	SMN, $12.00	(Riley)		D. Seegers
KNOE,	540,	5 KW/1 KW (DA-N),	Oldies	ABC I, $13.00	(Mc-Guild)		J. Noe
KXLA,	990,	1 KW (DAYS, DA) ,	Black	SBN, $ 7.00	(K & P)		T. Bigby
KJLO-F,	104.1,	100 KW @ 900 ,	Country	ABC E, $17.00	(HNWH)	New South	K. Lein
KNAN-F,	106.1,	100 KW @ 1017 ,	AC	ABC FM, $24.00	(Banner)	Opus	J. Joffrey
KNOE-F,	101.9,	100 KW @ 1670 ,	CHR	ABC FM, $22.00	(Mc-Guild)		J. Noe
KYEA-F,	98.3,	3 KW @ 260 ,	Black	ABC FM ABC C, $21.00	(Durpetti)		J. Wilson

MORRISTOWN, NJ

MSA Rank/Pop: NA
ARB Rank/Pop: 95/361,900
Market TSL: 24.5
Average Person Ratings: 18.4

Diaries: 422/858:1
Sample Target: 400
% Below Line: 76.7
% Not Listed: 15.6

Retail $: 3.5 Bil
FM Share: 75.00%
Stations: 26/3

12+ METRO	1/4/SHARE	SPG 89	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88
1. WXRK-F	52/ 7.8	9.2	5.2	688	19.0	22.1	16.8
2. WPAT-F	44/ 6.6	5.3	7.4	519	14.3	14.0	12.0
3. WNSR-F	42/ 6.3	3.8	3.2	525	14.5	11.8	12.4
WHTZ-F	42/ 6.3	5.7	8.2	666	18.4	23.2	22.8
5. WNEW-F	39/ 5.9	6.1	4.5	706	19.5	16.3	13.1
6. WLTW-F	33/ 5.0	5.4	4.2	418	11.6	15.3	15.0
7. WDHA-F	32/ 4.8	4.5	5.0	460	12.7	15.9	13.2
8. WOR	31/ 4.7	4.1	3.9	398	11.0	12.0	9.0
WXMC	31/ 4.7	4.5	3.0	154	4.3	7.5	3.5
10. WCBS-F	30/ 4.5	4.4	3.5	499	13.8	15.0	14.0

12+ AMD

1. WXRK-F
2. WOR
3. WHTZ-F>
4. WNSR-F
5. WYNY-F

12+ MID

1. WXRK-F
2. WNSR-F<
3. WLTW-F
4. WPAT-F
5. WXMC

12+ PMD

1. WNEW-F
2. WNSR-F
   WPAT-F
   WHTZ-F
5. WXRK-F

12+ EVE

1. WHTZ-F
2. WPAT-F
3. WNEW-F
4. WQHT-F

ADULTS 18-34

1. WXRK-F
2. WDHA-F
3. WNEW-F
4. WNSR-F
   WHTZ-F

ADULTS 25-54

1. WXRK-F>
2. WNSR-F
3. WLTW-F
4. WNEW-F
   WCBS-F

ADULTS 35-64

1. WPAT-F
2. WCBS-F
3. WLTW-F
4. WNSR-F
5. WYNY-F

MEN 25-54

1. WXRK-F
2. WNEW-F
3. WDHA-F
4. WCBS-F
   WYNY-F

WOMEN 25-54

1. WNSR-F
2. WLTW-F
3. WCBS-F
4. WHTZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMTR	1250	Morristown	.3/ 2.8
WABC	770	New York	4.1/ 9.8
WCBS	880	New York	1.8/ 8.0
WFAN	660	New York	3.0/12.1
WINS	1010	New York	.5/ 8.5
WKXW-F	101.5	Trenton	1.1/ 2.7
WNCN-F	104.3	New York	2.0/ 6.7
WNEW	1130	New York	2.3/ 5.0
WPAT	930	Paterson	.5/ 1.4
WPLJ-F	95.5	New York	3.3/13.8
WQCD-F	101.9	New York	1.5/ 5.5
WQHT-F	97.1	New York	2.6/ 8.4
WQXR-F	96.3	New York	1.2/ 4.9
WRKS-F	98.7	New York	.8/ 2.4
WYNY-F	103.5	Lk Success/NY	4.2/11.1
WZZO-F	95.1	Bethlehem/Alntwn	1.2/ 2.3

RADIO STATIONS

WMTR ,	1250,	5 KW/1 KW (DA-2),	Business News	APR ABC D, $36.00	(Groskin)		P. Arnow
WXMC ,	1310,	1 KW/400W (DA-1),	Nostalgia	IND, $31.00	(—)	(PARSIPPANY)	R. Bohativk
WDHA-F,	105.5,	1 KW @ 565 ,	AOR	IND, $60.00	(—)	(DOVER)	B. Linder

Other ranked stations - See New York in Spring 90 edition

MUSKEGON, MI

MSA Rank/Pop: 235/160,300
ARB Rank/Pop: 198/129,500
Market TSL: 21.0
Average Person Rating: 15.8

Diaries: 342/379:1
Sample Target: 350
% Below Line: 23.8
% Not Listed: 15.7

Retail $: 0.8 Bil
FM Share: 93.60%
Stations: 17/10

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. WSNX-F	42/20.6	18.1	22.8	23.2	22.0	442	34.1	41.8	34.3			
2. WMHG-F	35/17.2	----	----	----	----	187	14.4	----	----			
3. WMUS-F	21/10.3	14.3	17.4	13.6	20.8	268	20.7	26.7	23.1			
4. WLAV-F	15/ 7.4	3.3	2.7	3.6	6.0	110	8.5	7.4	9.9			
5. WLCS-F	8/ 3.9	4.8	5.9	6.8	4.2	171	13.2	12.7	12.7			
6. WODJ-F	7/ 3.4	.5	----	----	----	112	8.6	----	----			
7. WKBZ	6/ 2.9	7.1	5.5	6.8	7.1	166	12.8	11.2	17.5			
WKBZ-F	6/ 2.9	4.3	4.6	5.5	4.8	127	9.8	12.1	10.4			
9. WQWQ	5/ 2.5	----	.5	1.4	----	85	6.6	2.3	----			

12+ AMD

1. WSNX-F
2. WMHG-F
3. WMUS-F>

12+ MID

1. WSNX-F>
2. WMHG-F
3. WMUS-F>
4. WLAV-F

12+ PMD

1. WSNX-F>
2. WMHG-F>
3. WMUS-F>
4. WLAV-F

12+ EVE

1. WMHG-F
2. WSNX-F>>
3. WLAV-F
4. WLCS-F

ADULTS 18-34

1. WSNX-F>>
2. WMHG-F>
3. WLAV-F>>
4. WMUS-F

ADULTS 25-54

1. WMHG-F<
2. WSNX-F
3. WLAV-F
4. WMUS-F

ADULTS 35-64

1. WMUS-F>
2. WSNX-F
3. WMHG-F>
4. WKBZ-F
   WLAV-F

MEN 25-54

1. WLAV-F<
2. WSNX-F>
3. WMHG-F
4. WMUS-F

WOMEN 25-54

1. WMHG-F>
2. WMUS-F
   WSNX-F>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCXT-F	105.3	Hart	2.0/8.3
WQFN-F	101.7	Muskegon Hts	1.5/9.0
WSHN-F	100.1	Fremont	.5/3.5
WGRD-F	97.9	Grand Rapids	2.0/8.9
WJFM-F	93.7	Grand Rapids	2.0/4.6
WKLQ-F	94.5	Holland/Gr Rpds	2.0/8.3
WLHT-F	95.7	Grand Rapids	2.0/4.2
WOOD-F	105.7	Grand Rapids	1.5/5.3

RADIO STATIONS

WQWQ,	1520,	10 KW/1KW (DA-2) ,	EZ (?)	,	$10.00	(Roslin)	Federated		
WCXT-F,	105.3,	100 KW @ 650 ,	Soft AC	,	$12.00	(---)		(HART)	L. Halley
WKBZ-F,	95.3,	2 KW @ 367 ,	AC	ABC I MBS,	$14.00	(Roslin)		(WHITEHALL)	F. Tascone
WLCS-F,	98.3,	2.6 KW @ 321 ,	Oldies	UNIULT,	$11.00	(K & P)			S. Wentzloff
WMUS-F,	106.9,	50 KW @ 480 ,	Country	ABC D,	$38.00	(HNWH)			T. Achterhoff
WMHG-F,	107.9,	2.6 KW @ 330 ,	Black	SBN,	$14.00	(Patt)			
WQFN-F,	101.7,	3 KW @ 300 ,	AC	ABC E,	$13.00	(Roslin)	Federated		
WSNX-F,	104.5,	32 KW @ 620 ,	CHR	UNIPWR,	$32.00	(Banner)	Goodrich		J. Scarpelli

MYRTLE BEACH, SC

MSA Rank/Pop: NA
ARB Rank/Pop: 184/154,100
Market TSL: 24.75
Average Person Rating: 18.0

Diaries: 391/394:1
Sample Target: 360
% Below Line: 10.4
% Not Listed: 23.8

Retail $: 1.7 Bil
FM Share: 92.42%
Stations: 18/12

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. WBPR-F	40/14.4		12.8			509	33.0	18.2				
2. WJYR-F	32/11.6		11.8			253	16.4	17.3				
3. WYAV-F	28/10.1		17.2			375	24.3	39.4				
4. WKZQ-F	27/ 9.7		9.9			212	13.8	16.5				
5. WYAK-F	24/ 8.7		7.4			243	15.8	15.5				
6. WNMB-F	15/ 5.4		3.4			134	8.7	9.8				
7. WVBX	10/ 3.6		----			101	6.6	----				
8. WZFX-F	9/ 3.2		2.0			159	10.3	5.1				
9. WSYN-F	6/ 2.2		1.5			116	7.5	7.1				
WGNI-F	6/ 2.2		----			57	3.7	----				

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WBPR-F	1. WBPR-F	1. WBPR-F	1. WBPR-F>
2. WYAV-F<	2. WJYR-F<	2. WYAV-F<	2. WYAV-F
3. WJYR-F	3. WKZQ-F<	3. WJYR-F<	3. WKZQ-F
4. WKZQ-F	4. WYAV-F	4. WKZQ-F	4. WNMB-F
5. WYAK-F	5. WYAK-F		5. WJYR-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WPBR-F<	1. WBPR-F	1. WJYR-F<	1. WKZQ-F>	1. WBPR-F>
2. WKZQ-F<	2. WKZQ-F	2. WYAK-F<	2. WBPR-F	2. WYAV-F>
3. WYAV-F>	3. WYAK-F	3. WBPR-F>	WYAK-F	3. WJYR-F
	WYAV-F		4. WNMB-F	WYAK-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBIG	1330	Conway	.7/5.6
WGTN	1400	Georgetown	.7/2.2
WGTN-F	100.9	Andrews/Georgetown	.4/2.9
WJXY	1050	Conway	.7/5.3
WHLZ-F	92.5	Manning	.7/4.1
WWDM-F	101.3	Sumter	.7/5.2
WXLY-F	102.5	N Charlstn/Charlstn	.4/1.6
WXTC-F	96.9	Charleston	.7/3.5

RADIO STATIONS

WVBX,	1470,	1 KW (DAYS) ,	Black	SBN, $ 8.00	(---)	(GEORGETOWN)	R. Swinton
WBPR-F,	97.7,	50 KW @ 497 ,	CHR	, $32.00	(---)	(GEORGETOWN)	T. Watts
WJYR-F,	92.1,	6 KW @ 300 ,	EZ	UNIULT, $28.00	(Mc-Guild)		T. Hirsch
WKZQ-F,	101.7,	38 KW @ 650 ,	CHR	, $20.00	(Southern)		B. Hennecy
WNMB-F,	105.5,	3 KW @ 335 ,	AC	ABC I, $18.00	(Dora)		M. Sedota
WSYN-F,	106.5,	50 KW @ 330 ,	CHR	, $ NA	(Keystone)	(GEORGETOWN)	R. Simpkins
WYAK-F,	103.1,	6 KW @ 325 ,	Country	MBS, $25.00	(Christal)	(SURFSIDE)	G. Morris
WYAV-F,	104.1,	100 KW @ 660 ,	CHR	, $29.00	(---)	(CONWAY)	T. Atkinson

WGNI -- see Wilmington in Spring 90 edition
WZFX -- see Fayetteville in Spring 90 edition

NAPLES-MARCO ISLAND, FL

MSA Rank/Pop: 265/137,500
ARB Rank/Pop: 214/118,200
Market TSL: 24.25
Average Person Rating: 17.8

Diaries: 308/384:1
Sample Target: 310
% Below Line: 74.5
% Not Listed: 23.3

Retail $: 1.3 Bil
FM Share: 86.96%
Stations: 13/5

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. WAVV-F	26/12.4		8.5		8.7	253	21.4	15.7	11.2			
2. WRXK-F	25/11.9		8.5		8.7	201	17.0	15.8	13.9			
3. WCVU-F	24/11.4		10.9		17.4	288	24.4	23.8	26.1			
4. WCKT-F	17/ 8.1		1.5		1.3	163	13.8	5.2	5.0			
5. WIXI-F	15/ 7.1		10.0		8.1	196	16.6	19.4	14.6			
6. WNOG	12/ 5.7		10.4		10.1	153	12.9	16.5	15.9			
7. WSGL-F	11/ 5.2		4.0		2.0	117	9.9	13.8	8.4			
8. WZOR	9/ 4.3		5.0		9.4	69	5.8	3.9	7.7			
WINK-F	9/ 4.3		8.0		5.4	171	14.5	14.6	16.1			
10. WLAZ-F	8/ 3.8		6.0		6.0	162	13.7	17.7	16.9			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WRXK-F<	1. WAVV-F	1. WAVV-F	1. WAVV-F
2. WCVU-F	2. WCVU-F<	2. WCVU-F	WRXK-F>
3. WNOG <	3. WRXK-F>	WRXK-F	3. WCVU-F
4. WAVV-F	4. WIXI-F	4. WIXI-F	4. WNOG

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WRXK-F>>	1. WRXK-F	1. WAVV-F>	1. WRXK-F>>	1. WAVV-F>
2. WAVV-F	2. WAVV-F>	2. WCKT-F	2. WCKT-F>	2. WSGL-F
3. WCKT-F	3. WSGL-F	WCVU-F	3. WSGL-F	3. WZOR
4. WSGL-F	4. WCKT-F	4. WIXI-F	WAVV-F	4. WCKT-F
WINK-F				

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCOO-F	98.3	Immokalee/Naples	.5/6.5
WHEW-F	101.9	Ft. Myers/Naples	.5/4.8
WOLZ-F	95.3	Ft. Myers/Naples	1.4/7.4

RADIO STATIONS

WNOG,	1270,	5 KW/2.5 KW (DA-N),	News/Talk	CBS MBS,	$21.00	(Christal)	Palmer	S. Shannon
WZOR,	1490,	1 KW ,	Hispanic	CRC,	$12.00	(Caballero)		M. Ritchey
WCOO-F,	98.3,	1 KW @ 500 ,	AC	SMN,	$14.00	(Roslin)		C. Haley
WLAZ-F,	93.5,	3 KW @ 300 ,	CHR	,	$18.00	(Roslin)	Hartstone/Dickstein	S. Roberts
WSGL-F,	103.1,	2 KW @ 380 ,	AC/Oldies	,	$22.00	(Banner)	Timm	B. Michael

Other ranked stations -- See Ft. Myers

American Radio Small Market 1990, Copyright 1990

NEW BEDFORD-FALL RIVER, MA

MSA Rank/Pop: 231/167,200
ARB Rank/Pop: 84/418,900
Market TSL: 25.0
Average Person Rating: 18.9

Diaries: 490/855:1
Sample Target: 400
% Below Line: 69.0
% Not Listed: 11.9

Retail $: 4.0 Bil
FM Share: 78.88 %
Stations: 33/7

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. WPRO-F	69/8.7	7.9	10.2	10.1	15.5	1064	25.4	24.7	33.6	9.3	71	1128
2. WFHN-F	57/7.2	6.0	3.8	----	----	471	11.2	8.8	----	8.9	68	607
3. WSNE-F	49/6.2	4.3	2.4	4.9	3.1	621	14.8	8.4	12.7	4.7	36	439
4. WBSM	48/6.1	4.8	6.6	5.9	2.1	359	8.6	10.0	6.2	6.2	47	552
WHJY-F	48/6.1	7.4	9.4	8.6	9.0	725	17.3	18.9	17.2	9.6	73	961
6. WWBB-F	42/5.3	5.4	5.8	4.1	6.6	676	16.1	12.1	13.8	3.8	29	461
7. WCTK-F	38/4.8	2.9	5.0	7.4	4.1	483	11.5	12.9	13.2	3.8	29	300
8. WWLI-F	34/4.3	5.5	4.0	3.4	3.3	473	11.3	8.0	8.9	3.0	23	342
9. WPLM-F	31/3.9	4.3	2.1	3.4	2.7	398	9.5	5.9	5.7	2.9	22	228
10. WJIB-F	26/3.3	2.1	1.6	2.2	1.3	218	5.2	4.7	3.4	.9	7	118

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WPRO-F	1. WSNE-F<	1. WFHN-F<	1. WPRO-F
2. WSNE-F<	2. WFHN-F	2. WPRO-F	2. WBSM
3. WBSM	3. WPRO-F<	3. WSNE-F	3. WPLM-F<
4. WFHN-F	4. WWBB-F<	4. WHJY-F<	4. WFHN-F
5. WCTK-F	5. WHJY-F	5. WBSM	WHJY-F
WWBB-F			

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WPRO-F	1. WSNE-F<	1. WSNE-F	1. WWBB-F>	1. WSNE-F>
2. WHJY-F	2. WFHN-F	2. WWBB-F	2. WWLI-F	2. WFHN-F
3. WFHN-F>	3. WPRO-F	3. WBSM	3. WWRX-F<	3. WPRO-F>
4. WCTK-F	WWBB-F<	WWLI-F	4. WFHN-F	4. WWLI-F
WZLX-F	5. WWLI-F	5. WCTK-F	WPRO-F	5. WCTK-F
	6. WCTK-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARA	1320	Attleboro	.5/3.2
WHTB	1400	Fall River	.6/2.3
WNBH	1340	New Bedford	1.9/4.6
WAAF-F	107.3	Worcester/Boston	1.9/4.8
WBCN-F	104.1	Boston -	.9/5.3
WBRU-F	95.5	Providence	2.5/5.5
WBZ	1030	Boston	2.4/6.5
WCRB-F	102.5	Waltham/Boston	.5/2.3
WEEI	590	Boston	.4/2.1
WHDH	850	Boston	.6/2.8
WHIM	1110	Providence	2.4/4.5
WHJJ	920	Providence	.8/3.8
WMJX-F	106.7	Boston	.8/2.8
WODS-F	103.3	Boston	2.9/10.5
WPRO	630	Providence	2.9/6.2
WQRC-F	99.9	Barnstable/Hyannis	1.0/3.3
WROR-F	98.5	Boston	.9/2.9
WVBF-F	105.7	Framingham/Boston	.6/3.5
WWKX-F	106.3	Woonsocket	1.3/4.8
WWRX-F	103.7	Westerly/Providence	1.4/6.6
WXKS-F	107.9	Medford/Boston	.9/6.8
WZLX-F	100.7	Boston	2.4/5.5
WZOU-F	94.5	Boston	1.6/8.9

RADIO STATIONS

WBSM, 1420, 5 KW/1 KW (DA-1) , Talk NBC, $22.00 (Christal) Hartstone/Dickstein S. Bogue
WNBH, 1340, 1 KW , AC ABC E, $15.00 (Torbet) Hall C. Lodge

WFHN-F, 107.1, 3 KW @ 370 , CHR , $27.00 (Christal) Hartstone/Dickstein S. Bogue
(FAIRHAVEN)

Other ranked stations — see Boston or Providence in Spring 90 edition

NEW LONDON, CT

MSA Rank/Pop: 174/249,800
ARB Rank/Pop: 149/213,800
Market TSL: 22.5
Average Person Rating: 17.0

Diaries: 438/488:1
Sample Target: 400
% Below Line: 62.5
% Not Listed: 16.5

Retail $: 2.0 Bil
FM Share: 82.57%
Stations: 25/7

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	ACH	CUME
1. WQGN-F	66/18.1		15.1		17.6	763	35.7	33.5	32.3	17.9	70	758
2. WTYD-F	38/10.4		5.4		7.1	448	21.0	15.6	18.4	7.2	28	357
WWRX-F	38/10.4		9.7		12.4	527	24.6	22.3	26.6	10.5	41	696
4. WCTY-F	37/10.2		8.0		12.9	414	19.4	18.7	21.4	11.5	45	437
5. WVVE-F	14/ 3.8		3.7		3.8	233	10.9	10.4	10.4	3.6	14	253
6. WFAN	10/ 2.7		.9		----	146	6.8	3.7	----	2.3	9	176
7. WICH	9/ 2.5		5.1		6.8	147	6.9	11.4	10.1	3.8	15	205
WTIC	9/ 2.5		3.4		2.6	143	6.7	6.0	8.6	1.3	5	78
9. WAAF-F	8/ 2.2		3.1		.9	126	5.9	5.6	4.9	3.3	13	201
WKSS-F	8/ 2.2		2.0		.9	181	8.5	8.0	2.9	2.8	11	154

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WQGN-F>	1. WQGN-F	1. WQGN-F>>	1. WQGN-F>>
2. WCTY-F	2. WTYD-F<	2. WWRX-F	2. WCTY-F>
3. WTYD-F<	3. WWRX-F	3. WCTY-F<	3. WTYD-F
4. WWRX-F	4. WCTY-F	4. WTYD-F	WWRX-F
5. WFAN			

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WQGN-F>	1. WQGN-F	1. WTYD-F>	1. WQGN-F	1. WTYD-F<
2. WWRX-F>>	2. WTYD-F	2. WCTY-F<	2. WCTY-F<	2. WQGN-F>
3. WCTY-F	3. WWRX-F	3. WQGN-F>	3. WWRX-F	3. WWRX-F>
	4. WCTY-F	4. WWRX-F	4. WTYD-F	4. WCTY-F
			5. WVVE-F	WVVE-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNLC	1510	New London	1.4/7.4
WSUB	980	Groton/Nw London	1.4/7.5
WCBS	880	New York	1.6/7.1
WCCC-F	106.9	Hartford	1.6/5.2
WDRC-F	102.9	Hartford	1.6/3.4
WERI	1230	Westerly	1.1/2.6
WHCN-F	105.9	Hartford	1.9/8.0
WHJY-F	94.1	Providence	1.4/3.3
WILI-F	98.3	Willimantic	1.6/5.5
WNEW	1130	New York	.8/2.0
WOR	710	New York	.5/2.2
WPLR-F	99.1	New Haven	.5/4.3
WRCH-F	100.5	New Britain/Hrtfrd	.5/3.3
WTIC-F	96.5	Hartford	1.6/4.8
WWYZ-F	92.5	Waterbury/Hartford	.5/2.1

RADIO STATIONS

WICH,	1310,	5 KW (DA-2) ,	AC	, $ NA	(Torbet)	Hall	(NORWICH)	R. Reed
WNLC,	1510,	10 KW/5 KW (DA-2) ,	MOR/Oldies	CBS, $ NA	(Mc-Guild)			R. Elder
WSUB,	980,	1 KW/72 W ,	Talk	ABC D, $ NA	(Eastman)	Hartstone/Dickstein	(GROTON)	G. Delmonaco
WCTY-F,	97.3,	3 KW @ 300 ,	Country	ABC FM, $ NA	(Torbet)	Hall	(NORWICH)	R. Reed
WQGN-F,	105.5,	3 KW @ 275 ,	CHR	, $ NA	(Eastman)	Hartstone/Dickstein	(GROTON)	G. Delmonaco
WTYD-F,	100.9,	3 KW @ 328 ,	EZ/Soft AC	, $ NA	(Mc-Guild)			R. Elder
WVVE-F,	102.3,	3 KW @ 280 ,	AC	APR, $25.00	(HNWH)		(STONINGTON)	D. Quinn

Other ranked stations -- see Providence, Boston, New York or Hartford in Spring 90 edition

NEWBURGH - MIDDLETOWN, NY

MSA Rank/Pop:	N/A	Diaries:	453/529:1/46.5%	Retail $:	2.03
ARB Rank/Pop:	137/239,700	Sample Target:	400	FM Share:	78.5%
Market TSL:	23.75	% Below Line:	91.2%	Stations:	32/5
Average Person Ratings:	18.0	% Not Listed:	12.5%		

12+ METRO		1/4/SHARE	SPG 89	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88
1.	WHUD-F	54/12.5	15.5		472	19.7	23.3	
2.	WSPK-F	53/12.3	11.4		688	28.7	27.6	
3.	WPDH-F	45/10.4	11.0		555	23.2	22.8	
4.	WCBS	22/ 5.1	2.1		312	13.0	9.6	
5.	WCBS-F	21/ 4.9	2.7		236	9.8	8.3	
6.	WRKS-F	16/ 3.7	1.4		179	7.5	3.2	
7.	WABC	15/ 3.5	2.5		262	10.9	8.4	
8.	WGNY-F	12/ 2.8	4.8		84	8.6	13.2	
	WNEW-F	12/ 2.8	1.6		113	9.1	7.9	
10.	WOR	10/ 2.3	.5		110	4.6	2.8	
	WQHT-F	10/ 2.3	1.1		148	6.2	5.5	

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WHUD-F>	1. WHUD-F	1. WSPK-F	1. WSPK-F>
2. WSPK-F>	2. WPDH-F	2. WHUD-F<	2. WRKS-F
3. WPDH-F	3. WSPK-F	3. WPDH-F>	3. WPDH-F
4. WCBS	4. WCBS-F	4. WRKS-F	4. WCBS
5. WCBS-F	5. WCBS	5. WCBS	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WSPK-F	1. WPDH-F>	1. WHUD-F>	1. WPDH-F>	1. WHUD-F
2. WPDH-F>>	2. WCBS-F	2. WCBS-F	2. WCBS-F>	2. WSPK-F
3.	3. WSPK-F	3. WPDH-F	3. WSPK-F	3. WGNY-F WPAT-F
4.	4. WHUD-F	4.	4. WABC WXRK-F WFAN	
5.	5.	5.		5. WCBS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WALL	1340	Middletown	1.4/7.6
WGNY	1220	Newburgh	1.2/3.5
WKOJ-F	92.7	Middletown	1.4/11.3
WTBQ	1110	Warwick	.9/2.9
WBNR	1260	Beacon/Newbgh.	2.1/4.6
WCZX-F	97.7	New York	2.1/4.2
WFAN	660	New York	1.6/10.1
WHTZ-F	100.3	Newark/New York	2.1/8.7
WLTW-F	106.7	New York	1.6/3.9
WNCN-F	104.3	New York	.7/3.4
WNEW	1130	New York	.7/4.7
WNSR-F	105.5	New York	.5/4.4
WPAT-F	93.1	Paterson	.5/2.7
WPLJ-F	95.5	New York	1.2/7.6
WQCD-F	101.9	New York	.7/2.7
WQXR-F	96.3	New York	.9/3.0
WRNQ-F	92.1	Poughkeepsie	.7/2.8
WRWD-F	107.3	Poughkeepsie	1.2/4.7
WWWK-F	99.3	Ellenville	.7/3.5
WXRK-F	92.5	New York	1.6/5.4
WYNY-F	103.5	Lk. Success	1.2/4.1

RADIO STATIONS

WALL, 1340, 1 KW , MOR/FULL SER. UPI MBS , $ 30.00 (Katz) (MIDDLETOWN) S. MacWilliams

WGNY-F, 103.1, 3 KW @ 275, AC , $ N/A (---) (NEWBURGH) K. Gugliemi
WKOJ-F, 92.7, 3 KW @ 300, AOR UPI , $ 36.00 (Katz) (MIDDLETOWN) S. MacWilliams

OTHER RANKED STATIONS: See New York in Spring 1990 edition or Poughkeepsie in this edition.

NORTHWEST MICHIGAN

(Traverse City - Petoskey - Charlevoix

MSA Rank/Pop: NA
ARB Rank/Pop: 228/105,100
Market TSL: 24.25
Average Person Rating: 18.1

Diaries: 451/233:1
Sample Target: 290
% Below Line: 5.2
% Not Listed: 19.5

Retail $: 0.9 Bil
FM Share: 94.12%
Stations: 15/13

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	89	89	88	88	CUME	S90	S89	S88	SHR	AOH	CUME
1. WKHQ-F	27/14.2		18.2		18.1	378	36.0	43.6	37.3	14.5	18	279
2. WTCM-F	25/13.2		14.1		14.6	208	19.8	23.8	19.2	1.6	2	72
3. WMBN-F	23/12.1		13.5		8.8	235	22.4	23.0	17.3	8.1	10	146
4. WKLT-F	19/10.0		4.7		6.4	227	21.6	15.4	10.6	2.4	3	79
5. WLDR-F	9/ 4.7		8.3		8.2	144	13.7	19.1	13.1	---	--	---
6. WJML-F	7/ 3.7		5.2		4.1	133	12.7	16.9	12.9	3.2	4	155
WKPK-F	7/ 3.7		5.2		7.0	156	14.8	21.9	17.0	11.3	14	232
WLTO-F	7/ 3.7		1.6		---	114	10.8	6.6	---	8.1	10	93
WGFM-F	7/ 3.7		2.1		---	77	7.3	4.0	---	13.7	17	195
10. WCCW-F	6/ 3.2		4.2		8.2	115	10.9	13.1	13.9	---	--	---
WMKC-F	6/ 3.2		2.1		3.5	68	6.5	5.7	5.7	9.7	12	136

12+ AMD

1. WKHQ-F
2. WTCM-F
3. WMBN-F
4. WKLT-F

12+ MID

1. WTCM-F
2. WMBN-F
3. WKHQ-F
4. WKLT-F

12+ PMD

1. WKHQ-F
2. WKLT-F
3. WTCM-F
4. WMBN-F

12+ EVE

1. WKLT-F>>
2. WKHQ-F
   WTCM-F
4. WMB-F

ADULTS 18-34

1. WKHQ-F
   WKLT-F>
3. WTCM-F>
4. WGFM-F

ADULTS 25-54

1. WTCM-F
2. WKHQ-F
3. WKLT-F
4. WMBN-F

ADULTS 35-64

1. WTCM-F
2. WMBN-F>
3. WKHQ-F
4. WLDR-F

MEN 25-54

1. WTCM-F>
2. WKLT-F
3. WKHQ-F
4. WLDR-F

WOMEN 25-54

1. WKHQ-F>
2. WMBN-F
   WTCM-F
4. WKLT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCCW	1310	Traverse City	1.1/3.9
WTCM	580	Traverse City	2.6/6.0
WWPZ	1340	Petoskey	1.1/2.9
WMJZ-F	95.3	Gaylord	.5/3.2

RADIO STATIONS

WTCM,	580,	5 KW/500 W (DA-2) ,	Talk	ABC I MBS,	$12.00	(Katz)		(TRAVERSE CITY)	R. Biederman
WCCW-F,	92.1,	3 KW @ 251 ,	AC	ABC E,	$14.00	(Durpetti)		(TRAVERSE CITY)	H. Payne
WMKC-F,	102.9,	100 KW @ 370 ,	Country	ABC E ABC I,	$12.00	(Patt)		(ST. IGNACE)	E. Huse
WJML-F,	98.9,	100 KW @ 800 ,	Soft AC	ABC D,	$15.00	(HNWH)		(PETOSKEY)	C. CArey
WKHQ-F,	105.9,	100 KW @ 922 ,	CHR	ABC C,	$23.00	(Mc-Guild)	Midwest Family	(CHARLEVOIX)	T. Moore
WKLT-F,	97.5,	32 KW @ 617 ,	AOR	ABC R,	$15.00	(Banner)		(KALKASKA)	R. Box
WKPK-F,	106.7,	100 KW @ 570 ,	CHR	UNIPWR,	$12.00	(Patt)		(GAYLORD)	J. DeGroot
WLDR-F,	101.9,	100 KW @ 590 ,	AC	UNIULT,	$14.00	(K & P)		(TRAVERSE CITY)	D. Wiitala
WLTO-F,	103.9,	28 KW @ 663 ,	Country	SOURCE,	$12.00	(Patt)		(HARBOR SPG)	
WMBN-F,	96.3,	100 KW @ 980 ,	EZ	MBS,	$18.00	(Christal)	MacDonald	(PETOSKEY)	P. MacDonald
WTCM-F,	103.5,	100 KW @ 1000 ,	Country	ABC I,	$19.00	(Katz)		(TRAVERSE CITY)	R. Biederman
WGFM-F,	105.1,	100 KW @ 700 ,	Classic AOR	UNIPWR,	$11.00	(Mich. Spot)		(CHEBOYGAN)	D. Reynolds

ODESSA-MIDLAND, TX

MSA Rank/Pop: 314/109,200 (Midland)
291/122,400 (Odessa)
ARB Rank/Pop: 159/194,300
Market TSL: 25.0
Average Person Rating: 18.1

Diaries: 465/418:1

Sample Target: 400
% Below Line: 0.0
% Not Listed: 10.5

Retail $: 2.6 Bil

FM Share: 79.94%
Stations: 16/16

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. KNFM-F	44/12.5	14.2	17.0		10.3	481	24.8	29.8	21.4	19.9	66	539
2. KBAT-F	39/11.1	8.7	9.6		8.3	365	18.8	20.1	19.2	13.6	45	463
3. KCHX-F	38/10.8	11.8	6.0		----	436	22.4	12.7	----	22.0	73	525
4. KGEE-F	34/ 9.7	5.0	6.3		10.6	327	16.8	11.4	16.3	7.8	26	269
5. KODM-F	26/ 7.4	16.1	13.4		16.1	310	16.0	23.1	29.6	10.2	34	475
6. KCRS-F	21/ 6.0	3.4	5.5		7.8	95	10.2	13.9	13.3	2.4	8	167
7. KOZA	20/ 5.7	3.4	----		----	133	6.8	----	----	3.6	12	132
8. KMGP-F	18/ 5.1	6.2	9.9		13.5	225	11.6	26.1	24.4	5.1	17	287
KQIP-F	18/ 5.1	5.0	4.7		2.9	237	12.2	11.0	9.8	3.0	10	172
10. KWEL	17/ 4.8	1.9	----		----	107	5.5	----	----			

12+ AMD

1. KNFM-F>
2. KCHX-F
   KGEE-F
4. KBAT-F

12+ MID

1. KNFM-F<
2. KBAT-F<
3. KGEE-F
4. KCHX-F

12+ PMD

1. KBAT-F
2. KNFM-F
3. KCHX-F
4. KGEE-F
5. KODM-F

12+ EVE

1. KBAT-F
2. KCHX-F>
3. KGEE-F
   KNFM-F
   KOZA

ADULTS 18-34

1. KBAT-F
2. KCHX-F
3. KNFM-F
4. KODM-F
5. KMGP-F

ADULTS 25-54

1. KNFM-F
2. KGEE-F<
3. KBAT-F
4. KODM-F

ADULTS 35-64

1. KGEE-F<
2. KNFM-F>
3. KCRS-F
4. KODM-F

MEN 25-54

1. KBAT-F>
2. KNFM-F<
3. KWEL >
4. KGEE-F

WOMEN 25-54

1. KNFM-F
2. KGEE-F<
3. KODM-F>
4. KMGP-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCRS	550	Midland/Odessa	1.4/4.9
KIOL-F	100.3	Lamesa	1.7/2.4
KJBC	1150	Midland	2.3/2.8
KKKK-F	99.1	Odessa/Midland	2.0/10.1
KMND	1510	Midland	2.3/3.3
KNDA	1000	Odessa	1.4/4.6

RADIO STATIONS

KOZA,	1230,	1 KW ,	Hispanic	MBS, $13.00	(Roslin)			P. Almanza
KWEL,	1070,	2.5 KW (DAYS) ,	Hispanic	, $11.00	(Lotus)			B. Hicks
KBAT-F,	93.3,	100 KW @ 440 ,	AOR	, $19.00	(Republic)			B. Hicks
KCHX-F,	106.7,	100 KW @ 679 ,	CHR	, $18.00	(---)			T. Allred
KCRS-F,	103.3,	100 KW @ 920 ,	AC	, $15.00	(Mc-Guild)			P. Humes
KGEE-F,	99.9,	100 KW @ 500 ,	Country	MBS, $19.00	(Katz)	(MONAHANS)		J. Lovell
KKKK-F,	99.1,	100 KW @ 410 ,	Religion	, $10.00	(---)			P. George
KMGP-F,	102.1,	100 KW @ 976 ,	AC	, $16.00	(Christal)	Rusk	(MONAHANS)	M. Deardorf
KNFM-F,	92.3,	100 KW @ 984 ,	Country	ABC E, $24.00	(Banner)			B. Bunch
KODM-F,	97.9,	100 KW @ 360 ,	AC	UNIPWR, $17.00	(HNWH)			B. Gruber
KQIP-F,	96.9,	100 KW @ 420 ,	Oldies	SMN, $15.00	(---)			R. Eisner

OWENSBORO, KY

MSA Rank/Pop: 332/88,400
ARB Rank/Pop: 254/71,400
Market TSL: 22.25
Average Person Rating: 16.7

Diaries: 305/234:1
Sample Target: 250
% Below Line: 47.2
% Not Listed: 9.2

Retail $: 0.7 Bil
FM Share: 87.96%
Stations: 7/3

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING			B I R C H		
							S90	S89	S88	SHR	AQH	CUME
1. WBKR-F	44/37.0		31.2		35.2	397	55.6	50.8	49.7			
2. WSTO-F	33/27.7		33.9		34.3	312	43.7	45.7	46.1			
3. WKDQ-F	13/10.9		7.3		5.6	145	20.3	15.5	17.0			
4. WVJS	10/ 8.4		10.1		5.6	172	24.1	29.8	26.3			
5. WOMI	3/ 2.5		1.8		2.8	55	7.7	9.7	10.8			
WGBF-F	3/ 2.5		.9		3.7	38	5.3	5.9	6.6			
7. WIKY-F	2/ 1.7		7.3		6.5	37	5.2	10.6	13.5			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WBKR-F>>	1. WBKR-F>>	1. WBKR-F<	1. WSTO-F>>
2. WKDQ-F>>	2. WSTO-F>	2. WSTO-F>>	2. WBKR-F>>
3. WVJS	3. WKDQ-F>	3. WKDQ-F>	
4. WKDQ-F	4. WVJS		

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WSTO-F>>	1. WBKR-F>>	1. WBKR-F>>	1. WBKR-F>>	1. WBKR-F>>
2. WBKR-F>>	2. WSTO-F<	2. WKDQ-F	2. WKDQ-F	2. WSTO-F>
	3. WKDQ-F>	3. WVJS	3. WSTO-F	3. WKDQ-F>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

WOMI,	1490	1 KW ,	Country	NBC UNISUP, $12.00	(Katz)	G. Exline
WVJS,	1420,	5 KW/1 kW (DA-2) ,	MOR	ABC C, $19.00	(Republic)	L. Norcia

Other ranked stations -- see Evansville in Spring 90 edition

PALM SPRINGS, CA

MSA Rank/Pop: NA
ARB Rank/Pop: 186/153,300
Market TSL: 25.50
Average Person Ratings: 19.3

Diaries: 346/443:1/44.5%
Sample Target: 350
% Below Line: 1.4
% Not Listed: 14.9

Retail $: NA
FM Share: 74.60%
Stations: 17/15

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	89	89	88	88	CUME	S90	S89	S88	SHR	AOH	CUME
1. KPSI-F	42/14.2	11.3	6.9	9.7	6.6	87	26.7	18.1	20.3	21.2	57	528
2. KBZT-F	34/11.5	7.6	4.3	4.1	5.4	179	11.7	8.1	10.3	4.8	13	172
3. KWXY-F	24/ 8.1	10.5	7.6	9.7	12.0	192	12.5	13.5	18.7	6.7	18	144
4. KPLM-F	22/ 7.4	5.9	7.9	12.7	6.2	238	15.5	16.4	17.3	4.8	13	144
KCLB	22/ 7.4	5.5	3.6	3.0	3.3	153	10.0	7.2	7.8	7.1	19	261
6. KCHV-F	20/ 6.8	5.0	7.6	5.2	8.7	202	6.8	7.6	8.7	7.8	21	224
7. KCMJ-F	19/ 6.4	10.5	9.7	14.9	12.4	134	19.9	21.2	19.0	7.4	8	145
8. KDES-F	18/ 6.1	5.9	7.9	4.5	8.7	239	15.6	19.1	23.4	4.8	13	294
9. KUNA	12/ 4.1	7.1	11.2	4.1	7.9	137	8.9	10.1	10.3	6.7	18	233
KCMJ	12/ 4.1	2.5	6.5	6.0	4.1	134	8.7	8.8	9.7	3.0	20	341

12+ AMD

1. KBZT-F
2. KPSI-F
3. KWXY-F
4. KPLM-F
5. KCHV-F

12+ MID

1. KBZT-F
2. KPSI-F
3. KCHV-F
4. KPLM-F
5. KWXY-F

12+ PMD

1. KUNA
2. KBZT-F>
3. KPLM-F
   KWXY-F
5. KCHV-F
   KCLB

12+ EVE

1. KPSI-F>
2. KCMJ-F>
3. KCLB
4. KPLM-F
5. KBZT-F

ADULTS 18-34

1. KPSI-F
2. KCHV-F
   KCLB
   KPLM-F
5. KCMJ-F

ADULTS 25-54

1. KPLM-F
2. KPSI-F<
3. KCHV-F
4. KDES-F
   KWXY-F

ADULTS 35-64

1. KBZT-F>
2. KPSI-F
3. KPLM-F
4. KDES-F

MEN 25-54

1. KCHV-F>
2. KDES-F
   KPLM-F
4. KPSI-F>

WOMEN 25-54

1. KPLM-F
2. KPSI-F>
3. KCLB
   KDES-F
5. KWXY-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDES	920	Palm Springs	1.7/4.1
KEZN-F	103.1	Palm Desert	1.7/4.6
KNWZ	1270	Palm Desert	1.0/5.5
KPSI	1450	Palm Springs	2.0/5.7
KWXY	1340	Cathedral City	1.4/4.5
KBIG-F	104.3	Los Angeles	0.7/2.7
KRTH-F	101.1	Los Angeles	0.7/3.7

RADIO STATIONS

KCLB, 970, 5 KW/1 KW (DA-2) , HISPANIC	, $	16.00 (Katz Hisp.)	(COACHELLA)	S. Gorges
KCMJ, 1140, 10 KW/2.5 KW (DA-N), COUNTRY	CBS, $	15.00 (McGuild)		S. Kiner
KBZT-F, 96.7, 650 W @ 580, NOSTALGIA	CNN, UNISUP, $	16.00 (K & P)	(LA QUINTA)	J. Banoczi
KCHV-F, 93.7, 50 KW @ -225, CLASSIC AOR	, $	26.00 (Republic)	(COACHELLA)	R. Osterburg
KCMJ-F, 92.7, 3 KW @ 300, AC	CBS, $	28.00 (McGuild)	(INDIO)	S. Kiner
KDES-F, 104.7, 42 KW @ 540, AC	UNIULT, $	29.00 (HNWH)		J. Tourtelot
KPLM-F, 106.1, 50 KW @ 392, SOFT AC	APR, $	26.00 (Katz)		J. Kaye
KPSI-F, 100.5, 3 KW @ 300, CHR	ABC I, $	23.00 (Christal)		R. Supple
KWXY-F, 98.5, 50 KW @ 500, EZ/BTFL	, $	19.00 (Eastman)		G. Barnett

PANAMA CITY, FL

MSA Rank/Pop: 279/128,600
ARB Rank/Pop: 221/111,700
Market TSL: 22.5
Average Person Rating: 17.1

Diaries: 332/336:1
Sample Target: 300
% Below Line: 6.7
% Not Listed: 13.6

Retail $: 0.9 Bil
FM Share: 92.12%
Stations: 10/9

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	89	89	88	88	CUME	S90	S89	S88	SHR	AOH	CUME
1. WPAP-F	43/22.5		21.2		13.5	364	32.6	33.1	24.8	27.3	48	446
2. WILN-F	30/15.7		12.5		8.1	363	32.5	17.8	16.8	11.9	21	256
3. WFSY-F	28/14.7		15.8		18.2	265	23.7	36.1	28.3	11.9	21	302
4. WPFM-F	19/ 9.9		15.2		25.7	339	30.3	29.2	36.1	20.5	36	407
5. WGNE	13/ 6.8		5.4		7.4	150	13.4	10.3	12.9	3.4	6	113
6. WDJR-F	11/ 5.8		----		----	133	11.9	----	----	5.1	9	87
7. WJST-F	7/ 3.7		4.9		6.8	94	8.4	10.5	13.1	3.4	6	144
8. WBKL-F	5/ 2.6		----		----	96	8.6	----	----	2.8	5	75
WPCF-F	5/ 2.6		3.8		----	69	6.2	8.0	----	1.1	2	89
10. WRBA-F	4/ 2.1		7.1		5.4	115	10.3	14.1	8.9	3.4	6	88

12+ AMD

1. WPAP-F>>
2. WFSY-F
   WILN-F
4. WPFM-F

12+ MID

1. WPAP-F>
2. WFSY-F
3. WILN-F>
4. WPFM-F

12+ PMD

1. WPAP-F
2. WILN-F
3. WFSY-F
4. WPFM-F

12+ EVE

1. WILN-F
2. WPAP-F>
3. WFSY-F>
4. WPFM-F

ADULTS 18-34

1. WILN-F
2. WPAP-F<
3. WFSY-F
   WPFM-F

ADULTS 25-54

1. WPAP-F
2. WFSY-F>>
3. WILN-F
4. WPFM-F

ADULTS 35-64

1. WPAP-F>>
2. WFSY-F>>
3. WGNE
   WILN-F

MEN 25-54

1. WPAP-F>
2. WFSY-F>
3. WILN-F
4. WPFM-F

WOMEN 25-54

1. WFSY-F
   WPAP-F>>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

WGNE,	590,	1.7 KW/2.5 KW (DA-N),	EZ	ABC I, $11.00	(Torbet)	Woodfin		R. Sheffield
WBKL-F,	103.5,	100 KW @ 475 ,	Oldies	, $10.00	(---)		(CALLAWAY)	
WFSY-F,	98.5,	100 KW @ 1089 ,	Oldies	ABC D, $27.00	(Torbet)	Woodfin		R. Sheffield
WILN-F,	105.9,	50 KW @ 500 ,	CHR	, $21.00	(Banner)	Bay		J. Broaddus
WJST-F,	94.5,	100 KW @ 981 ,	Gospel	, $10.00	(---)		(PORT ST JOE)	R. Kight
WPAP-F,	92.5,	100 KW @ 1230 ,	Country	, $29.00	(Mc-Guild)			B. Bowman
WPCF-F,	100.1,	2 KW @ 371 ,	Religion	, $ 9.00	(---)			B. Underwood
WPFM-F,	107.9,	100 KW @ 840 ,	CHR	, $19.00	(Christal)	Broadco		R. Wahlberg
WRBA-F,	95.9,	3 KW @ 305 ,	AC	UNISUP, $10.00	(---)		(SPRINGFIELD)	T. Dibacco

WDJR -- See Dothan

PARKERSBURG-MARIETTA, WV-OH

MSA Rank/Pop:	240/155,100	Diaries:	353/366:1	Retail $:	1.0 Bil
ARB Rank/Pop:	201/129,100	Sample Target:	330	FM Share:	83.54%
Market TSL:	19.25	% Below Line:	2.5	Stations:	13/12
Average Person Rating:	14.0	% Not Listed:	12.7		

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. WXIL-F	30/16.6		17.1		28.0	433	33.5	40.1	42.9			
2. WNUS-F	26/14.4		21.7		15.9	335	25.9	33.1	25.9			
WXKX-F	26/14.4		13.8		16.9	328	25.4	21.7	31.3			
4. WEYQ-F	23/12.7		6.9		8.5	288	22.3	20.8	19.7			
5. WDMX-F	20/11.0		1.8		----	286	22.2	4.1	----			
6. WKYG	11/ 6.1		6.0		4.2	176	13.6	12.9	12.1			
7. WADC	6/ 3.3		4.6		3.7	100	7.7	9.6	9.6			
8. WMOA	4/ 2.2		4.1		3.2	69	5.3	8.8	7.0			
WRRR-F	4/ 2.2		1.4		1.1	78	6.0	7.9	4.4			

12+ AMD

1. WXIL-F<
2. WNUS-F
3. WXKX-F
4. WEYQ-F

12+ MID

1. WNUS-F
2. WXIL-F
3. WXKX-F<
4. WEYQ-F<
5. WDMX-F

12+ PMD

1. WXIL-F<
2. WEYQ-F<
3. WDMX-F<
4. WXKX-F<
5. WNUS-F

12+ EVE

1. WXIL-F<
2. WEYQ-F
   WNUS-F>
4. WDMX-F
   WXKX-F

ADULTS 18-34

1. WXIL-F
2. WEYQ-F>
3. WNUS-F>
4. WDMX-F

ADULTS 25-54

1. WXIL-F<
2. WDMX-F
3. WXKX-F<
4. WNUS-F

ADULTS 35-64

1. WXKX-F>
2. WDMX-F
   WNUS-F>>
4. WXIL-F

MEN 25-54

1. WDMX-F
   WXIL-F
   WXKX-F
   WNUS-F>
5. WEYQ-F

WOMEN 25-54

1. WXIL-F<
2. WDMX-F
3. WXKX-F
4. WNUS-F
5. WKYG-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBRJ	910	Marietta/Parkrsbrg	1.1/3.3
WHCM-F	99.3	Parkersbrg/Marietta	.6/5.8
WLTP	1450	Parkersburg	1.7/3.1
WRZZ-F	106.1	Ravnswood/Prksbrg	1.1/3.2

RADIO STATIONS

WADC,	1050,	5 KW/143 W	,	Nostalgia	MBS CBS, $12.00	(Regional)			C. Dailey
WKYG,	1230,	1 KW (DA-1)	,	Country	ABC E, $13.00	(Mc-Guild)	Fritz		J. Fritz
WMOA,	1490,	1 KW	,	EZ	ABC I, $10.00	(Regional)		(MARIETTA)	J. Wharff
WDMX-F,	100.1,	2 KW @ 440	,	Oldies/AC	SMN, $15.00	(---)		(VIENNA)	
WEYQ-F,	94.3,	3 KW @ 300	,	CHR	, $14.00	(Katz)		(MARIETTA)	E. Judy
WNUS-F,	107.1,	2 KW @ 370	,	Country	, $22.00	(Dome)	Somerset	(BELPRE, OH)	L. Petronio
WXIL-F,	95.1,	50 KW @ 500	,	CHR	, $20.00	(Katz)	Burbach		K. McCall
WXKX-F,	103.1,	.7 KW @ 550	,	Country	ABC E, $18.00	(Mc-Guild)	Fritz		J. Fritz

PASCAGOULA-MOSS POINT, MS

MSA Rank/Pop: 277/129,400
ARB Rank/Pop: 231/102,200
Market TSL: 20.0
Average Person Rating: 15.3

Diaries: 290/352:1
Sample Target: 290
% Below Line: 78.2
% Not Listed: 20.5

Retail $: 0.6 Bil
FM Share: 97.58%
Stations: 16/3

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. WKNN-F	27/17.3		16.4		15.2	363	35.5	28.3	23.1			
2. WBLX-F	18/11.5		5.8		4.0	176	17.2	12.4	9.7			
3. WQID-F	17/10.9		12.9		9.9	291	28.5	30.5	28.4			
4. WZKX-F	13/ 8.3		8.2		15.9	247	24.2	19.7	23.2			
5. WGUD-F	12/ 7.7		5.8		8.6	136	13.3	10.6	19.0			
6. WKKY-F	9/ 5.8		9.9		14.6	155	15.2	14.7	18.6			
7. WOSM-F	6/ 3.8		3.5		4.0	89	8.7	8.1	8.1			
8. WABB-F	4/ 2.6		2.9		2.6	116	11.4	14.0	14.0			
WAVH-F	4/ 2.6		7.0		4.0	116	11.4	14.5	8.3			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKNN-F>>	1. WKNN-F>>	1. WKNN-F	1. WBLX-F>>
2. WGUD-F	2. WQID-F	2. WQID-F	2. WQID-F
WQID-F	3. WGUD-F	3. WAVH-F	WZKX-F
4. WZKX-F	WZKX-F	4. WZKX-F	4. WKKY-F
		5. WGUD-F	WKNN-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WQID-F<	1. WKNN-F>>	1. WKNN-F>>	1. WKNN-F>>	1. WKNN-F>
2. WKNN-F	2. WQID-F	2. WGUD-F	2. WBLX-F	2. WGUD-F
3. WBLX-F	3. WGUD-F	3. WBLX-F	WQID-F	WQID-F
WZKX-F	WBLX-F		WZKX-F	4. WBLX-F
5. WKKY-F				

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCM-F	102.3	Gulfport/Biloxi	1.3/7.9
WGCX-F	104.1	Atmore	1.3/7.5
WKRG-F	99.9	Mobile	1.3/8.5
WQFX-F	96.7	Gulfport/Biloxi	.6/6.4
WRNO-F	99.5	New Orleans	.6/2.9
WWL	870	New Orleans	1.9/6.3
WXLS-F	107.1	Gulfport/Biloxi	1.9/6.6

RADIO STATIONS

WGUD-F,	106.3,	2.5 KW @ 350 ,	Country	UNISU $15.00	(—)		G. Murphy
WKKY-F,	104.9,	3 KW @ 330 ,	Black	ABC R, $14.00	(K & P)		R. Bunge
WOSM-F,	103.1,	3 KW @ 324 ,	Religion	, $10.00	(—)	(OCEAN CITY)	R. Cooper

Other ranked stations — see Biloxi in this edition or Mobile in Spring 90 edition

POUGHKEEPSIE, NY

MSA Rank/Pop: 167/263,000
ARB Rank/Pop: 145/221,800
Market TSL: 23.0
Average Person Ratings: 17.9

Diaries: 461/481:1
Sample Target: 400
% Below Line: 28.1
% Not Listed: 16.6

Retail $: 1.71 Bil
FM Share: 77.95%
Stations: 24/11

12+ METRO	1/4/SHARE	SPG 89	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88
1. WSPK-F	57/14.4	13.9	19.0	750	33.8	30.8	35.4
2. WPDH-F	54/13.6	12.9	17.3	602	27.1	29.9	28.5
3. WHUD-F	38/ 9.6	12.4	11.0	468	21.1	22.3	18.6
4. WRWD-F	27/ 6.8	—	—	244	11.0	—	—
5. WRNQ-F	25/ 6.3	—	—	374	16.9	—	—
WKIP	25/ 6.3	5.8	4.2	274	12.4	12.1	9.0
7. WCZX-F	17/ 4.3	9.1	4.2	356	16.1	22.2	14.6
8. WEOK	13/ 3.3	3.3	4.2	186	8.4	9.0	10.0
9. WFAN	10/ 2.5	2.3	1.1	175	7.9	8.0	4.8
10. WBNR	9/ 2.3	2.0	2.3	134	6.0	5.5	4.9

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WSPK-F	1. WSPK-F	1. WPDH-F<	1. WPDH-F>
2. WPDH-F	2. WPDH-F>	2. WSPK-F>	2. WSPK-F>>
WHUD-F>	3. WRWD-F	3. WHUD-F>	3. WHUD-F
4. WKIP	4. WRNQ-F	4. WRWD-F<	4.
WRNQ-F	5. WHUD-F	5. WRNQ-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WPDH-F>>	1. WPDH-F	1. WHUD-F	1. WPDH-F>	1. WRNQ-F
2. WSPK-F>>	2. WSPK-F>	2. WRWD-F	2. WSPK-F>	2. WSPK-F
3. WRNQ-F	3. WRNQ-F	3. WRNQ-F	3. WCZX-F	3. WHUD-F
4.	4. WRWD-F	4. WSPK-F	WFAN	4. WPDH-F
5.	5.	5.		WRWD-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEXT-F	96.9	Arlington	.8/ 4.1
WHVW	950	Hyde Park	1.5/ 2.7
WMJV-F	105.5	Patterson	.5/ 5.5
WABC	770	New York	1.3/ 6.4
WBPM-F	94.3	Kingston	1.8/ 7.3
WCBS-F	101.1	New York	.5/ 4.0
WDST-F	100.1	Woodstock	.5/ 3.8
WGNA-F	107.7	Albany	1.3/ 3.9
WOR	710	New York	1.3/ 4.1
WQXR-F	96.3	New York	.5/ 3.1
WRKI-F	95.1	Brookfield	1.0/ 2.8
WRKS-F	98.7	New York	.5/ 3.2
WXRK-F	92.3	New York	1.8/ 3.1
WYNY-F	103.5	Lk Success/NY	1.0/ 3.3

RADIO STATIONS

WBNR ,	1260,	1 KW/500 W (DA-1),	Oldies	ABC E UNISUP, $15.00	(HMWH)	(BEACON)	A. Lessner
WEOK ,	1390,	5 KW/106 W (DA-1),	MOR/Full Service	ABC D UNISUP, $18.00	(—)		M. Harris
WHVW ,	950,	500 KW/57 W ,	Nostalgia	MBS, $13.00	(—)		L. Kinney
WKIP ,	1450,	1 KW (DA-1) ,	Talk	ABC I UNISUP, $20.00	(Katz)		S. Berner
WCZX-F,	97.7,	300 KW @ 1030 ,	Classic AOR	IND, $30.00	(Katz)		H. Gregor, Jr.
WPDH-F,	101.5,	4.4 KW @ 1540 ,	AOR	ABC R, $50.00	(—)		M. Harris
WRNQ-F,	92.1,	2 KW @ 384 ,	AC	UNISUP, $25.00	(—)		D. Verity
WRWD-F,	107.3,	3 KW @ 330 ,	Country	IND, $23.00	(Roslin)	(HIGHLAND)	B. Walker
WSPK-F,	104.7,	7 KW @ 1250 ,	CHR	ABC FM, $46.00	(Banner)		A. Lessner

WFAN, WHUD-F — See New York in Spring 90 edition

RAPID CITY, SD

MSA Rank/Pop: 339/82,900
ARB Rank/Pop: 243/83,900
Market TSL: 24.25
Average Person Rating: 18.1

Diaries: 305/275:1
Sample Target: 260
% Below Line: 3.5
% Not Listed: 7.2

Retail $: 0.7 Bil
FM Share: 57.45%
Stations: 11/10

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. KGGG-F	31/20.4		25.5		22.8	270	32.2	42.2	34.1			
2. KSQY-F	19/12.5		12.8		14.0	198	23.6	20.7	21.9			
3. KIMM	17/11.2		7.4		12.5	206	24.6	18.0	25.1			
4. KKMK-F	15/ 9.9		8.7		8.1	162	19.3	19.9	25.1			
KOTA	15/ 9.9		7.4		6.6	191	22.8	23.2	18.9			
6. KKLS	14/ 9.2		10.7		4.4	173	20.6	18.1	14.3			
7. KBHB	8/ 5.3		3.4		3.7	63	7.5	8.4	7.9			
8. KEZV-F	7/ 4.6		4.7		8.8	73	8.7	13.7	13.1			
9. KTOQ	6/ 3.9		5.4		6.6	120	14.3	13.3	13.7			
10. KSLT-F	5/ 3.3		1.3		5.1	63	7.5	4.6	7.9			
11. KRCS-F	4/ 2.6		2.0		1.5	71	8.5	9.4	6.8			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KGGG-F>	1. KGGG-F	1. KGGG-F>	1. KGGG-F>
2. KIMM	2. KIMM	2. KSQY-F	2. KSQY-F>
3. KOTA <	3. KSQY-F<	3. KKLS	3. KOTA
4. KSQY-F	4. KKLS	4. KIMM	4. KKLS

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KGGG-F	1. KKLS	1. KIMM	1. KKLS	1. KKLS
2. KSQY-F>	2. KKMK-F	KKLS	KSQY-F	KKMK-F>
3. KKMK-F>	3. KGGG-F	KOTA >>	3. KIMM	3. KGGG-F>
	KSQY-F	4. KKMK-F	4. KGGG-F	
	5. KIMM		KKMK-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KBHB,	810,	25 **KW** (DAYS)	,	Country	UPI UNISUP, $12.00	(K & P)		(STURGIS)	L. Kieven
KIMM,	1150,	5 **KW**/27 **W**	,	Country	ABC E, $20.00	(Christal)	Ingstad		R. Hansen
KKLS,	920,	5 **KW**/100 **W**	,	**MOR**	UNISUP UNIULT, $15.00	(Mc-Guild)	So. Minn.		R. Currier
KOTA,	1380,	5 **KW** (DA-N)	,	AC	CBS MBS, $14.00	(Katz)	Duhamel		W. Duhamel
KTOQ,	1340,	1 **KW**	,	Country	NBC UNISUP, $11.00	(K & P)			T. Kearns
KRCS-F,	93.1,	100 **KW** @ 1060	,	Country	UNISUP UNIULT, $10.00	(K & P)		(STURGIS)	D. Caldwell
KEZV-F,	101.1,	100 **KW** @ 1606	,	EZ/Soft AC	APR, $10.00	(——)		(SPEARFISH)	M. Herrick
KGGG-F,	100.3,	100 **KW** @ 450	,	CHR	ABC R, $27.00	(Christal)	Ingstad		R. Hansen
KKMK-F,	93.9,	100 **KW** @ 657	,	Contemp	CNN SOURCE, $18.00	(Mc-Guild)	So. Minn.		R. Currier
KSQY-F,	95.1,	100 **KW** @ 1707	,	AOR	, $15.00	(Torbet)		(DEADWOOD)	C. McNeil
KSLT-F,	107.3,	100 **KW** @ 1800	,	Religion	UPI, $ 8.00	(——)		(SPEARFISH)	

READING, PA

MSA Rank/Pop: 145/329,400
ARB Rank/Pop: 129/281,600
Market TSL: 24.25
Average Person Rating: 18.4

Diaries: 425/663:1
Sample Target: 400
% Below Line: 51.2
% Not Listed: 13.1

Retail $: 2.6 Bil
FM Share: 76.72%
Stations: 27/5

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. WRFY-F	93/17.9	16.1	19.8	16.8	22.1	973	34.6	38.4	37.7	18.7	86	1086
2. WEEU	49/ 9.4	6.1	10.7	11.2	11.4	566	20.1	21.4	24.4	8.2	38	490
3. WYCL-F	33/ 6.4	4.3	.4	----	.9	430	15.3	3.9	3.9	7.8	36	544
4. WRAW	30/ 5.8	6.1	7.7	5.0	7.7	405	14.4	14.8	13.9	4.6	21	275
5. WIOV-F	24/ 4.6	6.3	4.5	8.0	3.9	318	11.3	13.1	8.6	4.3	20	338
6. WMMR-F	20/ 3.9	5.3	5.7	4.3	5.4	316	11.2	14.2	10.8	4.6	2	329
WWDB-F	20/ 3.9	1.4	1.8	2.2	1.5	194	6.9	3.9	3.5	1.3	6	96
8. WOGL-F	19/ 3.7	2.4	2.0	.9	2.8	245	8.7	7.5	6.1	1.5	7	254
WXTU-F	19/ 3.7	4.9	1.0	1.9	2.1	203	7.2	5.2	6.7	2.6	12	236

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WRFY-F>	1. WRFY-F>	1. WRFY-F>>	1. WRFY-F>
2. WEEU >	2. WEEU >	2. WYCL-F<	2. WEEU >
3. WRAW <	3. WYCL-F	3. WRAW <	3. WUSL-F
4. WYCL-F	4. WOGL-F	4. WEEU	4. WYCL-F
			WEGX-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WRFY-F>>	1. WRFY-F>	1. WRFY-F>	1. WRFY-F>	1. WRFY-F>>
2. WYCL-F	2. WYCL-F>	2. WIOV-F	2. WYCL-F	2. WYCL-F>
3. WMMR-F	3. WOGL-F	3. WEEU	WMMR-F	3. WEAZ-F
4. WYSP-F	4. WMMR-F	WRAW	WOGL-F	4. WOGL-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAGO	1240	Reading	2.9/10.1
KYW	1060	Philadelphia	1.5/12.4
WAEB-F	104.1	Allentown	.8/ 3.1
WARM-F	103.3	York	1.2/ 2.6
WDAC-F	94.5	Lancaster	.8/ 3.3
WEAZ-F	101.1	Philadelphia	3.1/ 7.7
WEGX-F	106.1	Philadelphia	2.3/ 9.9
WFLN-F	95.7	Philadelphia	1.7/ 5.6
WFMZ-F	100.7	Allentown	2.1/ 6.5
WHXT-F	99.9	Easton/Allentown	.8/ 2.6
WIP	610	Philadelphia	.6/ 2.8
WKSZ-F	93.3	Philadelphia	.8/ 3.1
WNCE-F	101.3	Lancaster/Hrsbrg	.8/ 2.1
WRKZ-F	106.7	Hershey	.4/ 3.0
WSNI-F	104.5	Philadelphia	1.0/ 5.7
WUSL-F	98.9	Philadelphia	2.1/ 4.2
WYSP-F	94.1	Philadelphia	3.3/12.6
WZZO-F	95.1	Bethlehem/Allntwn	1.7/ 3.9

RADIO STATIONS

WAGO,	1240,	1 KW	,	Oldies	APR, $15.00	(HNWH)	Brill		J. Weinlein
WEEU,	850,	1 KW (DA-N)	,	MOR/Talk	ABC E, $21.00	(Mc-Guild)			R. Schilpp
WRAW,	1340,	1 KW	,	MOR/Nost	CBS, $17.00	(Torbet)	Ragan Henry		T. Franco
WRFY-F,	102.5,	15 KW @ 820	,	CHR	, $48.00	(Torbet)	Ragan Henry		T. Franco
WYCL-F,	107.5,	30 KW @ 610	,	AC	UNIULT, $19.00	(Christal)	Legend	(BOYERTOWN)	d. Hendricks

Other ranked stations — see Philadelphia or Lancaster in Spring 90 edition

REDDING, CA

MSA Rank/Pop: 25/48/140,900
ARB Rank/Pop: 215/117,900
Market TSL: 21.75
Average Person Rating: 16.0

Diaries: 375/314:1
Sample Target: 310
% Below Line: 9.1
% Not Listed: 18.5

Retail $: 0.9 Bil
FM Share: 82.47%
Stations: 12/8

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			BIRCH		
12+ METRO	1/4/SHARE	89	89	88	88	CUME	S90	S89	S88	SHR	AOH	CUME
1. KNCQ-F	33/17.5		18.6		20.0	308	26.1	25.4	26.8			
2. KNNN-F	28/14.8		----		----	283	24.0	----	----			
3. KEWB-F	21/11.1		14.1		20.0	317	26.9	25.9	27.3			
4. KQMS	20/10.6		8.5		6.5	211	17.9	18.5	12.1			
5. KSHA-F	18/ 9.5		13.6		14.2	199	16.9	19.9	17.5			
6. KARZ-F	11/ 5.8		7.3		9.7	228	19.3	18.8	16.5			
7. KHTE	5/ 2.6		1.7		3.9	63	5.3	6.1	10.8			
KALF-F	5/ 2.6		3.4		.6	57	4.8	5.8	4.6			

12+ AMD

1. KQMS <
2. KNNN-F<
3. KNCQ-F>
4. KEWB-F

12+ MID

1. KNNN-F
2. KNCQ-F>
3. KQMS <
4. KSHA-F
5. KEWB-F

12+ PMD

1. KNCQ-F
2. KNNN-F>
3. KEWB-F>
4. KSHA-F

12+ EVE

1. KEWB-F<
2. KNCQ-F>
3. KNNN-F
4. KSHA-F

ADULTS 18-34

1. KNNN-F>>
2. KNCQ-F<
3. KEWB-F>

ADULTS 25-54

1. KNNN-F>
2. KNCQ-F>
3. KARZ-F
   KSHA-F
5. KQMS

ADULTS 35-64

1. KNCQ-F
2. KQMS <
3. KSHA-F>
4. KARZ-F
5. KNNN-F

MEN 25-54

1. KNNN-F
2. KNCQ-F>>
3. KQMS
4. KARZ-F
   KFMF-F

WOMEN 25-54

1. KNNN-F>
2. KNCQ-F>
3. KSHA-F
4. KARZ-F
5. KEWB-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDJQ-F	102.7	Red Bluff	2.1/8.5
KCEZ-F	100.7	Corning	1.6/4.8
KFMF-F	93.9	Chico	2.1/8.6
KGO	810	San Francisco	1.1/3.4

RADIO STATIONS

KHTE,	600,	5 KW/1 KW (DA-2) ,	Oldies	UNIPWR,	$ 8.00	(Christal)			J. Martin
KQMS,	1400,	1 KW ,	MOR/Full Serv ABCE	TALKNT,	$16.00	(Katz)	John Price		J. Anthony
KARZ-F,	106.1,	100 KW @ 1968 ,	AC	,	$16.00	(Christal)		(BURNEY)	J. Martin
KEWB-F,	94.7,	3 KW @ 300 ,	CHR	,	$19.00	(Mc-Guild)		(ANDERSON)	J. Prather
KNCQ-F,	97.3,	28 KW @ 3500 ,	Country	,	$28.00	(Durpetti)			C. McCarthy
KNNN-F,	99.3,	3 KW @ 300 ,	AC	,	$18.00	(—)		(CENTRAL VALLEY)	P. Barth
KSHA-F,	104.5,	100 KW @ 1650 ,	AC	ABC D,	$15.00	(Katz)	John Price		J. Anthony

KALF — see Red Bluff

ROCHESTER, MN

MSA Rank/Pop: 321/100,800
ARB Rank/Pop: 245/81,300
Market TSL: 19.25
Average Person Rating: 14.0

Diaries: 275/296:1
Sample Target: 260
% Below Line: 16.7
% Not Listed: 26.3

Retail $: 1.4 Bil
FM Share: 77.38%
Stations: 12/7

							METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	S90	S89	S88	SHR	AOH	CUME
1. KROC-F	19/16.7		26.5		20.9	264	32.5	48.1	39.2	25.0	25	406
2. KRCH-F	14/12.3		6.8		8.2	218	26.8	21.8	23.1	12.0	12	211
3. KNXR-F	12/10.5		9.1		10.9	115	14.1	18.9	20.1	11.0	11	143
4. KWWK-F	9/ 7.9		10.6		6.4	108	13.3	16.1	13.2	6.0	6	104
5. KROC	8/ 7.0		6.8		12.7	153	18.8	21.0	22.0	7.0	7	151
6. KOLM	4/ 3.5		3.0		9.1	57	7.0	6.4	9.3	3.0	3	43
KWEB	4/ 3.5		6.8		3.6	93	11.4	17.1	15.3	5.0	5	84
WLTE-F	4/ 3.5		.8		2.7	67	8.2	6.4	4.3			70

12+ AMD

1. KROC-F
2. KRCH-F
3. KWWK-F<
4. KROC

12+ MID

1. KROC-F
2. KNXR-F
   KRCH-F
4. KWWK-F

12+ PMD

1. KRCH-F<
2. KROC-F>
3. KNXR-F
4. KWWK-F

12+ EVE

1. KROC-F
2. KNXR-F>

ADULTS 18-34

1. KROC-F>>
2. KRCH-F>>

ADULTS 25-54

1. KROC-F<
2. KRCH-F>
3. KWWK-F
4. KROC

ADULTS 35-64

1. KWWK-F>
2. KRCH-F
   KROC >

MEN 25-54

1. KRCH-F
   KWWK-F
3. KROC
   KROC-F
5. KOLM

WOMEN 25-54

1. KROC-F>
2. KRCH-F
3. WLTE-F>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAUS-F	99.9	Austin	2.6/8.4
KJJO-F	104.1	St. Louis Park	2.6/5.2
KQRS-F	92.5	Golden Valley	.9/4.8
WCCO	830	Minneapolis	2.6/7.9

RADIO STATIONS

KOLM,	1520,	10 KW (DAYS) ,	Oldies	MBS UNISUP, $13.00	(Mc-Guild)		D. Radke
KROC,	1340,	1 KW ,	Oldies	ABC I, $16.00	(Torbet)	So. Minn	G. Gentling
KWEB,	1270,	5 KW/1 KW (DA-2) ,	Mor/AC	NBC, $15.00	(HNWH)	Seehafer	C. Mahlman
KNXR-F,	97.5,	100 KW @ 1055 ,	EZ	ABC E, $14.00	(K & P)		T. Jones
KRCH-F,	101.7,	.7 KW @ 560 ,	Classic AOR	, $18.00	(HNWH)	Seehafer	C. Mahlman
KROC-F,	106.9,	100 KW @ 1110 ,	CHR	ABC C, $25.00	(Torbet)	So. Minn	G. Gentling
KWWK-F,	96.7,	3 KW @ 300 ,	Country	MBS, $16.00	(Mc-Guild)		D. Radke

ST. CLOUD, MN

MSA Rank/Pop: 219/182,900
ARB Rank/Pop: 189/148,800
Market TSL: 26.75
Average Person Rating: 20.6

Diaries: 407/366:1
Sample Target: 350
% Below Line: 30.2
% Not Listed: 12.7

Retail $: 1.6 Bil
FM Share: 76.87%
Stations: 20/8

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. KCLD-F	35/11.4		16.3		13.5	415	27.9	35.9	34.2			
2. WHMH-F	29/ 9.4		2.1		5.5	261	17.5	7.9	14.4			
3. KASM	25/ 8.1		5.0		4.6	169	11.4	8.0	8.6			
WWJO-F	25/ 8.1		8.9		9.3	296	19.9	16.4	16.4			
KKSR-F	25/ 8.1		6.7		----	207	13.9	14.5	----			
6. KXSS-F	23/ 7.5		----		----	312	21.0	----	----			
7. WJON	18/ 5.9		7.8		11.0	242	16.3	19.1	24.2			
WCCO	18/ 5.9		9.2		13.5	286	19.2	24.8	24.1			
9. KQRS-F	15/ 4.9		3.9		5.5	235	15.8	14.6	13.7			
10. KQQL-F	14/ 4.6		5.3		2.1	225	15.1	14.1	8.7			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WJON <	1. WHMH-F<	1. WHMH-F<	1. WHMH-F
2. KCLD-F<	2. KCLD-F<	2. KCLD-F	2. KCLD-F
3. WWJO-F<	3. KKSR-F<	3. WWJO-F<	3. KKSR-F
4. KKSR-F<	4. KASM <	4. KKSR-F<	4. KXSS-F
5. WCCO	5. KXSS-F	5. KASM	WJON
		KXSS-F	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KCLD-F	1. KKSR-F<	1. WWJO-F	1. WWJO-F	1. KKSR-F<
2. WHMH-F>	2. WWJO-F	2. WCCO	2. KKSR-F	2. KCLD-F
3. KKSR-F	3. KCLD-F<	3. KKSR-F<	WHMH-F	3. WWJO-F
KQRS-F	4. WCCO	4. KASM	KTCZ-F	WLTE-F
5. KXSS-F	5. KQQL-F			5. KXSS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMXK-F	94.9	Litchfield	2.3/5.0
KDWB-F	101.3	Richfield/Mnpls	2.0/6.5
KEEY-F	102.1	St. Paul	1.0/4.8
KJJO-F	104.1	St. Louis Park	.3/3.6
KLXK-F	93.7	Minneapolis	2.0/6.3
KSTP	1500	St. Paul/Mnpls	.3/2.2
KSTP-F	94.5	St. Paul/Mnpls	.7/7.2
KTCZ-F	97.1	Minneapolis	.7/2.4
WLOL-F	99.5	Minneapolis	1.3/6.9
WLTE-F	102.9	Minn/St. Paul	2.9/9.1

RADIO STATIONS

KASM,	1150,	2.5 KW (DAYS) ,	Country	,	$11.00	(---)	(ALBANY)	B. Gretsch
WJON,	1240,	1 KW ,	MOR	ABC E MBS,	$15.00	(---)		A. Hilger
KCLD-F,	104.7,	100 KW @ 450 ,	CHR	ABC C ABC I,	$25.00	(Roslin)		C. Johnson
KKSR-F,	96.1,	6 KW @ 300 ,	AC	,	$16.00	(---)		J. Hennen
KXSS-F,	103.7,	3 KW @ 328 ,	???	,	$15.00	(---)	(WAITE PARK)	R. Linder
WWJO-F,	98.1,	100 KW @ 1000 ,	Country	ABC E,	$18.00	(---)		A. Hilger

Other ranked stations -- see Minneapolis in Spring 90 edition

SAN ANGELO, TX

MSA Rank/Pop: 325/100,100
ARB Rank/Pop: 244/82,700
Market TSL: 22.75
Average Person Rating: 16.6

Diaries: 375/220:1
Sample Target: 260
% Below Line: 0.0
% Not Listed: 11.7

Retail $: 0.8 Bil
FM Share: 91.74%
Stations: 7/7

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	89	89	88	88	CUME	S90	S89	S88	SHR	AOH	CUME
1. KGKL-F	44/32.1		29.5		17.2	345	41.7	45.0	26.0	29.6	37	318
2. KIXY-F	37/27.0		17.8		30.2	346	41.8	36.7	39.7	34.4	43	456
3. KBIL-F	13/ 9.5		10.1		9.5	177	21.4	25.5	22.4	12.0	15	234
4. KELI-F	9/ 6.6		10.1		13.8	146	17.7	14.8	21.3	4.8	6	152
5. KSJT-F	8/ 5.8		7.0		8.6	71	8.6	8.0	8.8			53
6. KAYJ	7/ 5.1		3.9		6.0	130	15.7	12.7	15.4	6.4	8	99
7. KGKL	3/ 2.2		4.7		2.6	72	8.7	14.4	11.5	1.6	2	91

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KGKL-F<	1. KGKL-F>	1. KGKL-F	1. KIXY-F
2. KIXY-F>>	2. KIXY-F>>	2. KIXY-F>>	2. KGKL-F>
	3. KBIL-F	3. KBIL-F	3. KBIL-F>
		4. KELI-F	4. KSJT-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KGKL-F	1. KGKL-F	1. KGKL-F>>	1. KGKL-F>>	1. KIXY-F<
KIXY-F>>	2. KIXY-F>>	2. KIXY-F	2. KIXY-F>>	2. KGKL-F>>
3. KBIL-F	3. KAYJ	3. KAYJ		
		KELI-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KAYJ,	1260,	1 KW/250 W ,	Oldies	UNISUP UNIULT, $10.00	(Torbet)	W. Foser
KGKL,	960,	5 KW/1 KW (DA-N) ,	MOR/Nost.	ABC I, $ 9.00	(Katz)	A. Lewis
KBIL-F,	92.9,	100 KW @ 600 ,	AC	, $12.00	(Banner)	P. Edcock
KELI-F,	98.7,	100 KW @ 1290 ,	EZ	APR, $13.00	(K & P)	G. Thomas
KGKL-F,	97.5,	100 KW @ 411 ,	Country	ABC I, $22.00	(Katz)	A. Lewis
KIXY-F,	94.7,	100 KW @ 358 ,	CHR	, $21.00	(Torbet)	W. Foster
KSJT-F,	107.5,	100 KW @ 602 ,	Hispanic	, $10.00	(Lotus)	

SANTA BARBARA, CA

MSA Rank/Pop: 137/352,400
ARB Rank/Pop: 174/166,400
Market TSL: 20.25
Average Person Rating: 15.1

Diaries: 378/440:1
Sample Target: 370
% Below Line: 16.0
% Not Listed: 20.6

Retail $: 1.7 Bil
FM Share: 72.00%
Stations: 15/10

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. KDB -F	26/10.3	5.4	5.2	5.6	5.8	296	17.8	12.9	12.8	5.9	15	246
2. KRUZ-F	22/ 8.7	11.3	9.3	9.1	9.1	288	17.3	22.3	20.7	5.5	14	295
3. KTMS	21/ 8.3	6.2	7.4	6.3	6.6	308	18.5	15.1	17.7	7.8	20	308
KTYD-F	21/ 8.3	8.9	12.2	17.9	14.0	390	23.4	31.8	27.8	16.5	42	491
5. KMGQ-F	19/ 7.5	7.8	6.3	5.6	9.9	301	18.1	16.7	18.9	4.7	12	236
6. KCQR-F	18/ 7.1	7.0	3.0	----	----	253	15.2	9.2	----	5.9	15	197
7. KHTY-F	15/ 6.0	3.1	7.0	7.7	9.5	283	17.0	22.3	21.1	7.1	18	230
8. KSBL-F	14/ 5.6	7.4	7.0	9.5	.8	193	11.6	15.8	5.5	5.5	14	212
9. KTRO	13/ 5.2	2.3	3.7	1.4	----	113	6.6	4.5	----	5.9	15	200
10. KIST	10/ 4.0	4.7	6.3	2.5	3.3	164	9.9	10.8	12.7	3.9	10	194

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KTMS	1. KRUZ-F<	1. KDB -F	1. KDB -F>
2. KRUZ-F	2. KMGQ-F<	2. KMGQ-F	2. KHTY-F
3. KTYD-F	3. KCQR-F	3. KTYD-F<	KTMS
4. KDB -F	KTYD-F<	4. KCQR-F	4. KCQR-F
5. KCQR-F	5. KDB -F	5. KHTY-F	KRUZ-F
		KRUZ-F	
		KSBL-F	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KCQR-F	1. KMGQ-F	1. KDB -F	1. KTYD-F	1. KMGQ-F
KTYD-F>	2. KCQR-F<	2. KRUZ-F	2. KTMS	2. KSBL-F
3. KMGQ-F	3. KTYD-F	KTMS >	3. KCQR-F	KTRO
4. KHTY-F	4. KTMS	4. KMGQ-F	KDB -F	4. KCQR-F
5. KSBL-F	5. KSBL-F		5. KMGQ-F	5. KRUZ-F
	6. KDB -F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDB	1490	Santa Barbara	.8/4.3
KCAQ-F	104.7	Oxnard	2.0/6.7
KFI	640	Los Angeles	1.2/4.1
KLOS-F	95.5	Los Angeles	1.6/6.1
KNX	1070	Los Angeles	2.8/10.4

RADIO STATIONS

KIST,	1340,	1 KW ,	Oldies	, $15.00	(CBS)	Sheftell		H. Kaplan
KTMS,	1250,	2.5 KW/1 KW (DA-1),	Talk	ABC T ABC I, $28.00	(Durpetti)			L. Carroll
KCQR-F,	94.5,	.9 KW @ 2960,	AOR	, $22.00	(Banner)		(ELLWOOD)	S. Romaine
KDB-F,	93.7,	13 KW @ 870,	Classical	, $30.00	(CMBS)			B. Scott
KHTY-F,	97.5,	17 KW @ 2940,	CHR	ABC FM, $28.00	(Durpetti)			L. Carroll
KMGQ-F,	106.3,	365 W @ 879,	AC	, $26.00	(CBS)	Sheftell	(GOLETA)	B. Kaplan
KRUZ-F,	103.3,	105 KW @ 2980,	EZ	, $41.00	(Katz)			C. Schuele
KSBL-F,	101.7,	310 W @ 810,	Soft AC	UNISUP, $32.00	(Republic)		(CARPENTER)	M. Reichert
KTYD-F,	99.9,	34 KW @ 1278,	AOR	, $40.00	(Mc-Guild)	Home News		A. Reimer

KTRO -- see Oxnard in Spring 90 edition

SANTA FE, NM

MSA Rank/Pop: 308/114,500
ARB Rank/Pop: 239/93,200
Market TSL: 25.5
Average Person Rating: 18.9

Diaries: 304/307:1
Sample Target: 270
% Below Line: 74.5
% Not Listed: 19.9

Retail $: 0.8 Bil
FM Share: 86.52%
Stations: 21/7

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. KRST-F	15/8.5		6.3		5.5	197	21.1	13.9	14.6			
2. KKSS-F	14/8.0		1.9		7.0	133	14.3	6.6	12.3			
3. KZRR-F	13/7.4		3.8		8.6	106	11.4	14.8	14.7			
4. KBOM-F	12/6.8		---		---	69	7.4	----	----			
KRBL-F	12/6.8		10.8		8.6	156	16.7	21.8	14.1			
6. KKOB-F	8/4.5		5.7		7.0	160	17.2	16.4	14.7			
KLSK-F	8/4.5		3.2		3.1	122	13.1	8.6	12.8			
8. KMIK	7/4.0		2.5		3.1	64	6.9	4.8	10.2			
KOLT-F	7/4.0		6.3		7.8	158	17.0	18.3	25.3			
10. KNYN-F	6/3.4		6.3		3.9	104	11.2	14.9	11.7			
KHFM-F	6/3.4		3.2		8.6	78	8.4	9.8	16.2			

12+ AMD

1. KZRR-F>
2. KRST-F
3. KLSK-F
4. KKOB-F
   KKSS-F

12+ MID

1. KRST-F>
2. KZRR-F<
3. KBOM-F
   KRBL-F
5. KLSK-F

12+ PMD

1. KRST-F
   KZRR-F
3. KKSS-F
4. KBOM-F
   KRBL-F

12+ EVE

1. KKSS-F>
2. KRBL-F>
3. KBOM-F
   KLSK-F

ADULTS 18-34

1. KZRR-F
2. KRBL-F
3. KRST-F
4. KLSK-F

ADULTS 25-54

1. KBOM-F
   KRST-F
   KZRR-F
4. KLSK-F

ADULTS 35-64

1. KBOM-F
   KRST-F>
3. KKOB-F
   KZRR-F
   KMIK

MEN 25-54

1. KZRR-F
2. KBOM-F
3. KRBL-F

WOMEN 25-54

1. KRST-F
2. KLSK-F
3. KBOM-F
4. KMIK
   KKOB-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDCE	970	Santa Fe/Albq	2.8/9.2
KNLA-F	101.1	White Rock/SF	.6/5.8
KRSN	1490	Los Alamos/SF	1.1/9.0
KTRC	1400	Santa Fe	1.7/5.6
KBAC-F	98.1	Las Vegas/SF	1.7/4.0
KFMG-F	107.9	Albuquerque	2.3/8.8
KIVA-F	105.1	Santa Fe/Albq	2.3/8.3
KKJY-F	100.3	Albuquerque	2.8/9.7
KKOB	770	Albuquerque	1.1/10.2
KMGA-F	99.5	Albuquerque	2.3/12.7

RADIO STATTIONS

KDCE,	950,	1 KW/250 W	, Hispanic	CNN UNISUP, $12.00	(Lotus)	(ESPANOLA)	R. Garcia
KMIK,	810,	5 KW (DAYS)	-- Currently Silent				
KTRC,	1400,	1 KW	, Nostalgia	ABC I, $13.00	(Eastman)		B. Hanrahan
KBOM-F,	106.7,	15 KW @ 1940	, Hispanic	, $15.00	(Caballero)	(LOS ALAMOS)	L. Armer
KNYN-F,	95.5,	19 KW @ 1851	, Country	MBS UNIULT, $16.00	(---)		B. Bereman

SANTA ROSA, CA

MSA Rank/Pop: 127/369,800
ARB Rank/Pop: 115/315,600
Market TSL: 23.5
Average Person Rating: 18.2

Diaries: 419/753:1
Sample Target: 400
% Below Line: 65.7
% Not Listed: 21.2

Retail $: 2.4 Bil
FM Share: 50.66%
Stations: 26/6

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. KFRC	51/8.9	4.4	5.3	5.2	5.1	439	13.9	12.5	13.1			
2. KZST-F	46/8.0	9.0	10.3	9.7	9.0	666	21.1	20.4	22.5			
3. KGO	38/6.6	7.7	5.3	7.9	8.6	496	15.7	20.3	15.7			
4. KNEW	34/5.9	5.8	4.6	2.6	3.7	265	8.4	11.0	8.9			
5. KHTT-F	31/5.4	7.1	3.3	4.9	5.9	581	18.4	12.6	21.1			
6. KXFX-F	25/4.4	6.5	7.7	6.2	2.9	437	13.8	17.8	7.8			
KNBR	25/4.4	3.8	5.0	1.5	5.5	421	13.3	16.2	13.7			
8. KRPQ-F	24/4.2	3.8	2.8	5.2	3.9	293	9.3	7.8	8.9			
9. KRQR-F	23/4.0	8.1	5.5	5.6	4.7	325	10.3	13.7	11.5			
10. KCBS	18/3.1	5.8	4.0	6.4	4.3	399	12.6	14.8	13.9			
11. KMGG-F	17/3.0	2.9	2.9	3.7	3.7	307	9.7	12.2	13.3			

12+ AMD

1. KZST-F
2. KFRC <
3. KGO
4. KHTT-F
   KNEW

12+ MID

1. KFRC
2. KZST-F
3. KNEW
4. KGO
5. KXFX-F<
6. KRPQ-F

12+ PMD

1. KZST-F
   KFRC >
3. KNEW
4. KGO <
5. KRPQ-F
6. KXFX-F

12+ EVE

1. KGO <
2. KNBR >
3. KZST-F
4. KHTT-F
5. KCBS

ADULTS 18-34

1. KRQR-F
2. KZST-F
3. KXFX-F
4. KHTT-F
5. KNEW

ADULTS 25-54

1. KZST-F<
2. KGO
3. KRQR-F<
4. KRPQ-F
   KXFX-F

ADULTS 35-64

1. KGO <
2. KFRC
3. KZST-F
   KNBR
5. KRPQ-F

MEN 25-54

1. KGO
2. KXFX-F
   KRQR-F
4. KNBR
5. KMGG-F

WOMEN 25-54

1. KZST-F>
2. KRPQ-F>
3. KSFO
4. KABL-F
5. KHTT-F
   KIOI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KSRO	1350	Santa Rosa	2.1/7.7
KABL	960	Oakland	1.7/4.4
KABL-F	98.1	San Francisco	1.6/7.6
KDFC-F	102.1	San Francisco	.7/3.0
KFOG-F	104.5	San Francisco	1.0/4.4
KIOI-F	101.3	San Fran/Oakland	1.0/4.3
KIQI	1010	San Francisco	1.4/3.5
KITS-F	105.3	San Francisco	1.4/4.1
KKHI	1550	San Francisco	1.6/2.8
KKHI-F	95.7	San Francisco	.5/1.2
KMEL-F	106.1	San Francisco	2.8/9.0
KOFY	1050	San Mateo/San Fran	.5/2.7
KOIT-F	96.5	San Francisco	.7/2.2
KSFO	560	San Francisco	2.6/8.4
KYA-F	93.3	San Francisco	1.2/4.8

RADIO STATIONS

KSRO,	1350,	5 KW (DA-N)	News/Talk	NBC ABC T, $22.00	(Durpetti)	Fuller-Jeffrey		T. DeVoto
KHTT-F,	92.9,	2.3 KW @ 2150,	CHR	, $31.00	(Durpetti)	Fuller-Jeffrey	(HEALDSBURG)	T. Devoto
KMGG-F,	97.7,	450 KW @ 800,	Oldies	UNISUP UNIULT, $26.00	(Republic)	Liggett	(MONTE RIO)	K. Bjugstad
KRPQ-F,	104.9,	340 KW @ 915,	Country	, $26.00	(K & P)		(ROHNERT PARK)	R. Castro
KXFX-F,	101.7,	18 KW @ 360,	AOR	UNISUP UNIULT, $29.00	(Eastman)	Keffco		S. Sandman
KZST-F,	100.1,	3 KW @ 240,	AC	UNIULT, $39.00	(Mc-Guild)			G. Zlot

Other ranked stations — see San Francisco in Spring 90 edition

SIOUX CITY, IA

MSA Rank/Pop: 308/114,500
ARB Rank/Pop: 240/93,000
Market TSL: 21.25
Average Person Rating: 15.6

Diaries: 310/300:1
Sample Target: 290
% Below Line: 2.4
% Not Listed: 12.4

Retail $: 0.8 Bil
FM Share: 52.76%
Stations: 9/7

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AOH	CUME
1. KGLI-F	32/22.1		21.3		25.0	348	37.4	35.4	39.4			
2. KSEZ-F	23/15.9		22.0		12.5	208	22.4	31.1	29.0			
3. KKMA-F	20/13.8		14.0		6.6	224	24.1	27.7	17.0			
4. KSCJ	18/12.4		10.7		11.0	264	28.4	19.5	26.8			
5. KMNS	17/11.7		14.0		16.2	207	22.3	21.0	23.7			
6. KWSL	13/ 9.0		2.0		8.1	168	18.1	11.4	17.1			

12+ AMD

1. KSCJ <
2. KGLI-F>
3. KSEZ-F<
4. KMNS <
5. KKMA-F

12+ MID

1. KKMA-F
2. KGLI-F<
3. KSEZ-F
4. KMNS
5. KSCJ

12+ PMD

1. KGLI-F<
2. KSEZ-F>
3. KKMA-F>
4. KMNS

12+ EVE

1. KGLI-F>>
2. KSCJ
   KSEZ-F
4. KMNS

ADULTS 18-34

1. KSEZ-F<
2. KGLI-F>>
3. KKMA-F
4. KMNS

ADULTS 25-54

1. KSEZ-F
   KKMA-F
3. KGLI-F>
4. KSCJ <
5. KMNS

ADULTS 35-64

1. KKMA-F>
2. KSCJ
   KWSL
4. KMNS

MEN 25-54

1. KSEZ-F>
2. KKMA-F>
3. KGLI-F
   KSCJ

WOMEN 25-54

1. KGLI-F
   KKMA-F>
3. KSEZ-F
4. KMNS
   KSCJ

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KQHU-F	104.1	Yankton	.7/4.4
WNAX	570	Yankton	1.4/5.8
WOW	590	Omaha/Council Blfs	.7/5.6

RADIO STATIONS

KMNS,	620,	1 KW (DA-2) ,	Country	MBS, $13.00	(Christal)	Legend		G. Pelletier
KSCJ,	1360,	5 KW (DA-N) ,	MOR	ABC I, $14.00	(K & P)			L. Magnuson
KWSL,	1470,	5 KW (DA-2) ,	Oldies	ABC C UNISUP, $10.00	(Torbet)			J. Daniels
KGLI-F,	95.5,	100 KW @ 900 ,	CHR	ABC C, $24.00	(Torbet)			J. Daniels
KKMA-F,	99.5,	100 KW @ 794 ,	Soft AC	UNISUP, $14.00	(Roslin)		(LEMARS)	P. Olsen
KSEZ-F,	97.9,	100 KW @ 609 ,	AOR	NBC SOURCE, $19.00	(Christal)	Legend		G. Pelletier

SPRINGFIELD, IL

MSA Rank/Pop: 209/192,000	Diaries: 382/424:1	Retail $: 1.4
ARB Rank/Pop: 178/161,900	Sample Target: 370	FM Share: 70.97%
Market TSL: 24.5	% Below Line: 6.0	Stations: 13/10
Average Person Rating: 18.3	% Not Listed: 16.5	

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AOH	CUME
1. WYMG-F	43/14.5		18.0		23.3	433	26.7	26.4	35.1			
2. WDBR-F	40/13.5		14.5		7.9	535	33.0	31.6	24.3			
3. WNNS-F	38/12.8		12.0		18.4	415	25.6	24.2	32.4			
4. WTAX	30/10.1		12.4		9.2	352	21.7	26.8	20.8			
5. WVEM-F	27/ 9.1		3.9		4.9	210	13.0	12.2	12.2			
6. WFMB-F	20/ 6.7		12.4		12.1	247	15.3	20.5	27.4			
7. WMAY	16/ 5.4		7.1		5.9	175	10.8	13.9	11.0			
8. WCVS	13/ 4.4		5.3		4.3	223	13.8	12.0	15.5			
9. KMOX	12/ 4.0		1.1		2.3	103	6.4	5.8	10.0			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WYMG-F<	1. WYMG-F	1. WYMG-F	1. WDBR-F<
2. WNNS-F<	2. WNNS-F>	2. WDBR-F	2. WTAX >
3. WTAX >	3. WVEM-F<	3. WNNS-F>	3. WNNS-F
4. WDBR-F<	4. WDBR-F	4. WVEM-F<	4. WYMG-F
5. WFMB-F		5. WTAX	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WYMG-F>>	1. WNNS-F	1. WNNS-F<	1. WYMG-F>>	1. WNNS-F>>
2. WDBR-F	2. WYMG-F>	2. WVEM-F>	2. WNNS-F>>	2. WFMB-F
3. WNNS-F>	3. WFMB-F	3. WFMB-F	3. WDBR-F	3. WDBR-F
4. WFMB-F	4. WDBR-F	4. WTAX	WFMB-F	WYMG-F
			WMAY	5. WVEM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLUJ-F	97.7	Petersburg	1.7/4.9
WRVI-F	96.7	Virden	.7/4.2
WGN	720	Chicago	.7/4.4
WSMI-F	106.1	Lichtfield	.3/3.4

RADIO STATIONS

WCVS,	1450,	1 KW ,	Oldies/Full Service	ABC D,	$14.00	(Mc-Guild)	Neuhoff	G. Neuhoff
WMAY,	970,	1 KW/500 W (DA-2),	Country	NBC,	$16.00	(HNWH)	Midwest Family	T. Kushak
WTAX,	1240,	1 KW ,	MOR/Full Service	CBS MBS,	$22.00	(Christal)	Bookey	C. Bagg
WDBR-F,	103.7,	50 KW @ 303 ,	CHR	,	$25.00	(Christal)	Bookey	J. Schnacke
WFMB-F,	104.5,	43 KW @ 427 ,	Country	ABC I,	$20.00	(Mc-Guild)	Neuhoff	G. Neuhoff
WNNS-F,	98.7,	50 KW @ 500 ,	AC	,	$26.00	(HNWH)	Midwest Family	T. Kushak
WVEM-F,	101.9,	50 KW @ 275 ,	EZ/Soft AC	ABC E,	$17.00	(K & P)		D. Rion
WYMG-F,	100.5,	50 KW @ 492 ,	AOR	,	$30.00	(Katz)	Saga (JACKSONVILLE)	J. Symons

STAMFORD - NORWALK, CT

MSA Rank/Pop: 210/191,500 (Stamford)
ARB Rank/Pop: 124/288,100
Market TSL: 23.00
Average Person Ratings: 17.6

Diaries: 475/607:1/50.3%
Sample Target: 400
% Below Line: 70.7%
% Not Listed: 13.8%

Retail $: 3.3 Bil
FM Share: 68.65%
Stations: 35/7

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88
1.	WEFX-F	38/7.5	4.9	4.9	3.7	5.1	477	10.7	14.0	12.0
2.	WEZN-F	32/6.3	5.4	5.5	5.2	3.8	450	15.6	14.8	13.0
3.	WHTZ-F	31/6.1	6.7	6.1	3.7	4.9	545	18.9	15.7	13.7
4.	WSTC	26/5.1	6.0	7.2	6.1	8.4	371	12.9	16.1	14.6
5.	WCBS	25/4.9	5.4	5.7	4.5	5.4	521	18.1	19.7	22.6
6.	WNLK	22/4.3	3.0	2.7	2.8	2.0	264	9.2	6.4	5.9
7.	WFAN	20/3.9	2.4	2.3	3.5	1.5	287	10.0	8.9	4.7
8.	WEBE-F	19/3.7	4.9	4.9	3.7	5.1	307	10.7	14.0	12.0
	WOR	19/3.7	2.8	1.4	2.8	1.3	204	7.1	4.4	3.3
10.	WNCN-F	17/3.4	1.7	2.7	1.9	4.1	283	9.8	7.8	11.9
	WYNY-F	17/3.4	4.1	2.0	2.4	1.5	236	8.2	7.5	5.3

12+ AMD

1. WSTC
2. WCBS
3. WEZN-F
   WFAN
5. WEFX-F

12+ MID

1. WEFX-F
2. WEZN-F
3. WHTZ-F
4. WSTC
5. WEBE-F

12+ PMD

1. WEFX-F
2. WEZN-F
3. WHTZ-F
4. WSTC
5.

12+ EVE

1. WHTZ-F
2. WEFX-F
   WCBS
   WCBS-F
5. WRKS-F

ADULTS 18-34

1. WEFX-F>>
2. WEBE-F
3. WHTZ-F
   WNEW-F
5. WDRE-F

ADULTS 25-54

1. WEFX-F
2. WEZN-F
3. WFAN
4. WEBE-F
5. WYNY-F

ADULTS 35-64

1. WEZN-F
2. WSTC
3. WCBS
4. WNCN-F
5.

MEN 25-54

1. WEFX-F
2. WFAN >
3. WEZN-F
4. WXRK-F
5. WCBS

WOMEN 25-54

1. WEBE-F
   WEFX-F>
3. WEZN-F
   WHTZ-F
   WYNY-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCH	1490	Greenwich	2.2/4.9
WJAZ-F	96.7	Stamford	1.6/5.3
WMMM	1260	Westport	.8/2.4
WABC	770	New York	1.6/6.4
WBLI-F	106.1	Patchogue	.6/2.8
WBLS-F	107.5	New York	.4/2.5
WCBS-F	92.7	New York	3.0/10.6
WDRE-F	99.9	Bridgeport	2.0/7.4
WFME-F	94.7	Newark	.8/2.3
WHUD-F	100.7	Peekskill	.8/2.9
WINS	1010	New York	.4/5.4
WNEW-F	102.7	New York	2.6/10.1
WNSR-F	105.1	New York	.6/6.2
WPAT-F	930	Paterson	1.6/6.7
WPLJ-F	95.5	New York	1.8/10.4
WPLR-F	99.1	New Haven	.6/4.2
WQCD-F	101.9	New York	.8/3.4
WQHT-F	97.1	New York	1.4/4.3
WQXR-F	96.3	New York	2.2/7.1
WRKI-F	95.1	Brookfield	.6/3.6
WRKS-F	98.7	New York	2.4/6.5
WSKQ-F	97.9	New York	.6/2.2
WXRK-F	92.3	New York	3.2/14.7
WYNY-F	103.5	Lk. Success	3.4/8.2

RADIO STATIONS

WGCH, 1490, 1 KW	, MOR	NBC APR , $	39.00 (Roslin)		C. Ponger
WNLK, 1350, 1 KW/500 W (DA-N)	, AC	ABC E , $	47.00 (Christal)	CRB	D. Lacerenza
WSTC, 1400, 1 KW	, MOR/FULL SER.	ABC I , $	65.00 (Katz)	Chase	W. Lada
WEFX-F, 95.9, 3 KW @ 300, CLASSIC AOR		, $	69.00 (Christal)	CRB	D. Lacerenza
WJAZ-F, 96.7, 3 KW @ 328, JAZZ		, $	39.00 (Katz)	Chase	D. Patchen

OTHER RANKED STATIONS: See New York or Bridgeport in Spring 1990 Edition

TEXARKANA, TX-AR

MSA Rank/Pop: 294/120,700
ARB Rank/Pop: 232/99,800
Market TSL: 23.0
Average Person Rating: 16.7

Diaries: 295/338:1
Sample Target: 280
% Below Line: 19.7
% Not Listed: 15.0

Retail $: 0.8 Bil
FM Share: 83.80%
Stations: 14/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. KKYR-F	56/33.5		.7		——	379	38.0	8.8	——			
2. KXAR-F	13/ 7.8		11.2		12.4	137	13.7	15.4	12.4			
3. KCMC	12/ 7.2		9.9		10.9	135	13.5	18.9	16.3			
4. KLLI-F	11/ 6.6		7.9		7.8	153	15.3	16.8	14.4			
KTAL-F	11/ 6.6		9.2		10.9	156	15.6	16.8	17.0			
6. KTWN-F	10/ 6.0		12.5		7.0	106	10.6	24.9	18.0			
7. KRMD-F	8/ 4.8		7.2		10.1	[illegible]6	6.6	18.3	14.8			
8. KKYR	6/ 3.6		——		2.3	96	9.6	3.5	6.8			

12+ AMD

1. KKYR-F>>
2. KCMC
3. KLLI-F
   KXAR-F

12+ MID

1. KKYR-F>>
2. KCMC
3. KLLI-F
4. KTAL-F

12+ PMD

1. KKYR-F>>
2. KCMC
   KXAR-F<
4. KLLI-F

12+ EVE

1. KKYR-F>
2. KXAR-F<
3. KTWN-F>
4. KTAL-F
5. KLLI-F

ADULTS 18-34

1. KKYR-F>>
2. KTAL-F>
3. KLLI-F
   KTWN-F

ADULTS 25-54

1. KKYR-F>>
2. KLLI-F
   KTWN-F
4. KXAR-F

ADULTS 35-64

1. KKYR-F>>
2. KCMC
   KXAR-F
   KRMD-F

MEN 25-54

1. KKYR-F>>
2. KLLI-F>

WOMEN 25-54

1. KKYR-F>>
2. KTWN-F
   KXAR-F>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMLA	1400	Texarkana/Ashdwn	1.2/4.6
KMLA-F	103.9	Ashdown/Texarkana	.6/5.5
KTWN	940	Texarkana	1.8/6.6
KITT-F	93.7	Shreveport	1.2/11.6
KPXI-F	100.7	Mt Pleasant	2.4/ 5.3
KTUX-F	98.9	Carthage	1.8/ 8.0

RADIO STATIONS

KCMC,	740,	1 KW (DA-N) ,	Country	MBS, $12.00	(K & P)			D. Davis
KKYR-F,	102.5,	100 KW @ 459 ,	Country	ABC D, $20.00	(Banner)			C. Reininger
KLLI-F,	95.9,	1 KW @ 450 ,	AC	, $12.00	(Mc-Guild)	(HOOKS)		B. Barnett
KTWN-F,	107.1,	1 KW @ 489 ,	Country	ABC E, $11.00	(——)			F. Bell
KXAR-F,	101.7,	3 KW @ 300 ,	Black	SBN, $10.00	(K & P)	(HOPE)		B. Hoglund

Other ranked stations — see Shreveport in Spring 90 edition

TRENTON, NJ

MSA Rank/Pop: 143/333,700
ARB Rank/Pop: 130/280,500
Market TSL: 22.75
Average Person Ratings: 17.4

Diaries: 421/666:1
Sample Target: 400
% Below Line: 63.4%
% Not Listed: 21.3%

Retail $: 2.61 Bil.
FM Share: 71.95%
Stations: 34/6

12+ METRO	1/4/SHARE	SPG 89	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88
1. WKXW-F	41/8.4	3.5	6.5	554	19.8	12.9	18.7
2. WUSL-F	39/8.0	5.8	5.0	302	10.8	10.5	10.3
3. WPST-F	32/6.5	7.9	5.4	438	15.6	20.7	22.3
4. WHWH	30/6.1	5.6	5.6	333	11.9	16.5	15.3
5. WBUD	24/4.9	4.8	4.5	306	10.9	8.2	8.5
6. WXTU-F	19/3.9	5.6	3.4	268	9.6	12.3	8.2
WOR	19/3.9	3.1	4.3	259	9.2	6.4	7.6
8. WDAS-F	16/3.3	2.3	.9	221	7.9	6.5	6.9
WIOQ-F	16/3.3	1.2	1.6	232	8.3	4.3	3.3
WMMR-F	16/3.3	5.8	6.5	368	13.1	19.3	16.6

12+ AMD

1. WHWH
2. WKXW-F
3. WOR
4. WUSL-F
5.

12+ MID

1. WKXW-F
2. WPST-F
3. WBUD <
4. WUSL-F
5.

12+ PMD

1. WKXW-F
2. WUSL-F
3. WPST-F
4. WBUD
5.

12+ EVE

1. WUSL-F>
2. WKXW-F
   WIOQ-F
4. WPST-F
5.

ADULTS 18-34

1. WPST-F
2. WUSL-F
3. WKXW-F>
4. WMMR-F
5.

ADULTS 25-54

1. WKXW-F>
2. WPST-F
3. WUSL-F
4. WYSP-F
5.

ADULTS 35-64

1. WKXW-F
2. WHWH
3. WXTU-F
4. WBUD
5. WUSL-F

MEN 25-54

1. WKXW-F
2. WYSP-F
3. WPST-F
4. WMMR-F
5.

WOMEN 25-54

1. WKXW-F
2. WUSL-F
3. WPST-F
4. WXTU-F
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WIMG	1300	Trenton	2.2/ 4.1
WTTM	920	Trenton	.6/ 3.7
WABC	770	New York	.4/ 3.5
WCAU	1210	Philadelphia	.8/ 4.8
WCBS	880	New York	1.0/ 5.8
WEAZ-F	101.1	Philadelphia	1.6/ 6.3
WEGX-F	106.1	Philadelphia	2.5/10.1
WFAN	660	New York	1.0/ 5.5
WFLN-F	95.7	Philadelphia	.6/ 3.4
WLTW-F	106.7	New York	.4/ 2.7
WMGK-F	102.9	Philadelphia	1.4/ 6.7
WNEW	1130	New York	.8/ 3.0
WNEW-F	102.7	New York	.8/ 3.4

WNSR-F	105.1	New York	.6/ 3.1
WOGL-F	98.1	Philadelphia	2.7/ 9.0
WPAT	930	Paterson	.2/ 1.0
WPAT-F	93.1	Paterson	.2/ 1.5
WPLJ-F	95.5	New York	1.4/ 5.5
WQHT-F	97.1	New York	1.0/ 3.8
WSNI-F	104.5	Philadelphia	2.0/ 7.5
WWDB-F	96.5	Philadelphia	.6/ 3.2
WXRK-F	92.3	New York	1.2/ 5.0
WYSP-F	94.1	Philadelphia	2.9/10.7

RADIO STATIONS

WBUD ,	1260 , 5 KW/2.5 KW (DA-2),	Nostalgia	$36.00	(Banner)	Press	J. Dziuba
WHWH ,	1350 , 5 KW (DA-2) ,	MOR/Full Service	$40.00	(Katz)	Nassau	J. Morris
WKXW-F,	101.5, 10 KW @ 800 ,	Oldies	$56.00	(Banner)	Press	J. Dziuba
WPST-F,	97.5, 50 KW @ 460 ,	CHR	$59.00	(Katz)	Nassau	J. Morris

Other ranked stations — see Philadelphia and New York in Spring '90 edition

TRI-CITIES, WA

(Richland - Kennewick - Pasco)

MSA Rank/Pop: 244/152,600
ARB Rank/Pop: 213/119,100
Market TSL: 21.5
Average Person Rating: 16.0

Diaries: 385/309:1
Sample Target: 330
% Below Line: 15.7
% Not Listed: 26.7

Retail $: 2.1 Bil
FM Share: 79.29%
Stations: 11/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. KIOK-F	44/23.0		16.9		25.0	451	37.9	34.2	34.7	32.2	59	507
2. KNLT-F	20/10.5		7.4		2.1	255	21.4	18.8	10.1	6.0	11	214
3. KONA	17/ 8.9		6.9		12.5	242	20.3	18.8	22.4	7.1	13	191
4. KONA-F	16/ 8.4		8.5		9.7	207	17.4	15.1	19.3	8.7	16	173
5. KOTY-F	12/ 6.3		9.0		9.0	187	15.7	12.1	14.0	8.2	15	181
6. KEYW-F	9/ 4.7		6.3		4.9	152	12.8	19.3	10.1	3.3	6	141
7. KORD-F	8/ 4.2		6.3		13.2	166	13.9	14.4	23.4	12.0	22	243
8. KORD	5/ 2.6		7.4		3.5	117	9.8	8.4	8.6	3.8	7	125
9. KALE	4/ 2.1		7.9		3.5	103	8.6	16.9	7.1	4.4	8	181
10. KTCR-F	3/ 1.6		2.1		2.1	63	5.3	7.7	7.1	1.6	3	71

12+ AMD

1. KIOK-F>
2. KONA >
3. KNLT-F
   KOTY-F
5. KONA-F

12+ MID

1. KIOK-F>>
2. KNLT-F
3. KONA-F
4. KONA

12+ PMD

1. KIOK-F>>
2. KNLT-F>
3. KONA-F
4. KOTY-F

12+ EVE

1. KIOK-F>>
2. KORD
   KNLT-F

ADULTS 18-34

1. KIOK-F>>
2. KNLT-F
3. KOTY-F
4. KORD-F

ADULTS 25-54

1. KIOK-F
2. KNLT-F>
3. KOTY-F
   KONA

ADULTS 35-64

1. KONA-F
2. KONA
3. KNLT-F>
4. KOTY-F
   KEYW-F

MEN 25-54

1. KIOK-F>>
2. KNLT-F
3. KOTY-F
4. KONA

WOMEN 25-54

1. KNLT-F
2. KEYW-F>
3. KIOK-F
   KONA

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KWHT-F 103.5 Pendleton/Walla Walla 1.0/5.4

RADIO STATIONS

KALE,	960, 5 KW/1 KW (DA-N)	,	Oldies	NBC, $ 9.00	(HNWH)	Sterling		K. Balcom
KONA,	610, 5 KW (DA-2)	,	MOR	ABC I, $12.00	(K & P)			D. Mitchell
KORD,	870, 10 KW/25 W	,	Country	ABC D, $ 9.00	(MMR)			J. Ripley
KTCR,	1340, 1 KW	,	Talk	MBS, $ 8.00	(Christal)			T. McCoy
KEYW-F,	98.3, 3 KW @ 200	,	Oldies/AC	UNISUP, $12.00	(Republic)			O. Knudson
KIOK-F,	94.9, 100 KW @ 1250	,	CHR	, $28.00	(HNWH)	Sterling		K. Balcom
KONA-F,	105.3, 100 KW @ 1180	,	EZ	CBS, $13.00	(K & P)			D. Mitchell
KORD-F,	102.7, 100 KW @ 1100	,	Country	ABC D, $12.00	(MMR)			J. Ripley
KOTY-F,	106.5, 100 KW @ 1075	,	Country	MBS, $14.00	(Christal)			T. McCoy
KNLT-F,	95.7, 100 KW @ 1400	,	AC	UNISUP UNIULT, $15.00	(Republic)		(WALLA WALLA)	D. Sapp

TUSCALOOSA, AL

MSA Rank/Pop: 250/146,900
ARB Rank/Pop: 209/122,000
Market [illegible]: 21.25
Average Person Rating: 16.1

Diaries: 320/381:1
Sample Target: 320
% Below Line: 9.8
% Not Listed: 16.8

Retail $: 0.8 Bil
FM Share: 79.75%
Stations: 15/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. WZBQ-F	44/22.4		21.5		12.0	420	34.4	39.5	20.9			
2. WTUG-F	23/11.7		10.7		10.4	247	20.2	18.9	20.2			
3. WACT-F	18/ 9.2		8.3		12.6	250	20.5	16.0	22.6			
WTSK	18/ 9.2		18.0		9.3	178	14.6	21.7	15.0			
5. WTXT-F	16/ 8.2		.5		----	126	10.3	3.3	----			
6. WFFX-F	13/ 6.6		10.2		10.9	257	21.1	28.0	26.2			
7. WACT	9/ 4.6		.5		5.5	145	11.9	3.7	10.9			
8. WZZK-F	7/ 3.6		4.9		9.8	176	14.4	15.5	23.3			

12+ AMD

1. WZBQ-F
2. WTSK >
3. WACT-F
4. WTUG-F

12+ MID

1. WZBQ-F>>
2. WTXT-F<
3. WACT-F
   WFFX-F

12+ PMD

1. WZBQ-F>
2. WTUG-F>
3. WACT-F<
4. WFFX-F

12+ EVE

1. WTUG-F<
2. WZBQ-F>>

ADULTS 18-34

1. WZBQ-F>>
2. WTUG-F>
3. WFX-F

ADULTS 25-54

1. WZBQ-F>>
2. WTXT-F
3. WFFX-F
   WTSK •
5. WTUG-F

ADULTS 35-64

1. WTSK
   WZBQ-F
3. WACT-F
   WTXT-F

MEN 25-54

1. WZBQ-F>
2. WTXT-F>
3. WACT-F>

WOMEN 25-54

1. WZBQ-F
2. WFFX-F
   WTSK
4. WTUG-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WRLX	1230	Tuscaloosa	2.6/4.3
WZBQ	1150	Tuscaloosa	.5/2.0
WAPI-F	94.5	Birmingham	.5/4.2
WDJC-F	93.7	Birmingham	.5/3.7
WENN-F	107.7	Birmingham	1.0/6.1
WMJJ-F	96.5	Birmingham	.5/6.1
WZRR-F	99.5	Birmingham	2.0/8.0

RADIO STATIONS

WACT,	1420,	5 KW (DA-2) ,	Gospel	APR, $ 9.00	(Roslin)			W. Price
WTSK,	790,	5 KW/36 W ,	Black	NBN, $13.00	(---)			J. Kell
WACT-F,	105.5,	3 KW @ 300 ,	Country	APR, $14.00	(Roslin)			W. Price
WFFX-F,	95.7,	100 KW @ 450 ,	AC	, $16.00	(Eastman)	Arrow		G. O'Rear
WTUG-F,	92.7,	6 KW @ 300 ,	Black	SBN, $15.00	(Republic)			J. Kell
WTXT-F,	98.1,	100 KW @ 905 ,	Nost/EZ	NBC, $12.00	(Christal)		(FAYETTE)	J. Mauldin
WZBQ-F,	102.5,	12 KW @ 2050 ,	CHR	ABC I, $21.00	(Torbet)		(JASPER)	J. Smith

WZZK -- see Birmingham in Spring 90 edition

TYLER, TX

MSA Rank/Pop: 239/155,600
ARB Rank/Pop: 203/128,500
Market TSL: 25.0
Average Person Rating: 18.6

Diaries: 362/355:1
Sample Target: 330
% Below Line: 11.9
% Not Listed: 22.6

Retail $: 1.0 Bil
FM Share: 68.65%
Stations: 13/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	ACH	CUME
1. KNUE-F	41/17.2		20.5		21.6	389	30.3	25.5	31.0	22.7	46	396
2. KZEY	34/14.2		5.2		8.7	253	19.7	11.7	15.5	12.8	26	373
3. KTYL-F	29/12.1		15.7		11.5	339	26.4	25.5	24.2	11.8	24	328
4. KTBB	20/ 8.4		3.9		11.5	264	20.5	14.6	21.8	6.4	13	225
5. KOOI-F	17/ 7.1		7.4		10.1	203	15.8	14.9	13.6	6.4	13	182
6. KISX-F	11/ 4.6		5.2		8.2	120	9.3	17.4	17.2	3.4	7	109
7. KKTX-F	9/ 3.8		——		——	103	8.0	——	——	5.9	12	163
8. KKDA-F	7/ 2.9		1.7		——	109	8.5	7.2	——	5.9	12	146
9. KROZ-F	6/ 2.5		13.1		9.6	77	6.0	19.5	13.9	3.0	6	131

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KNUE-F	1. KNUE-F>	1. KNUE-F>	1. KZEY
2. KTYL-F<	2. KTYL-F	2. KZEY <	2. KNUE-F>
3. KTBB	3. KOOI-F	3. KTYL-F>	3. KTYL-F>
4. KZEY	4. KZEY	4. KOOI-F	4. KTBB

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KNUE-F<	1. KNUE-F	1. KNUE-F>	1. KNUE-F>	1. KNUE-F
2. KTYL-F	2. KTYL-F<	2. KZEY	2. KTYL-F	2. KTYL-F<
3. KZEY >	3. KZEY >	3. KTYL-F	3. KISX-F	3. KZEY >
4. KKTX-F	4. KISX-F	4. KTBB	KTBB	
			KZEY	
			KKTX-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDOK	1330	Tyler	1.7/3.3
KPXI-F	100.7	Mt. Pleasant	.4/3.1
KEGL-F	97.1	Ft. Worth/Dallas	.8/3.6
KYKX-F	105.7	Longview	1.7/4.7

RADIO STATIONS

KTBB,	600, 5 KW/2.5 KW (DA-2),	MOR/AC	ABC I, $13.00	(Durpetti)		D. Chaney
KZEY,	690, 1 KW/92 W (DA-2) ,	Black	SBN, $12.00	(Mc-Guild)		A. Brooks
KISX-F,	107.35, 50 KW @ 370,	Oldies	UNIPWR, $14.00	(Christal)	(WHITEHOUSE)	B. Downs
KNUE-F,	101.5, 98 KW @ 1074,	Country	, $27.00	(Banner)		D. Chaney
KOOI-F,	106.5, 100 KW @ 1468,	EZ/Soft AC	ABC E, $17.00	(Republic)	(JACKSONVILLE)	D. Walker
KROZ-F,	92.1, 3 KW @ 280,	Country	SBN, $11.00	(Mc-Guild)		A. Brooks
KTYL-F,	93.1, 100 KW @ 375,	AC	ABC C, $24.00	(Durpetti)		T. Patterson

KKTX -- see Longview
KKDA — see Dallas in Spring 90 edition

VICTORIA, TX

MSA Rank/Pop: 346/74,800
ARB Rank/Pop: 259/60,800
Market TSL: 20.25
Average Person Rating: 15.0

Diaries: 295/206:1
Sample Target: 250
% Below Line: 1.3
% Not Listed: 16.5

Retail $: 0.6 Bil
FM Share: 85.53%
Stations: 8/7

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. KZEU-F	30/33.0		21.8		13.7	238	39.1	39.6	26.3			
2. KVIC-F	22/24.2		21.8		30.5	229	37.7	42.1	45.9			
3. KEPG-F	8/ 8.8		8.9		----	75	12.3	13.7	----			
KNAL	8/ 8.8		5.0		12.6	98	16.1	13.9	21.9			
5. KPLV-F	3/ 3.3		4.0		7.4	69	11.3	13.4	21.5			
6. KAMG	2/ 2.2		4.0		6.3	60	9.9	10.3	17.4			
KTXN-F	2/ 2.2		3.0		3.2	36	5.9	8.7	8.0			
8. KTRH	1/ 1.1		3.0		2.1	35	5.8	8.7	6.9			

12+ AMD

1. KZEU-F>>
2. KVIC-F>
3. KNAL

12+ MID

1. KZEU-F>>
2. KVIC-F>>
3. KEPG-F

12+ PMD

1. KZEU-F
2. KVIC-F>>
3. KEPG-F

12+ EVE

1. KVIC-F>>
2. KZEU-F
3. KNAL
4. KEPG-F

ADULTS 18-34

1. KZEU-F
2. KVIC-F>>

ADULTS 25-54

1. KZEU-F>>
2. KVIC-F>>
3. KEPG-F

ADULTS 35-64

1. KZEU-F>>
2. KEPG-F
3. KNAL
4. KVIC-F

MEN 25-54

1. KZEU-F>>
2. KVIC-F>>

WOMEN 25-54

1. KZEU-F>>
2. KVIC-F
3. KNAL

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KAMG,	1340,	1 KW	,	Oldies	ABC D, $ 7.00	(Mc-Guild)	Mayes		B. Woodman
KNAL,	1410,	500 W (DA-N)	,	Country	, $11.00	(Riley)			C. King
KEPG-F,	100.9,	3 KW @ 304	,	Hispanic	, $12.00	(Lotus)			B. Sandoval
KPLV-F,	93.3,	100 KW @ 660	,	CHR	, $10.00	(Riley)		(PORT LAVACA)	D. McDougall
KTXN-F,	98.7,	100 KW @ 253	,	EZ	CNN, $ 9.00	(K & P)			D. Freed
KVIC-F,	95.1,	100 KW @ 500	,	CHR	, $17.00	(Mc-Guild)	Mayes		B. Woodman
KZEU-F,	107.9,	100 KW @ 362	,	Country	, $20.00	(Eastman)	Osborn/Reynolds		B. Springer

WATERBURY, CT

MSA Rank/Pop: 196/216,700	Diaries: 378/479:1	Retail $: 1.60 Bil
ARB Rank/Pop: 164/181,000	Sample Target: 400	FM Share: 77.97%
Market TSL: 22.25	% Below Line: 81.4	Stations: 22/4
Average Person Ratings: 16.8	% Not Listed: 22.4	

12+ METRO	1/4/SHARE	SPG 89	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88
1. WKSS-F	26/8.6	6.6	8.5	409	22.6	20.4	17.5
2. WKCI-F	24/7.9	11.4	12.0	459	25.4	29.5	23.7
3. WEZN-F	20/6.6	3.1	7.4	236	13.0	9.7	11.1
4. WDRC-F	19/6.3	8.0	7.1	281	15.5	18.3	14.7
5. WWYZ-F	17/5.6	6.9	1.1	225	12.4	12.2	4.4
6. WTIC	16/5.3	4.0	8.5	254	14.0	15.0	18.0
7. WPLR-F	15/4.9	3.7	4.6	268	14.8	12.6	10.9
8. WIOF-F	14/4.6	4.0	4.9	219	12.1	12.3	11.4
WQQW	14/4.6	7.4	4.9	137	7.6	13.2	10.2
10. WHCN-F	13/4.3	2.6	3.2	285	15.7	9.4	8.6
11. WATR	11/3.6	6.6	8.5	197	10.9	18.8	16.3

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WTIC	1. WWYZ-F	1. WEZN-F	1. WKSS-F>
2. WKCI-F<	WDRC-F	WKSS->	2. WEZN-F>
3. WDRC-F	3. WKCI-F<	3. WWYZ-F	3. WKCI-F
4. WKSS-F	4. WIOF-F	WKCI-F	4.
5. WEZN-F	WEZN-F	5. WPLR-F	5.
	WQQW		

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WKSS-F	1. WDRC-F	1. WEZN-F>	1. WDRC-F	1. WEZN-F
2. WPLR-F	2. WEZN-F	2. WWYZ-F<	2. WKCI-F	2. WIDF-F
3. WHCN-F>	3. WKCI-F	3. WDRC-F	3. WEZN-F	3. WDRC-F
4. WKCI-F	4. WKSS-F	4. WKCI-F	WHCN-F	4. WWYZ-F
5.	WIOF-F	5. WTIC	5.	WKCI-F
	WWYZ-F			WKSS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WWCO	1240	Waterbury	.7/ 4.1
WABC	770	New York	1.0/ 4.1
WCCC-F	106.9	Hartford	2.3/ 6.7
WDAQ-F	98.3	Danbury	1.0/ 3.5
WEBE-F	107.9	Westport	2.3/ 5.2
WFAN	660	New York	1.6/ 8.2
WOR	710	New York	.3/ 3.5
WRCH-F	100.5	New Britain/Hrtfrd	2.6/ 9.8
WRKI-F	95.1	Brookfield	2.0/ 9.2
WRKS-F	98.7	New York	.3/ 2.6
WTIC-F	96.5	Hartford	1.3/11.2

RADIO STATIONS

WATR , 1320, 5 KW/1 KW (DA-2), MOR/Full Service CBS, $34.00 (Banner) F. Erwin
WQQW , 1590, 5 KW (DA-1) , Talk/Nostalgia CNN UNISUP, $32.00 (—) T. Coffey
WWCO , 1240, 1 KW , AC ABC FM UNISUP, $17.00 (—) P. Ciullo

Other ranked stations — See Hartford, New Haven and Bridgeport in Spring'90 edition

WATERTOWN, NY

MSA Rank/Pop: NA
ARB Rank/Pop: 247/80,800
Market TSL: 22.0
Average Person Rating: 16.8

Diaries: 274/295:1
Sample Target: 250
% Below Line: 10.5
% Not Listed: 16.2

Retail $: 0.6 Bil
FM Share: 67.54%
Stations: 10/6

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. WTNY-F	36/26.5		23.0		34.2	342	42.3	40.2	47.2			
2. WTNY	26/19.1		14.1		16.2	238	29.5	32.9	31.1			
3. WCIZ-F	15/11.0		11.1		15.4	179	22.2	22.2	22.5			
4. WTOJ-F	14/10.3		6.7		12.0	188	23.3	18.3	21.6			
5. WNCQ	11/ 8.1		11.1		4.3	131	16.2	16.4	10.4			
6. WKFM-F	5/ 3.7		3.7		.9	43	5.3	6.6	5.4			
7. WATN	3/ 2.2		5.2		3.4	103	12.7	13.6	9.4			
WYYY-F	3/ 2.2		---		.9	39	4.8	---	4.6			
CFMK-F	3/ 2.2		---		---	35	4.3	---	---			

12+ AMD

1. WTNY
2. WTNY-F>>
3. WNCQ

12+ MID

1. WTNY-F
2. WTNY <
3. WTOJ-F
4. WCIZ-F

12+ PMD

1. WTNY-F>>
2. WCIZ-F<
3. WTNY <
4. WTOJ-F

12+ EVE

1. WTNY-F>>
2. WTOJ-F
3. WTNY
4. WCIZ-F

ADULTS 18-34

1. WTNY-F>
2. WCIZ-F>>
3. WKFM-F
4. WTOJ-F

ADULTS 25-54

1. WTNY-F
2. WTOJ-F>
3. WCIZ-F
4. WTNY

ADULTS 35-64

1. WTNY
2. WTNY-F
WTOJ-F>
4. WNCQ

MEN 25-54

1. WTNY-F
2. WCIZ-F
3. WTNY
WTOJ-F
5. WKFM-F

WOMEN 25-54

1. WTNY-F
2. WTOJ-F>>
3. WCIZ-F
WTNY

OTHER RATED STATIONS/METRO SHARE & CUME RATING

CFLY-F	98.3	Kingston ON	.7/5.7

RADIO STATIONS

WATN,	1240,	1 KW ,	Oldies	ABC E TALKNT, $ 8.00	(Roslin)		D. Mance
WNCQ,	1410,	5 KW/1 KW (DA-N),	Country	SMN, $10.00	(K & P)		B. Danziger
WTNY,	790,	1 KW (DA-N) ,	MOR/Full Service	, $22.00	(Torbet)		D. Alexander
WCIZ-F,	97.5,	41 KW @ 292 ,	AOR	ABC FM, $16.00	(K & P)		B. Danziger
WTNY-F,	93.5,	3 KW @ 330 ,	CHR	, $31.00	(Torbet)		D. Alexander
WTOJ-F,	103.1,	.8 KW @ 670 ,	AC	UNISUP UNIULT, $13.00	(Roslin)	(CARTHAGE)	D. Mance

Other ranked stations — see Syracuse in Spring 90 edition

WICHITA FALLS, TX

MSA Rank/Pop: 288/123,600
ARB Rank/Pop: 229/104,500
Market TSL: 20.5
Average Person Rating: 15.5

Diaries: 334/313:1
Sample Target: 300
% Below Line: 2.2
% Not Listed: 14.8

Retail $: 1.0 Bil
FM Share: 91.30%
Stations: 8/7

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. KLUR-F	46/28.4		27.5		35.1	448	42.9	44.3	43.2			
2. KNIN-F	32/19.8		21.3		13.6	367	35.1	38.8	33.0			
3. KWFS-F	21/13.0		11.3		14.9	243	23.3	27.0	29.2			
4. KTLT-F	16/ 9.9		13.8		12.3	227	21.7	26.0	23.4			
5. KYYI-F	11/ 6.8		——		——	180	17.2	——	——			
6. KWFT	6/ 3.7		6.3		1.3	124	11.9	11.7	9.8			
7. KGTM	3/ 1.9		3.8		6.5	66	6.3	10.7	11.3			
WBAP	3/ 1.9		1.9		.6	75	7.2	6.9	6.6			

12+ AMD

1. KLUR-F>>
2. KNIN-F
3. KWFS-F<
4. KWFT

12+ MID

1. KLUR-F>>
2. KNIN-F
3. KWFS-F>
4. KTLT-F

12+ PMD

1. KLUR-F>
2. KNIN-F>
3. KWFS-F>
4. KTLT-F
   KYYI-F

12+ EVE

1. KNIN-F>>
2. KLUR-F>
3. KWFS-F
4. KTLT-F

ADULTS 18-34

1. KLUR-F<
2. KNIN-F>>
3. KTLT-F<
4. KWFS-F

ADULTS 25-54

1. KLUR-F>
2. KWFS-F
3. KNIN-F
   KTLT-F

ADULTS 35-64

1. KLUR-F>>
2. KWFS-F>
3. KTLT-F
   KYYI-F

MEN 25-54

1. KLUR-F>>
2. KWFS-F
3. KNIN-F
4. KTLT-F

WOMEN 25-54

1. KLUR-F>
2. KWFS-F
3. KTLT-F
4. KNIN-F
5. KYYI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KGTM,	990, 10 KW/1 KW (DA-2) ,	Country	, $ 7.00	(Banner)			M. Rosen
KWFT,	620, 5 KW (DA-N) ,	MOR	CBS APR, $ 9.00	(Torbet)			D. Whan
KLUR-F,	99.9, 100 KW @ 830 ,	Country	ABC I, $29.00	(Katz)			S. Beard
KNIN-F,	92.9, 100 KW @ 985 ,	CHR	ABC C, $24.00	(Banner)			J. Michael
KTLT-F,	106.3, 3 KW @ 300 ,	AC	, $15.00	(Christal)			K. Schroder
KWFS-F,	103.3, 100 KW @ 440 ,	CHR	UNIPWR, $18.00	(Mc-Guild)	Sun Group		R. Jordan
KYYI-F,	104.7, 100 KW @ 1017 ,	???	, $10.00	(Riley)		(BURKBENNET)	

WBAP — See Dallas in Spring 90 edition

WILLIAMSPORT, PA

MSA Rank/Pop: 305/117,500
ARB Rank/Pop: 233/98,300
Market TSL: 24.75
Average Person Rating: 18.6

Diaries: 315/312:1
Sample Target: 290
% Below Line: 0.0
% Not Listed: 13.7

Retail $: 0.7 Bil
FM Share: 79.75%
Stations: 10/10

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. WILQ-F	43/23.5		21.8		25.9	366	37.2	38.0	36.9			
2. WHTO-F	33/18.0		16.0		18.7	320	32.6	28.3	31.6			
3. WKSB-F	32/17.5		16.0		8.4	343	34.9	29.9	19.5			
4. WLYC	16/ 8.7		5.9	-	8.4	126	12.8	11.6	15.0			
5. WFXX-F	10/ 5.5		11.7		18.7	207	21.1	27.9	32.0			
WWPA	10/ 5.5		6.4		7.2	123	12.5	11.7	14.5			
7. WRAK	6/ 3.3		1.6		1.2	131	13.3	10.0	7.3			

12+ AMD

1. WILQ-F>
2. WKSB-F
3. WHTO-F>
4. WLYC

12+ MID

1. WILQ-F
2. WKSB-F
3. WHTO-F>
4. WLYC

12+ PMD

1. WHTO-F
   WKSB-F
3. WILQ-F>

12+ EVE

1. WHTO-F
2. WILQ-F
3. WKSB-F>
4. WFXX-F

ADULTS 18-34

1. WHTO-F>>
2. WKSB-F>>
3. WFXX-F
   WILQ-F

ADULTS 25-54

1. WILQ-F<
2. WKSB-F>>
3. WHTO-F>
4. WFXX-F

ADULTS 35-64

1. WILQ-F>>
2. WKSB-F>>

MEN 25-54

1. WILQ-F
2. WKSB-F>>
3. WHTO-F>
4. WFXX-F
   WKHL-F

WOMEN 25-54

1. WILQ-F<
2. WKSB-F>>
3. WHTO-F>

7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJSA-F	93.5	Jersy Shr/Wlmsprt	.5/3.7
WKHL-F	95.5	Salladasburg	1.6/4.5
WRKK-F	97.7	Jersy Shr/Wlmsprt	2.2/4.2

RADIO STATIONS

WLYC,	1050,	1 KW/35 W	,	Nostalgia	ABC I, $13.00	(—)		R. Cunnion
WRAK,	1400,	1 KW	,	Talk	CNN NBC, $10.00	(—)		J. Dame
WWPA,	1340,	1 KW	,	Nostalgia	CBS UNISUP, $11.00	(—)		W. Ott
WFXX-F,	99.3,	210 W @ 1280	,	CHR	SOURCE, $16.00	(Republic)		J. Quinn
WHTO-F,	103.9,	1.3 KW @ 429	,	CHR	ABC FM, $18.00	(—)	(MUNCY)	V. Michael
WILQ-F,	105.1,	9 KW @ 1135	,	Country	ABC I, $27.00	(Roslin)		R. Cunnion
WKSB-F,	102.7,	53 KW @ 1287	,	AC	UNISUP, $23.00	(—)		J. Dame

YAKIMA, WA

MSA Rank/Pop: 214/187,400
ARB Rank/Pop: 187/151,200
Market TSL: 21.0
Average Person Rating: 15.9

Diaries: 372/406:1
Sample Target: 350
% Below Line: 0.0
% Not Listed: 17.0

Retail $: 1.0 Bil
FM Share: 72.50%
Stations: 14/14

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. KXDD-F	44/18.3		15.2		16.3	413	27.3	19.9	23.0			
2. KFFM-F	41/17.0		16.5		8.8	439	29.0	28.8	20.6			
3. KATS-F	37/15.4		17.0		17.7	339	22.4	27.2	25.2			
4. KIT	19/ 7.9		8.0		11.2	276	18.3	20.8	20.4			
5. KUTI	16/ 6.6		5.4		7.9	187	12.4	12.2	10.6			
6. KRSE-F	10/ 4.1		4.0		4.2	161	10.6	8.3	7.6			
7. KHYT-F	9/ 3.7		.4		5.1	163	10.8	2.1	14.5			
8. KZTA	3/ 2.5		.9		----	70	4.6	1.9	----			
9. KMWX	5/ 2.1		2.2		2.3	98	6.5	7.1	9.2			
KYXE	5/ 2.1		1.3		2.8	90	6.0	3.3	5.4			

12+ AMD

1. KATS-F<
2. KXDD-F
3. KIT
4. KFFM-F

12+ MID

1. KATS-F<
2. KXDD-F>
3. KFFM-F
4. KUTI

12+ PMD

1. KATS-F
   KFFM-F<
3. KXDD-F>

12+ EVE

1. KFFM-F>>
2. KATS-F
3. KXDD-F
4. KIT

ADULTS 18-34

1. KATS-F>
2. KFFM-F
3. KXDD-F>

ADULTS 25-54

1. KXDD-F<
2. KATS-F>
3. KFFM-F>

ADULTS 35-64

1. KXDD-F>
2. KUTI
3. KFFM-F
   KIT

MEN 25-54

1. KATS-F
2. KXDD-F>
3. KFFM-F>

WOMEN 25-54

1. KXDD-F>
2. KATS-F
   KFFM-F>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBBO	1390	Yakima	.8/4.4
KREW	1210	Sunnyside	.8/3.8
KREW-F	96.7	Sunnyside	.8/3.1
KYKA-F	96.9	Naches/Yakima	.8/2.9

RADIO STATIONS

KIT ,	1280,	5 KW/1 KW ,	MOR	ABC I SUN,	$15.00	(Mc-Guild)	Ingstad		D. Ammodt
KMWX,	1460,	5 KW (DA-N) ,	Oldies	NBC,	$10.00	(K & P)			G. Myhre
KUTI,	980,	5 KW/500 W (DA-N),	Country	ABC E,	$12.00	(Christal)		(SELAH)	T. McCoy
KYXE,	1020,	5 KW/500 W (DA-2),	Country	CRC,	$ 9.00	(Roslin)		(SELAH)	S. Taft
KZTA,	930,	1 KW (DAYS) ,	Hispanic	,	$ 9.00	(Caballero)			C. Siebol
KATS-F,	94.5,	100 KW @ 850 ,	AOR	ABC R,	$16.00	(Mc-Guild)	Ingstad		D. Ammodt
KFFM-F,	107.3,	100 KW @ 1500 ,	CHR	,	$19.00	(K & P)			G. Myhre
KHYT-F,	92.9,	17 KW @ 843 ,	AC	,	$10.00	(Roslin)		(TOPPENISH)	S. Taft
KRSE-F,	105.7,	700 W @ 560 ,	EZ	,	$11.00	(---)			P. Fretwell
KXDD-F,	104.1,	61 KW @ 840 ,	Country	ABC D,	$21.00	(Christal)			T. McCoy

SECTION B

BIRCH NON-MONTHLY MARKETS *

BANGOR, ME (Dec 89-May 90)

1.	WQCB-F	20.0/22/211	106.5, 97 KW @ 1080,	Country	$30.00	(Mc-Guild)		
2.	WWFX-F	16.4/18/269	See Augusta, ME					
3.	WTOS-F	14.5/16/171	See Augusta, ME					
4.	WKSQ-F	9.1/10/209	See Augusta, ME					
5.	WWMJ-F	6.4/ 7/126	See Augusta, ME					

BENTON HARBOR, MI (Dec 89-May 90)

1.	WIRX-F	18.9/46/420	107.1, 3 KW @ 330,	CHR	$30.00	(Mc-Guild)	Midwest Family	
2.	WHFB-F	9.8/24/296	99.9, 50 KW @ 478,	AC	$23.00	(Katz)	WinCom	
3.	WAOR-F	9.0/22/212	See South Bend in Spring 90 edition					
4.	WNDU-F	6.6/16/265	See South Bend in Spring 90 edition					
5.	WGTC-F	5.7/14/144	See South Bend in Spring 90 edition					
6.	WSJM	5.3/13/173	1400, 1 KW ,	MOR/AC	$17.00	(Mc-Guild)	Midwest Family	

BLUEFIELD, WV (Dec 89-May 90)

1.	WHAJ-F	37.3/87/816	104.5, 100 KW @ 1197,	CHR	$ NA	(---)	Adventure	
2.	WBDY-F	7.3/17/218	106.3, 220 W @ 1122,	Country	$14.00	(---)		
3.	WJLS-F	5.2/12/132	See Beckley, WV					
4.	WAEY-F	4.3/10/170	95.9, 6 KW @ 178,	Country	$ 8.00	(---)		(PRINCETON)

CENTRAL UPPER MICHIGAN (Dec 89-May 90)

1.	WGLQ-F	18.8/40/560	97.1, 100 KW @ 1070,	Contemp	$22.00	(Mc-Guild)		
2.	WMQT-F	13.6/29/292	107.5, 100 KW @ 540,	CHR	$15.00	(HNWH)		(ISHPEMING)
3.	WYKX-F	11.7/25/293	104.7, 100 KW @ 400,	Country	$ NA	(Republic)		(ESCANABA)
4.	WRUP-F	11.3/24/254	103.3, 100 KW @ 650,	Oldies	$13.00	(Patt)		(MARQUETTE)
5.	WJPD-F	10.8/23/320	92.3, 100 KW @ 470,	Country	$14.00	(Roslin)		(ISHPEMING)
6.	WIMK-F	10.3/22/261	93.1, 100 KW @ 635,	AOR	$14.00	(Patt)		(IRON MOUNTAIN)

ELKHART/GOSHEN, IN (Dec 89-May 90)

1.	WNDU-F	17.4/33/475	See South Bend in Spring 90 edition					
2.	WZZP-F	10.0/19/382	See South Bend in Spring 90 edition					
3.	WTRC	8.4/16/263	1340, 1 KW ,	MOR	$18.00	(Christal)	Federated	
4.	WFRN-F	7.4/14/267	See South Bend in Spring 90 edition					
5.	WZOW-F	6.8/13/164	97.7, 3 KW ,	Oldies	$13.00	(Regional)		(GOSHEN)
	WAOR-F	6.8/13/149	See South Bend in Spring 90 edition					

FAIRBANKS, AK (Dec 89-May 90)

1.	KWLF-F	28.0/30/244	98.1, 25 KW @ 300,	CHR	$15.00	(Katz)		
2.	KSUA-F	14.0/15/133	103.9, 1 KW @ 120,	AOR (Public)	$ NA	(---)		
3.	KUAC-F	11.2/12/125	104.7, 11 KW @ 440,	Public (NPR)	$ NA	(---)		
	KIAK-F	11.2/12/158	102.5, 25 KW @ -86,	Country	$16.00	(Christal)		
5.	KAYY-F	10.3/11/173	101.1, 25 KW @ 370,	AC	$14.00	(Mc-Guild)		
6.	KFAR	7.5/ 8/115	660, 10 KW ,	Talk	$15.00	(Katz)		

FLORENCE, AL (Dec 89-May 90)

1.	WVNA-F	22.7/44/349	100.3, 100 KW @ 245,	CHR	$25.00	(K & P)		(TUSCUMBIA)
2.	WLAY-F	22.2/43/432	105.5, 800 W @ 742,	Country	$20.00	(Southern)		
3.	WQLT-F	10.8/21/283	See Huntsville in Spring 90 edition					
4.	WDRM-F	7.2/14/134	See Huntsville in Spring 90 edition					

FT. COLLINS/GREELEY/LOVELAND, CO (Dec 89-May 90)

1.	KUAD-F	11.4/54/571	99.1, 100 KW @ 675,	Country	$ NA	(Republic)		(WINDSOR)
2.	KQKS-F	9.9/47/593	See Denver in Spring 90 edition					
3.	KAZY-F	8.4/40/382	See Denver in Spring 90 edition					
4.	KBPI-F	5.9/28/363	See Denver in Spring 90 edition					
5.	KOA	5.3/25/445	See Denver in Spring 90 edition					
6.	KTRR-F	4.9/23/230	102.5, 50 KW @ 410,	AC	$18.00	(---)	Strother	

GLENS FALLS, NY (Dec 89-May 90)

1.	WPYX-F	14.0/31/379	See Albany in Spring 90 edition					
2.	WGNA-F	11.7/26/291	See Albany in Spring 90 edition					
3.	WEQX-F	7.7/17/239	See Albany in Spring 90 edition					
4.	WGY -F	6.3/14/298	See Albany in Spring 90 edition					
	WFLY-F	6.3/14/298	See Albany in Spring 90 edition					
6.	WAYI-F	5.9/13/159	107.1, 3 KW @ 300,	CHR	$ NA	(---)		(HUDSON FALLS)
7.	WENU-F	5.4/12/190	101.7, 3 KW @ 180,	AC	$17.00	(---)		(HUDSON FALLS)
8.	WWSC	5.0/11/198	1450, 1 KW ,	MOR	$14.00	(NE Spot)		

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* Figures shown for each station are: 12+ share/AQH/Cume
All are 12+, Mon-Sun, 6A-Mid.

GREGG COUNTY, TX (Dec 89-May 90)

1.	KYKX-F	24.3.39/292	See Longview, TX
2.	KTUX-F	9.6/15/220	See Shreveport in Spring 90 edition
3.	KISX-F	5.4/ 9/ 94	See Tyler, TX

IDAHO FALLS, ID (Dec 89- May 90)

1.	KFTZ-F	34.6/64/501	103.3, 52 KW @ 500,	CHR	$15.00	(K & P)	
2.	KUPI-F	21.1/39/364	99.1, 100 KW @ 510,	Country	$19.00	(Eastman)	Hatch
3.	KLCE-F	14.1/26/344	97.3, 100 KW @ 1512,	AC	$17.00	(Mc-Guild)	

IOWA CITY, IA (Dec 89-May 90)

1.	KRNA-F	15.5/19/240	See Waterloo or Cedar Rapids in Spring 90 edition			
2.	KKRQ-F	13.7/16/199	See Waterloo or Cedar Rapids in Spring 90 edition			
3.	KQCR-F	9.8/12/148	See Waterloo or Cedar Rapids in Spring 90 edition			
4.	KHAK-F	8.9/11/132	See Waterloo or Cedar Rapids in Spring 90 edition			
5.	KFMH-F	6.7/ 8/ 68	See Waterloo or Cedar Rapids in Spring 90 edition			
6.	WMT	5.1/ 6/ 84	See Waterloo or Cedar Rapids in Spring 90 edition			
7.	KCJJ	4.9/ 6/ 61	1560, 1 KW ,	MOR/AC	$14.00	(Smith)
	KSUI-F	4.9/ 6/ 66	91.7, 100 KW @ 1310,	Classical (NPR)	$ NA	(---)

JACKSON, TN (Dec 89-May 90)

1.	WFXX-F	28.2/31/281	95.9, 3 KW @ 300,	Black	$14.00	(---)	
2.	WZDQ-F	14.5/16/244	102.3, 6 KW @ 300,	CHR	$19.00	(Dora)	(HUMBOLDT)
3.	WTNV-F	13.6/15/159	104.1, 100 KW @ 655,	Country	$11.00	(Kat)	
4.	WYNU-F	8.2/ 9/168	92.3, 100 KW @ 1000,	CHR	$15.00	(K & P)	(MILAN)
5.	WMXX-F	6.4/ 7/ 78	103.1, 3 KW @ 262,	AC	$10.00	(HNWH)	

JEFFERSON CITY, MO (Dec 89-May 90)

1.	KTXY-F	28.6/69/540	106.9, 100 KW @ 600,	CHR	$ NA	(Mc-Guild)
2.	KLIK	18.7/45/432	950, 1 KW/500 W ,	Country	$ NA	(Mc-Guild)
3.	KFMZ-F	6.2/15/245	See Columbia			
	KJMO-F	6.2/15/204	100.1, 3 KW @ 300,	AC	$14.00	(Roslin)
5.	KWOS	5.8/14/159	1240, 1 KW ,	MOR	$13.00	(---)

LAREDO, TX (Dec 89-May 90)

1.	KJBZ-F	26.0/46/420	92.7, 3 KW @ 289,	Hispanic	$13.00	(Katz Hisp)
2.	KRRG-F	22.0/39/450	98.1, 100 KW @ 773,	CHR	$ NA	(HNWH)
3.	KOYE-F	13.6/24/338	94.9, 100 KW @ 1000,	AC	$16.00	(Republic)

LIMA, OH (Dec 89-May 90)

1.	WZOQ-F	34.0/70/583	92.1, 1 KW @ 300,	CHR	$33.00	(mc-Guild)	Arrow
2.	WIMT-F	13.6/28/337	102.1, 11 KW @ 1060,	Country	$19.00	(Katz)	
3.	WBYR-F	6.8/14/261	See Fort Wayne in Spring 90 edition				
	WLW	6.8/14/120	See Cincinnati in Spring 90 edition				
5.	WIMA	6.3/13/292	1150, 1 KW ,	MOR	$15.00	(Katz)	

MIDDLETOWN, NY (Dec 89-May 90)

1.	WSPK-F	13.2/32/393	See Poughkeepsie			
2.	WHUD-F	11.5/28/328	See New York in Spring 90 edition			
3.	WPDH-F	11.1/27/363	See Poughkeepsie			
4.	WKOJ-F	5.8/14/225	92.7, 3 KW @ 308,	Classic AOR	$29.00	(Katz)
5.	WCBS-F	4.5/11/235	See New York in Spring 90 edition			

MORGANTOWN, WV (Dec 89-May 90)

1.	WVAQ-F	22.3/60/648	101.9, 50 KW @ 500,	CHR	$23.00	(---)	
2.	WKKW-F	12.6/34/460	106.5, 50 KW @ 500,	Country	$16.00	(K & P)	(CLARKSBURG)
3.	WFGM-F	10.4/28/444	97.9, 50 KW @ 500,	CHR	$14.00	(Regional)	(FAIRMONT)
4.	WCLG-F	8.9/24/418	100.1, 3 KW @ 300,	AOR	$16.00	(Dome)	
5.	WVHF-F	5.9/16/184	92.7, .5 KW @ 670,	CHR	$15.00	(Roslin)	(CLARKSBURG)
6.	WAJR	5.2/14/178	1440, 5 KW/500 W ,	Country	$16.00	(---)	

NORTHEASTERN MICHIGAN (Dec 89-May 90)

1.	WHSB-F	30.2/32/282	107.7, 100 KW @ 450,	CHR	$14.00	(Mi. Spot)	(ALPENA)
2.	WATZ-F	22.6/24/155	99.3, 17 KW @ 850,	Country	$15.00	(Katz)	(ALPENA)
3.	WAIR-F	6.6/ 7/136	See Northwest Michigan				
4.	WKPK-F	5.7/ 6/ 81	See Northwest Michigan				
5.	WHAK	4.7/ 5/ 56	960, 5 KW (DAYS),	Country	$ NA	(---)	(ROGERS CITY)

* Figures sown for each staion are: 12+ share/AQH/Cume
All are 12+, Mon-Sun, 6A-Mid.

POCATELLO, ID (Apr 90-Jun 90)

1. KZBQ-F	20.9/27/226	93.7, 100 KW @ 977,	Country	$18.00	(Mc-Guild)		
2. KLCE-F	17.8/23/330	97.3, 100 KW @ 1512,	AC	$25.00	(Mc-Guild)		(BLACKFOOT)
3. KPKY-F	17.1/22/253	94.9, 100 KW @ 1000,	AC	$15.00	(Torbet)		
4. KSEI-F	14.7/19/175	102.5, 100 Kw @ 1023,	Classic AOR	$14.00	(Katz)		
5. KFTZ-F	7.8/10/106	See Idaho Falls					

SAN LUIS OBISPO/SANTA MARIA/LOMPOC (Dec 89-May 90)

1. KZOZ-F	10.9/49/613	93.3, 29 KW @ 1500,	CHR	$ NA	(Christal)	Brandon	(SAN LUIS)
2. KWBR-F	7.3/33/308	95.3, 2 KW @ 390,	AOR	$25.00	(Eastman)		(PISMO)
3. KRUZ-F	6.2/28/255	See Santa Barbara					
4. KKUX-F	4.9/22/387	98.1, 4 KW @ 1620,	AC	$ NA	(Durpetti)		(SAN LUIS)
5. KCBX-F	4.2/19/248	90.1, 5 KW @ 1410,	Class/Jazz (NPR)	$ NA	(---)		(SAN LUIS)
KSNI-F	4.2/19/325	102.5, 17 KW @ 770,	Country	$ NA	(Torbet)		(SANTA MARIA)
7. KWCD-F	4.0/18/251	107.3, 4 Kw @ 807,	AC	$ NA	(---)		(GROVER CITY)
8. KSLY-F	3.8/17/461	96.1, 5 KW @ 1410,	CHR	$ NA	(Katz)		(SAN LUIS)
KOTR-F	3.8/17/186	94.9, 29 Kw @ 285,	AOR	$ NA	(---)		(CAMBRIA)
KXFM-F	3.8/17/385	99.1, 2 KW @ 1906,	CHR	$ NA	(HNWH)		(SANTA MARIA)
11. KDDB-F	3.6/16/231	92.5, 4 KW @ 1550,	Country	$16.00	(HNWH)	Deller	(PASO)

SIERRA VISTA, AZ

1. KRQQ-F	20.6/12/ 86	See Tucson in Spring 90 edition				
2. KTAN	13.3/ 8/ 82	1420, 1.5 KW/500 W ,	Country	$ 9.00	(---)	
3. KTAN	13.2/ 8/104	100.9, 3 KW @ -46,	CHR	$12.00	(---)	
4. KZMK-F	11.8/ 7/ 83	92.1, 3 KW @ ? ,	AOR	$14.00	(---)	(BISBEE)

SOUTH LAKE TAHOE, CA

1. KOZZ-F	14.4/6/73	See Reno in Spring 90 edition			
2. KRLT-F	14.1/6/77	93.9, 6 KW @ -188,	AC	$ NA	(---)
3. KRZQ-F	13.1/5/46	See Reno in Spring 90 edition			
4. KWNZ-F	7.9/3/46	See Reno in Spring 90 edition			
5. KTHO	6.3/3/38	590, 2.5 KW/500 W ,	MOR	$10.00	(---)

STAUTON/WAYNESBORO, VA

1. WSGM-F	15.0/20/251	93.5, 3 KW @ 300,	CHR	$13.00	(---)	
2. WKDW	13.8/18/216	900, 2.5 KW/128 W ,	Country	$12.00	(---)	
3. WKCY-F	9.5/12/120	See Harrisonburg				
4. WQPO-F	8.3/11/129	See Harrisonburg				
5. WWWV-F	5.7/ 7/ 72	See Charlottesville				
6. WTON	5.5/ 7/113	1240, 1 KW ,	MOR	$ 9.00	(---)	Ogden

STEUBEN COUNTY, IN

1. WLKI-F	19.4/8/102	100.1, 3 KW @ 300,	Contemp	$ 9.00	(---)	(ANGOLA)
2. WMEE-F	16.4/7/ 66	See Fort Wayne in Spring 90 edition				
3. WBTU-F	14.8/6/ 65	See Fort Wayne in Spring 90 edition				
4. WRKR-F	7.6/3/36	See Kalamazoo in Spring 90 edition				

SUMTER, SC (Dec 89-May 90)

1. WWDM-F	41.4/89/726	See Columbia in Spring 90 edition			
2. WHLZ-F	10.7/23/283	See Florence, SC			
3. WNOK-F	9.3/20/271	See Columbia in Spring 90 edition			
4. WCOS-F	6.5/14/172	See Columbia in Spring 90 edition			
5. WQMC	6.0/13/182	1290, 1 KW (DAYS) ,	Gospel	$ 9.00	(---)

WAUSAU, WI (Dec 89-May 90)

1. WIFC-F	29.9/47/442	95.5, 100 KW @ 1150,	CHR	$ NA	(Christal)	Journal Co.	
2. WDEZ-F	18.5/29/256	101.9, 100 KW @ 490,	Country	$ NA	(Banner)	Midwest	
3. WSAU	8.3/13/225	550, 5 KW ,	MOR	$ NA	(Christal)	Journal Co.	
4. WRIG	6.4/10/142	1390, 5 KW ,	Oldies	$ NA	(Banner)	Midwest	
WYCO-F	6.4/10/222	107.9, 100 KW @ 1209,	AC				
5. WMZK-F	5.7/ 9/150	104.1, 6 KW @ 300,	Classic AOR	$ NA	(HNWH)		(MERRILL)

YUMA, AZ (Apr 90-Jun 90)

1. KJOK-F	35.0/41/259	93.1, 100 KW @ 80,	CHR	$20.00	(K & P)	
2. KTTI-F	20.7/24/243	95.1, 25 KW @ 76,	Country	$18.00	(Torbet)	Uno
3. KYXI-F	14.9/18/202	100.9, 3 KW @ 274,	Soft AC	$17.00	(HNWH)	
4. KBLU	9.0/11/128	560, 1 KW ,	Oldies	$14.00	(Torbet)	Uno

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* Figures shown for each station are: 12+ share/AQH/Cume.
All are 12+, Mon-Sun, 6A-Mid.